

Andrew Reise

GUIDE

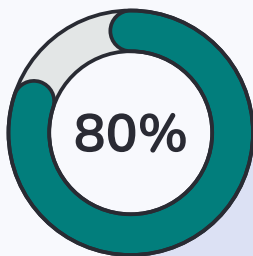
The Case for Customer Experience Consulting



Customer experience (CX) is the engine that drives a brand's growth—and it's increasingly critical to an organization's success. As customer expectations and needs rise, more and more businesses are waking up to CX's outsized role.

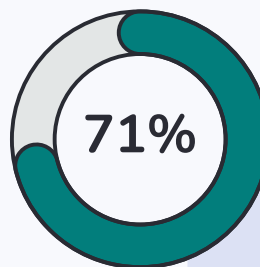
However, if business leaders don't have the time, expertise or resources to invest towards understanding their customers' experiences, it's easy for the brand to miss out on growth opportunities. Worse yet, they can quickly lose touch with their customers' expectations and see their existing customer base evaporate.

Investing in CX to understand customers and align to expectations is now more important than ever.



Share of customers saying the experiences a business provides are as important as its products and services offered ([according to a recent Salesforce report](#))

The level of trust customers share with the brands they interact with plays a crucial role in their ongoing loyalty. In fact, 95 percent of customers surveyed in a recent Salesforce report are more likely to give their loyalty to a company they trust, and 76 percent of customers say it's easier than ever to take their business elsewhere. What's more, improving CX can create new growth opportunities for businesses.



In fact, [71 percent of consumers](#) say they'll recommend a product or service because of "a great experience".

That means better CX can trigger faster growth and capture more loyal customers.

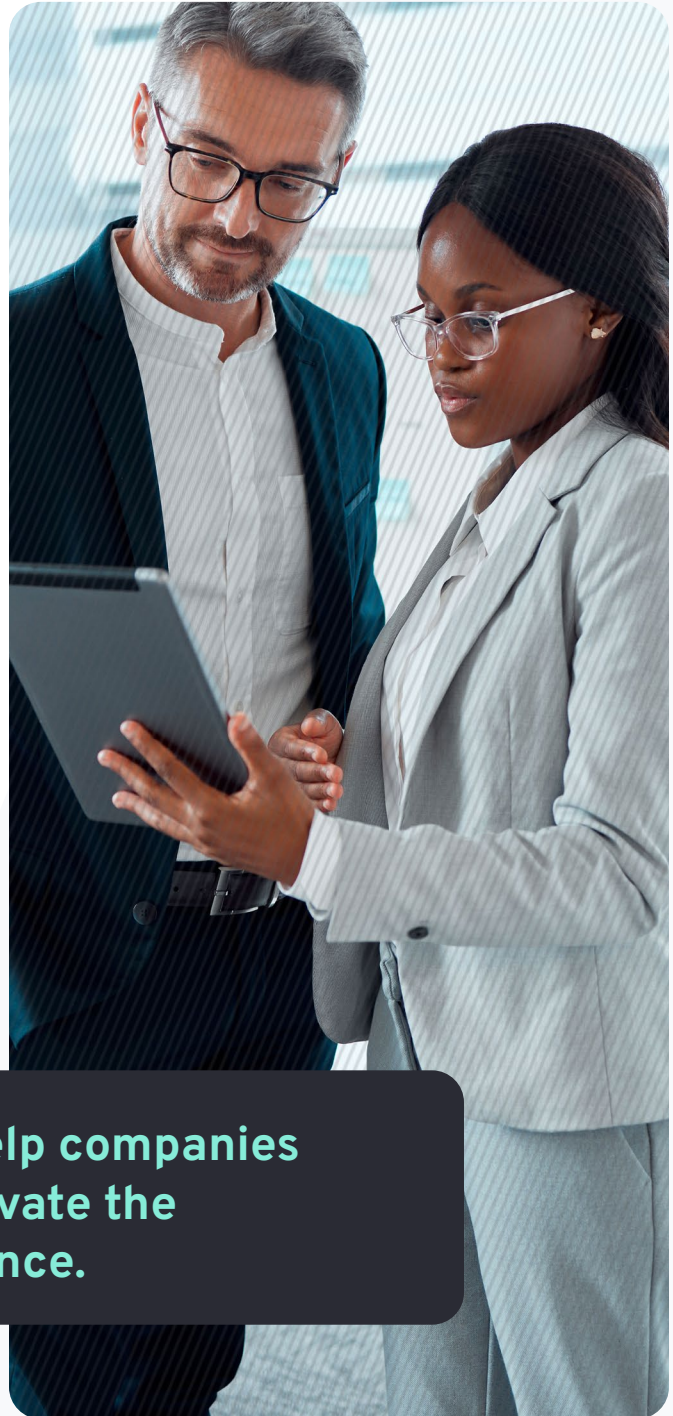
What not all businesses realize is that there is a clear-cut way to tap into customer needs, evaluate their expectations, walk in their shoes, and elevate their experiences: working with CX consultants.

