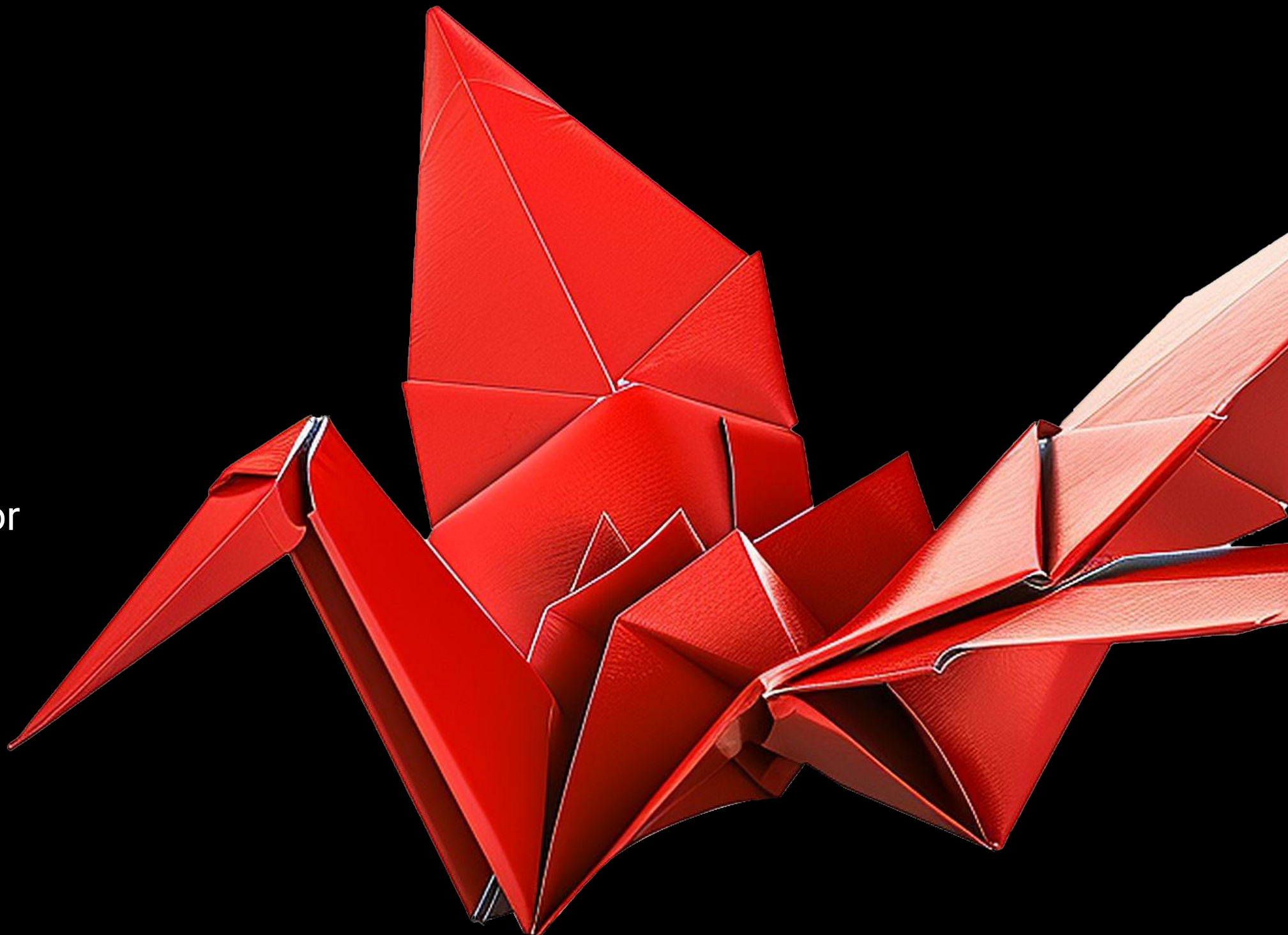


Customer experience (CX) optimization

73% of consumers say they would pay more for a superior customer experience.

- PWC



Revenue reports to CX

At Fynch, we know that an exceptional customer experience is key to brand differentiation and growth. By deeply understanding customer needs and crafting seamless, personalized interactions, we drive satisfaction and loyalty, ensuring every touchpoint contributes to your brand’s success.



CX audit



CX analysis



Service design



User testing & focus groups

Key activities

1 Diagnostic and research

Customer journey analytics: Use heat maps and touchpoint analysis tools (Lucidchart, Sample) to identify pain points.

Voice of the customer (VoC): Capture feedback via NPS/CSAT surveys, interviews, and text analytics (SurveyMonkey, Qualtrics).

Segmentation analysis: Perform segmentation using cluster analysis (Tableau) to understand behaviors and needs.

High level outcomes

- Detailed Journey Maps
- VoC Insights Report
- User Segmentation

2 Strategy and design

Experience strategy: Define CX objectives and KPIs using balanced scorecards and OKRs (Power BI).

Persona development: Create personas and empathy maps (Miro, Persona).

Service blueprinting: Map processes and interactions (Lucidchart, Miro) using service design thinking.

- Aligned CX Strategy
- Detailed Personas
- Service Blueprints

3 Implementation and transformation

CX Program management: Oversee initiatives with agile methodologies (Jira, Trello).

Technology enablement: Implement CRM and omnichannel solutions (Salesforce, Adobe Experience Cloud, Zendesk).

Employee training: Conduct training programs.

- Established CX PMO
- Integrated Technology Stack
- Trained Workforce

4 Measurement and continuous improvement

Performance monitoring: Track performance with real-time analytics (Tableau, Google Analytics).

Feedback loops: Collect feedback using surveys and focus groups (SurveyMonkey, Typeform).

CX optimization: Optimize interactions with A/B testing (Optimizely, Google Optimize).

- Real-Time Performance Dashboards
- Continuous Feedback Mechanisms
- Optimized Experiences

5 Sustaining and scaling

CX Governance: Establish frameworks using steering committees and governance models.

Maturity Assessment: Conduct assessments using maturity models and benchmarking tools.

Scalability Planning: Develop scalability frameworks and roadmaps.

- Scalable performance dashboards
- Dynamic feedback loops
- Continuous experience improvement

Ready to move forward with clarity?

Whether you need strategic direction, actionable insights, or market execution, our team is here to support your journey from vision to measurable result.

Book a consultation

