



Developing and Implementing a Customer Experience Strategy

The Challenge

A financial institution was underperforming in Country X: It was ranked only 5th in Country X but 1st in the US. The new Country X Manager saw that the staff lacked agreement and understanding of customer experience needs, target markets, competitors, optimal structure and strategy for growing the business. As a result, the head office was not investing in Country X.

Schmalensee Partners' Approach

Dawn Lesh, an SP Partner . . .

1. Determined strategic planning goals by talking with Country X Manager, management committee, key staff and clients
2. Designed and implemented a 2-1/2 day interactive planning session with 80 participants, using best practices and focusing on gaining buy-in
3. Created first annual customer-experience plan with strategy, milestones, measures, responsibilities, incentives and communications for buy-in
4. Facilitated follow-up quarterly reviews to celebrate success and make improvements where needed

Results

- Country X ranking jumped from 5th to 3rd in two years
- Revenues increased
- Head office gave Country X increased budget and resources
- Country X Manager given increased responsibilities