Section 1: What CX Consultants Do

Business leaders may wrongly assume that CX consultants provide the same services as other types of consultancy firms. In reality, CX consultants are trained to elevate CX transformations to a new level. They use in-depth research, [customer analytics](#), [customer journey mapping tools](#), and other techniques to develop plans that deliver better experiences to customers.

On a more granular level, here are a few things CX consultants can do:

- ▶ **Shine a light on the customer's experience:** CX consultants can help businesses identify opportunities to improve the customer experience, differentiate at key points, and develop strategies to seize those opportunities.
- ▶ **Lift customer engagement:** Excellent CX consultants will dig up valuable insights into customer behaviors and preferences. In turn, the business can use this information to inform decisions and see ways to engage with more customers.
- ▶ **Use technology to boost CX:** CX consultants can help businesses identify and implement new technologies or processes—such as chatbots or self-service portals—that upgrade the customer experience.



CX consultants help companies transform and elevate the customer experience.

- ▶ **Use in-depth data to drive decisions:** CX consultants can help businesses measure the success of customer experience initiatives, install processes to gather CX data, and make data-driven decisions that fuel future improvements.
- ▶ **Rally the team around CX:** The best consultants can help businesses create a culture of customer-centricity within the organization and ensure all employees are aligned around the goal of providing an exceptional customer experience.
- ▶ **See the business from the customer's perspective:** It's impossible to connect with customers on a deeper level without understanding what they're experiencing, what their needs are, and what will earn their loyalty. Top-tier CX consultants reveal customer perspectives and help businesses see their customers in a new light.
- ▶ **Connect CX to ROI:** The best CX consultants don't simply work to improve operations. Instead, they focus their efforts on tangible business results, lay out the potential ROI from CX improvements, and build a compelling case that describes why a company should pursue specific strategies.





- ▶ **Prioritize CX efforts:** Top consultants will evaluate dozens of CX opportunities and rank them in various ways. For instance, they might weigh opportunities by importance to the customer, the overall impact on the business, difficulty, or other criteria.
- ▶ **Spark innovation:** Often, a top consulting team will lead sessions with the client to dramatically transform a specific aspect of their business. That can both inspire incremental improvements and initiate dramatic transformations.
- ▶ **Grow capabilities:** Top firms will help companies measure and grow their capabilities. For instance, Andrew Reise uses a capability maturity scoring model of 56 different business capabilities. Through this scoring system, the team helps companies see how they stack up within the industry and where they need to focus to climb the ranks. This approach can help clarify the prioritization process and enable step-by-step plans to improve.

How CX Consultants Work

Contrary to what much of the business world thinks, CX firms don't all operate in the same way or serve the same purpose. In general, it's possible to divide CX firms into three different segments:

- ▶ **CX specialists:** These firms specialize in uncovering customer perspectives, customer pain points, weak spots in business-to-customer touchpoints, and other critical insights. They are also experts in using customer and business data to develop plans that improve the customer's experience and enable the company to hit growth goals.
- ▶ **Business strategists:** These firms are trained to examine more broad business problems and create strategies to address any number of issues.
- ▶ **Technology specialists:** These firms tend to focus on examining a company's existing technology infrastructure and build plans to align technology with the business's goals.



CX firms don't all operate in the same way or serve the same purpose





Each consulting segment serves a purpose, but CX specialists are positioned to understand customers on a deeper level than other consulting categories. Here are a few instances when CX specialists especially excel:

- ▶ **When internal CX teams hit their limits:** If a business's CX team is small, underdeveloped, or lacks the tools to drive customer experience higher, CX firms can dramatically increase what those teams can accomplish.
- ▶ **When businesses need to fill in CX gaps:** CX firms identify customer pain points, build a plan, and resolve customer issues that might be cutting off revenue streams.
- ▶ **When organizations need to build out their CX infrastructure:** CX firms build the client's CX organization. They can build a foundation to help clients reach more customers, elevate customer experiences, and unlock new growth opportunities.
- ▶ **Use in-depth data to drive decisions:** CX experts can help businesses measure the success of customer experience initiatives, install processes to gather CX data, and make data-driven decisions that fuel future improvements.

