

INDEVCO
CONSULTANCY

Customer Experience & Retention Strategies

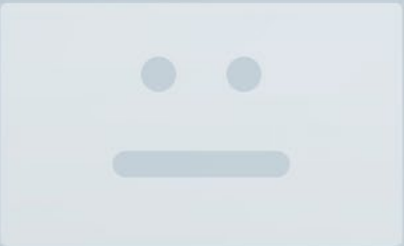


**Designing your
customer-first strategy**

Using our consistent customer experience strategic and systematic approach, we help businesses setup a value-driven customer experience (CX) ecosystem that differentiates them from their competition. From knowing your customers and what segment they belong to, through listening to their needs and designing their optimal experiences, we guide your way to generate customer insights and achieve bottom line positive results.



According to Forbes, customers tell an average of 9 people about a positive experience with a brand, but they tell 16 people about a negative experience.



Nowadays, marketing executives are shifting away from competing on prices and short-term transactional approaches, and instead focus more on establishing long-lasting partnerships with their customers and providing them with exceptional experiences and value added services. With competition across markets and industries becoming tougher, “customer-first” emerges as the most important success factor and key differentiator that businesses should adopt to drive revenue and sustainable growth.

Going beyond customer service, Customer Experience Management (CXM) requires a change in focus and an integrated customer centricity approach. To achieve customer experience success, businesses begin with a clear vision, mission and strategy along with a strong commitment to customers’ best interests.

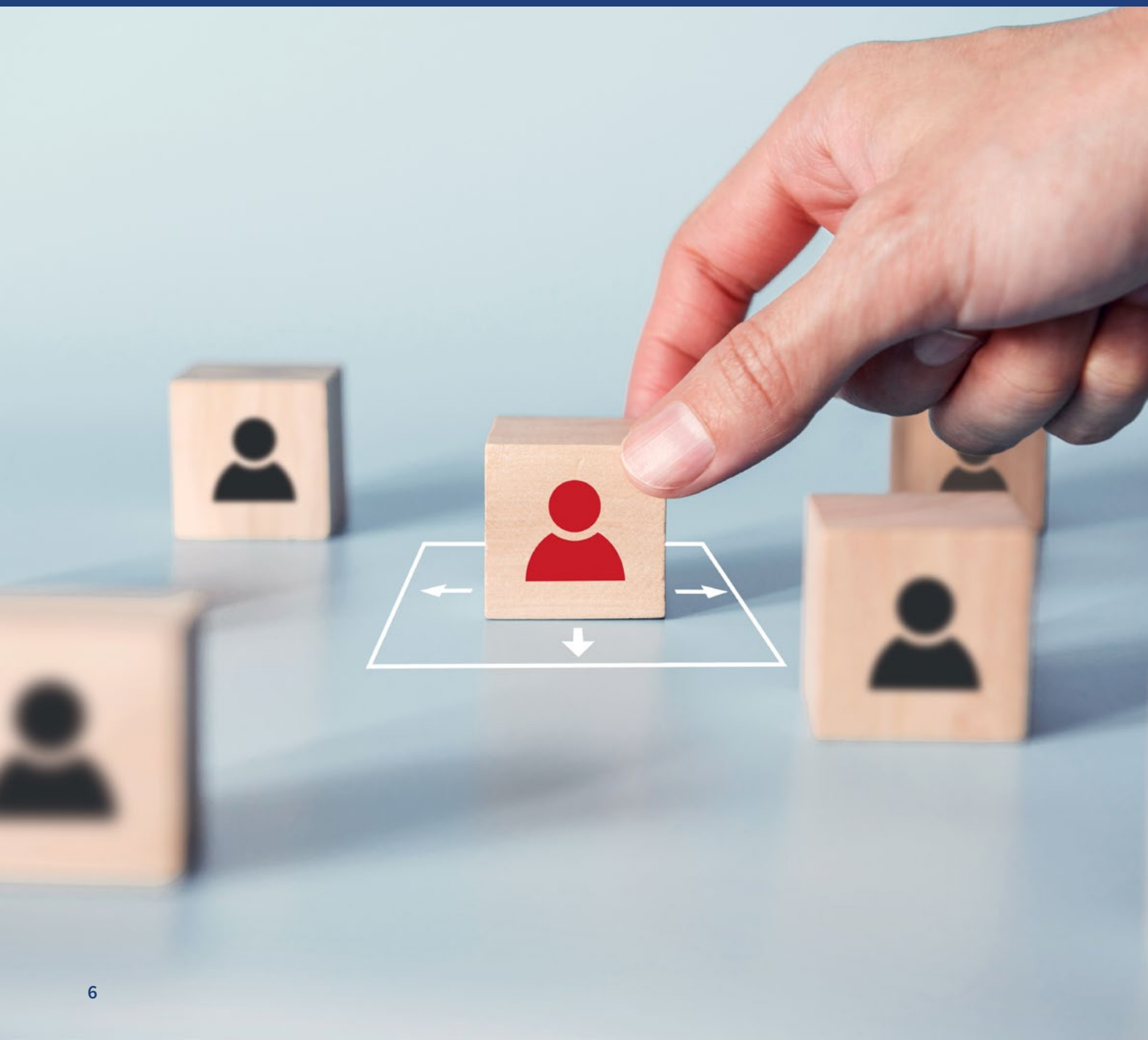
A well-executed customer experience strategy will not only increase customer satisfaction, but also maximize customer lifetime value and will consequently drive revenue, decrease churn rate, and set businesses apart from their competition.

