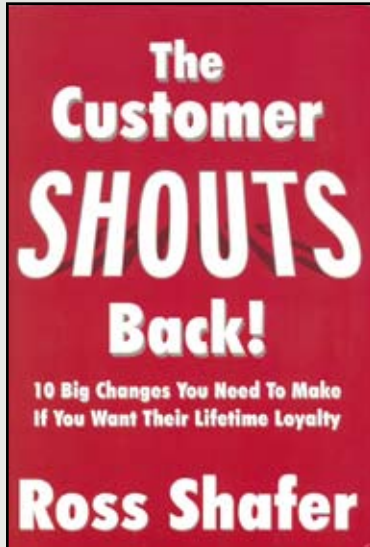


# THE CUSTOMER JOURNEY

## (ART MEETS SCIENCE)

*“Ross Shafer was the best guest speaker I’ve ever booked. He was fantastic” (Ross) gave me great ideas for personally improving the customer experience.”*

Sr. Meeting Planner CMP, Wells Fargo Bank



### BEYOND ‘CUSTOMER EXPERIENCE MAPPING’

Customer Science is the next generation of CRM. Customer Service Management analytics & behaviors evolve as they increasingly interact with e-commerce, smart devices, kiosks, and digital push. We coach organizations on how to design, engineer, and execute a deliberate *Emotional Customer Journey* enhanced by those technologies.

### ‘THE DASHBOARD’ GETS TURBOCHARGED

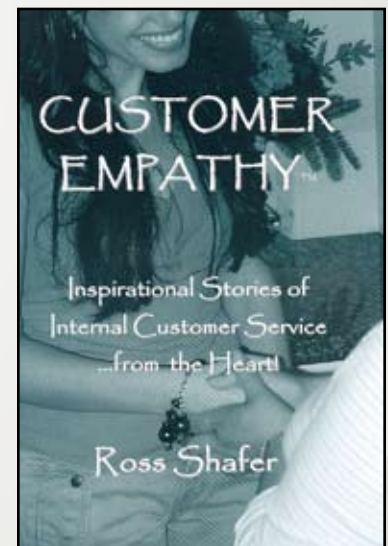
Next generation organizations should be doing more than offering a historical “dashboard” of customer information. Companies preparing for year 2020 are incorporating Social Listening, Predictive Analysis, Trend Spotting, Automated Marketing, Social Campaigning, Content Management, and Ethno-Analytics. Big Data and Digital Marketing will fuel your revenue and accelerate your virtual sales force.

### (1) WHERE DO WE START?

We encourage organizations to build a **Digital Relationship Engine**; designed to leverage both inbound and outbound marketing. This engine creates demand, captures the customer, and retains the ‘asset’ – digitally and emotionally.

### (2) LEVERAGE THE INBOUND CHANNELS

Customer buying habits should be tracked using curated information, LinkedIn, email, blogs, chat, ecommerce, mobile apps, and websites. Inbound channels are the source of collecting Big Data (at every touch point) that can be used to test new product and/or service offerings, as well as shape your new mobile apps.



### (3) EXPLOIT THE OUTBOUND CHANNELS

The digital revolution has enabled us to reach the customer faster, more efficiently, and (best of all) more emotionally. Outbound channels that drive demand for your goods and services include Videos, PowerPoints, Blog posts, Whitepapers, Infographics, Social media, Forums, and Ratings Sites.

### (4) THE EFFORTLESS CUSTOMER EXPERIENCE

While the task of designing and engineering a *Next Gen CRM system* may seem daunting, the profitability of the upside is unquestionable. We can help you make transactions feel effortless. Developed by our consulting team at *Future Point of View* we now have the precise toolkit to create an individually designed “*journey*” where the customer feels respected, rewarded, and eager to return.

