

CUSTOMER EXPERIENCE MANAGEMENT CONSULTANCY SERVICES

1. Scope

INDEVCO's Customer Experience Consultants advise and assist clients in developing and implementing targeted and trackable customer experience initiatives. Our CX-certified consultants advise on customer retention and customer win-back programs, recommend customer satisfaction surveys and consult on Customer Advisory Boards for clients globally.

2. Objectives

INDEVCO's Customer Experience Consultants engage directly with clients to:

- Recommend how to develop customer advisory boards-(CAB) charter, key topics and member touchpoint materials.
- Advise on establishing global sales initiative including cross-selling strategies and global sales playbook.
- Advise on how to segment customers in the customer pyramid through customer profile building and customer scoring models. Assist in setting customer retention strategy for upward movement through the customer pyramid.
- Recommend master data management across client organization using the latest business intelligence (BI) dashboard technologies. Guide standardization of data fields and data input tactics.
- Advise in developing annual voice of the customer (VOC) programs including customer satisfaction surveying (CSAT). Assist in analyzing and acting upon quantitative and qualitative survey data.
- Recommend customer win-back program and analyze lost customer data. Advise in setting up KPIs and tracking reactivation.
- Analyze the client current situation and recommend requirements for successful customer experience based on interviews with management and customers as well as world-class best practices.

- Assist in developing and delivering customer experience training, sales workshops and employee education email campaigns in order to strengthen customer service and drive forward a customer-centric organization.

3. Global Network

INDEVCO provides specialized Technical & Consultancy Services through a global network of employees, consultants, and technical advisors located in Lebanon, Europe and the United States and in coordination with research and development centers and laboratories around the globe.

Technical & Consultancy Services are focused on industrial manufacturing, including but not limited to the production and trade of forestry and paper products, tissue, plastics, corrugated packaging, aluminum, consumer and away-from-home disposables, and other related products for B2B and FMCG sectors.