



Building CX Performance



Many of the world's top brands now understand that customer experience (CX) is a key driver of commercial success. Yet our conversations with business leaders suggest many senior teams are struggling to deliver a CX that brings their brand to life in a way that is distinctive, trusted and drives commercial value.

A recurring challenge is how to deliver sustained change in behaviour that is visible and relevant to customers and influences their purchase behaviour. Training may offer a solution, but studies show that as little as 10% of training activity may convert to improved performance in the wrong corporate culture.

At ABCG we believe there's a better way and it starts with Corporate EQ.

We offer a total business solution around CX, working with Senior Management Teams to develop or align a UNIQUE CX that fits with the brand and business strategy. We then help our clients transfer the know-how needed to improve their customer experience, more efficiently and with less expense than they could do without us.

Our new CX support programme for business leaders, management and frontline personnel offers diagnostic tools which get to the point quickly using ABCG Mirror-Image and training programmes through ABCG Cascade and ABCG ThreeSixty which are guaranteed to produce measurable change in CX performance.

Know-how and inspiration forged from practical experience.

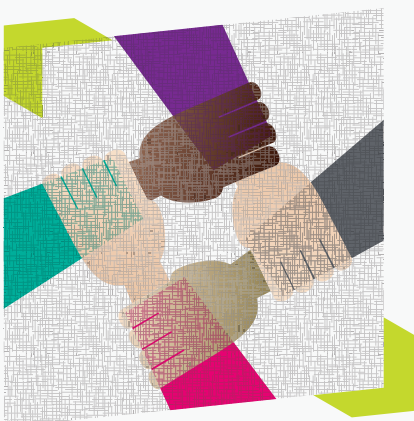
Total CX Business Solution from ABCG



ABCG Mirror-Image

Assesses CX strategy and capability as the first step to deliver positive behavioural change.

ABCG Mirror Image is a simple process but with a hard hitting outcome. Initially we look at the brand proposition and how well this is translated into a UNIQUE CX that fits with the brand and whether it is supported by a cohesive implementation plan. We then assess CX capability across and down the organisation in order to develop a tailored programme that will deliver visual change to behaviour and commercial impact. Mirror-Image can be applied to a whole organisation, teams or individuals and can be led by ABCG or made available to participants in preparation for learning programmes.



ABCG Cascade

Transforms CX capability within executive teams.

ABCG Cascade is an intensive consultancy and management capability development programme that uses 'live planning' to equip EXECUTIVE teams to deliver sustained change in CX performance. Harvard Business Review comments "lack of alignment & collaboration within senior teams impedes CX delivery". The Cascade programme consists of four intensive team workshops and specifically addresses these issues, delivering an outcome of shared vision, aligned priorities, new processes and heightened EQ.



ABCG ThreeSixty

Transforms work-place adoption of new skills.

ABCG ThreeSixty is a comprehensive suite of CX modules delivered using blended learning techniques that ensures transforming training ROI to change CX behaviour. ThreeSixty encompasses a wide range of management, front-line and specialist programmes using a blended learning approach through personal learning, classroom programmes, work based applications and management participation and engagement, transforming conversion to up to 70%. The programmes provide ongoing development of relevant skills, using a measurable process, in a nurturing environment.

To assess your business for CX readiness see overleaf for our 'quick-check' questions.

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ABCG Quick-Check of CX Readiness

How would you assess these statements for your business?

Key diagnostic statements based on known CX success drivers	Agree or Disagree (please circle)	Priority ranking (1 to 5, with 1 being the most important)
Belief Our senior team understands CX. They have an accurate view of how well our CX underpins our brand, delivers what our customers expect, and therefore influences purchase behaviour.	✓ ✗	
Alignment We have a shared vision for CX success and a clear plan that prioritises CX investment across our business. Each manager is accountable for delivering specific CX objective in their team.	✓ ✗	
Way of working Our teams collaborate effectively across functional boundaries to develop and deliver CX that consistently meets expectations and is responsive to changing customer needs.	✓ ✗	
Engagement Our staff understand our CX plan and how well we're doing. Each person knows what they have to do to succeed and wants to contribute. They feel confident and equipped to deliver.	✓ ✗	
Performance Our approach to learning & development produces the CX behaviour we need to succeed. We're able to assess the impact of training on job performance and business delivery.	✓ ✗	

"If our 'quick-check' questions made you stop and think we have a solution. At ABCG we offer a unique blend of business and brand strategy know-how and inspiration forged from experience, which is transferred to the everyday actions of your people through transformational training."

Mike Ashton, MD, ABCG

If you would like more information we would love to hear from you, visit www.abcg.co.uk
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