What Is Unique about Andrew Reise

Even among CX specialists, different firms will provide different advantages. Here are a few ways Andrew Reise is different from other CX consulting firms:



Andrew Reise lays out actionable customer insights and sparks action: That's because Andrew Reise's team of experts conducts more [thorough customer research](#) that spans the full scope of the business's customer interactions and lays out actionable plans to improve customer experiences. The team generate insights from new data, works through the Andrew Reise methodology to make sense of that data, and crafts a full-scope roadmap that the businesses can use to implement recommendations.



They blend pragmatic, agile, and flexible approaches: Andrew Reise's team adopts a pragmatic stance when solving problems, but they don't let that approach cut off alternative solutions. They balance pragmatism with an agile, flexible approach that fits client needs.



They use deep expertise to deliver long-term value: The Andrew Reise team is driven by results. The firm's [experts work one-on-one](#) with the business's leaders to identify the company's unique needs, analyze customer metrics, uncover new [insights about customer experiences](#) and develop these into actionable opportunities for clients.

Why Andrew Reise over other CX Firms?

Not all CX specialist consulting firms will deliver the same level of value to businesses. These are a few reasons Andrew Reise stands out from other CX firms:



The team sticks around until the job is done

Consulting firms are notorious for finding a solution, dropping it into the laps of corporate leaders and moving on. At Andrew Reise, CX specialists develop recommendations and create action plans that help clients follow through on implementing solutions.



It balances expertise and teamwork

Andrew Reise's consultants lend businesses expertise and implement proven methodologies, but they're also team players. These professionals work to learn about clients' unique [company culture](#), uncover ways to [upgrade the employee experience](#), and cheer on leaders as they learn to reshape their organization for the better.



Consultants create solutions alongside clients

Some firms will come in, make an assessment of the business, and tell leaders what to do. Andrew Reise takes a different approach. CX experts meet with company leaders, interact with managers, and spend time understanding the company's culture. This more intimate approach includes up-front interviews with stakeholders, building connections, and walking leaders through how changes will simplify their day-to-day work life.



Andrew Reise's third-party validation is unmatched

The firm is trusted within the industry, has partnered with well-known thought leaders, and has contributed to 175+ publications. Here are a few examples:

- ▶ [Establish The Right CX Governance To Coordinate Enterprise Customer Focus](#)
- ▶ [B2B2C Journey Mapping: Mapping The End-Customer Experience](#)
- ▶ [B2B2C Journey Mapping: Mapping The Intermediary Experience](#)

How Andrew Reise Services Pay Off

Business leaders need to see high ROI before signing off on any project; hiring a consulting firm to [improve CX](#) is no different. In the case of working with Andrew Reise, organizations consistently see a high return on their investment. Here's a brief look at recent cases where clients saw significant returns by partnering with Andrew Reise:

Andrew Reise consultants helped a client launch a [voice of the customer \(VoC\) roadmap](#) and technology platform that shored up **\$2 million in cost savings.**

By following an [omnichannel experience](#) roadmap the team built, one retailer **secured 1 million new customers.**

The firm's experts developed a full [customer experience strategy](#) and roadmap that will unlock a predicted **\$100 million-plus top-line revenue over the next five years.**

The team built a [CX transformation program](#) with a budget exceeding \$600 million that is **generating 225% ROI over five years.**



How to Implement a Successful Customer Experience Program

Andrew Reise consultants have a passion for customer experience, and they work side-by-side with internal teams to craft the plan that brings a specific vision to life. Not only do they help build and support a comprehensive initiative that moves the needle for both the customer and the company, but they are also embedded in the business to act as mentors and inside resources.

As a whole, Andrew Reise holds a significant advantage over both general and CX-specialist firms. Andrew Reise's experts connect with business leaders on a personal level, hand off actionable insights to clients, and deliver consistent ROI to clients who trust them as partners.

Want to see how Andrew Reise's team of CX specialists can help your organization exceed your CX goals?

[Request a consultation](#)

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