With customer experience practices cascaded down the organization, businesses will be able to maintain and manage a positive reputation in order to increase customer loyalty and position themselves as leaders in the market.

Benefits

	Higher customer satisfaction		Increased sales from cross-sell and upsell opportunities
	Increased customer loyalty and retention		Lower churn rates
	360-degree customer insights		Win back lost customers

Knowing your customers is today the key driver to developing a competitive edge and generating more business



Customer Experience Management Strategy

We help businesses design the most optimal customer experience management (CXM) strategy in line with their defined purpose and their market positioning to accordingly develop and manage a tailored CX roadmap with clear objectives and milestones.

Customer Advisory Boards

We help businesses deepen and strengthen their relationships with top accounts and c-level customers by creating customer advisory boards.

Customer Win Back Strategy

We help you understand your customer life stages and specifically shed the light on “lost and at risk” customers in order to prevent high churn rates and accordingly, develop proactive win back programs to retain customers, and keep them engaged and interested.

Customer Segmentation Across Pyramid

We collaborate with businesses to develop a customer scoring model that identifies how strategic customers are and therefore distribute them across the Pyramid (i.e. Platinum, Gold, Silver and Bronze customers) to increase conversions, as well as help you identify your main area of focus. Furthermore, we help businesses set up retention strategies accordingly to up-ward customer migration plans.

Voice of Customer Program

We develop a customized Voice of Customer (VoC) program that enables businesses to engage with their customers and listen to their pain points in a consistent and systematic way using Customer Satisfaction Score (CSAT) & Net Promoter Score (NPS).

Customer Profile Building

We use a multidisciplinary approach to help businesses know their customer profiles and better segment them so that they can target their offering with relevant and timely value propositions.

Workshop, Training & Coaching

We design targeted guidance programs, trainings, and workshops aiming at engaging executives, as well as keeping them abreast of the latest CX trends and projections.

A customizable program to suit your industry

Amongst industries we serve:

Banking	Hospitality & Leisure
Consumer Packaged Goods	Insurance
Distribution & Wholesale	Manufacturing & Industrial Products
Energy, Utilities & Resources	Pharmaceuticals
Government & Public Services	Retail
Healthcare	Transportation & Logistics

« Having a customer-first strategy means changing your mindset and putting your customers at the center of your business »»

MAYA KHALIFEH – The Optimistic Strategist
Principal
Customer Experience & Retention Strategies

Maya Khalifeh is an award-winning, Certified Customer Experience Professional and seasoned expert, with over 15 years’ experience in setting strategies and systems that empower clients to elevate customer experience and build long-term strategic partnerships. In 2020, Maya was named Customer Experience Professional of the Year by the Gulf Customer Experience Awards. By nature, she sees the best in every situation, transforming every obstacle into an opportunity with her optimistic and forward-thinking approach.



A customer-centric organization is one that commits to customer success and actively engages with customers to provide support and offer solution-based products and services in response to their needs.



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Rooted in over 60 years of experience, with a strong track record of value creation and operational excellence.

INDEVCO Consultancy's holistic approach addresses customer needs using a set of comprehensive services coupled with deep industry knowledge. Our services include: Customer Experience & Retention Strategies, Lead Generation & Customer Acquisition Programs, Marketing & Sales Enablement, Risk Assessment & Internal Audit Advisory, Strategic Sourcing & Supply Chain Optimization, People Strategy & Organization Development, Exhibition Strategy & Management, Sustainability Strategy & Governance, Business Process Improvement & Excellence, Information Systems & Business Intelligence, Insurance & Safety Risk Management and IT Solutions & Consultancy.

Our network of consultants will guide your way to success serving public and private clients and spanning multiple industries.

Bringing our expertise and experience to help you create long-term, sustainable value and accelerate your growth.

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