

We establish long-term working relationships and deep knowledge of our clients' businesses

CUSTOMER EXPERIENCE (CX) CASE STUDY

Customer Journey Mapping for Enhanced Customer Experience

Document current state processes, analyze efficacy, and identify areas for improvement.

OUR OBJECTIVE

Uncover high impact improvement projects with a holistic view of the current customer journey

CASE FOR CHANGE

- Growth of one business unit of a large energy company via acquisition.
- In order to manage the business, customer needs were retrofitted into existing processes and cross functional teams and a new account management team was formed to specifically serve that business.
- As a result, there are many internal workarounds that happen because the existing process was not made to support this business, customer experience is inconsistent depending on which internal team they interact with, and there is a lot of duplicative work being done on a daily basis.

OUR RESULTS



Increased visibility into internal processes and relationships with cross functional teams.



Project briefs that articulate opportunity, value, and key stakeholders for business case creation.



Identified root cause issues.



Helped create a platform for growth for the business unit.



Position the business for efficient continuous improvement.

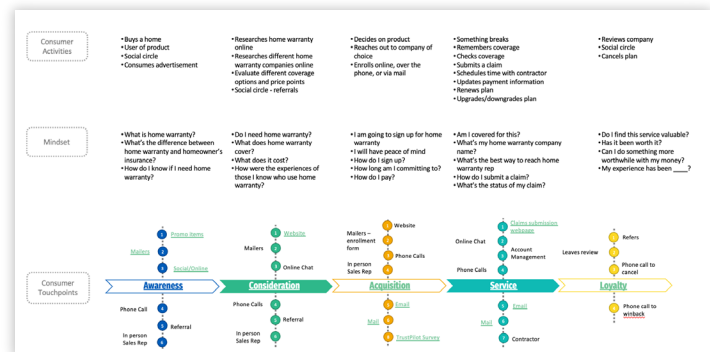
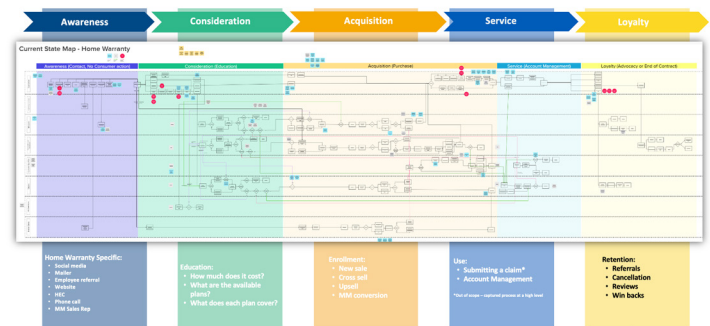
CUSTOMIZED SOLUTIONS FOR MARKETING, SALES AND SERVICE

Because your organization's challenges are unique, **our solutions are not prepackaged**; we learn your business and your challenges.



OUR APPROACH

- Created a current state map that documented all known internal processes across the consumer buying journey in order to identify pain points and opportunities.
- Synthesized data and metrics on consumer feedback, internal activity, sales results, and attrition as supporting points.
- Brainstormed solutions to address pain points, fill gaps, eliminate non-value added tasks, improve processes, and enable scale.
- Performed high level benefit/effort analysis and high level project scoping.



OUR SERVICES

Fisher is a boutique consulting firm.

We believe less is more. Our seasoned professionals help lead strategic initiatives at large and middle market companies across six service lines.

Technology Solutions



Strategy Execution



Finance Solutions



Customer Experience



Supply Chain Solutions



People & Organizational Effectiveness

