

# 03<sub>A</sub>

PRODUCTS AND SERVICES

■ CLIENT EXPERIENCE (CX)



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Poor customer experience hindering your company's ability to grow?

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Customer service issues not being escalated early enough?

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Your teams are transaction and query focused only and not on the wider client relationship?

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Once you've won the business no one really owns the client relationship?

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Lack personalised customer support?

You'd like a loyalty program designed to create exceptional experiences but don't know how to go about it?

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Dream of end-to-end innovation to delight your customer at every stage of the journey?

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Want to develop a simple, intuitive set of products and packaging that build a deep emotional connection with your customers?

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Your teams not spotting when there is a change in the client relationship?



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 **SOUND FAMILIAR?**



**We don't operate like a normal consultancy, we focus on honest advice, using real-life examples and experience to drive real value.**

**JIWAN LALY**  
Managing Partner

✓ Your customer experience principles are documented and communicated across your organisation

✓ Living and breathing how your clients interact with your business is central to your company culture

✓ The clients' perception of your company and brand is aligned to your internal processes and USP

✓ It is clear and apparent how your operating model supports your clients to achieve the CX outcomes they desire

✓ Your relationship management system delivers a single, global view of the customer and their needs

✓ Hiring, training and incentives are directly linked to client experience

✓ CX programme plans are aligned across multiple streams and platforms with shared visibility of business impacts

✓ Projects are delivering outcomes across business cases to ensure delivery of the overall strategy

✓ Rollout of policy, procedures, technology and operating model changes is CX aligned avoiding deterioration in your day to day business

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# WHERE ARE YOU ON YOUR CX JOURNEY?

## OUTSIDE-IN STRATEGY

HOW DO YOUR CUSTOMERS INTERACT  
YOUR SERVICE AND PROPOSITION?  
IS IT ALIGNED TO YOUR INTERNAL VIEWS?

How to develop an early sense of trust with your clients underpinned by:

- 1) Time to resolve / completion
- 2) Optimal touchpoints with the client
- 3) Reputation
- 4) Quality
- 5) A sense of urgency and responsiveness covering:



CALLS



PRESENTATIONS



EMAILS



CHAT / AI



**The difference between customer service and customer experience is that while customer service is one piece of the puzzle focused on human interaction and directly supporting customers, customer experience is the sum of the entire customer journey with your business.**

MATTHEW BENHAM  
Managing Partner

## DEFINING CUSTOMER EXPERIENCE

CUSTOMER EXPERIENCE IS THE SUM OF  
THE ENTIRE CUSTOMER JOURNEY WITH  
YOUR BUSINESS



# HELPING DEFINE CUSTOMER EXPERIENCE

## DRIVERS

FINE-TUNE YOUR PROPOSITION TO POSITIVELY  
EXTEND YOUR CLIENT LIFECYCLE

- Increase revenue
- Client retention
- Organic growth
- New clients
- Increase conversions
- Brand vs Customer Centricity



## YOUR TEAM

BENEFIT FROM EMBEDDING CLIENT  
EXPERIENCE ACROSS YOUR ORGANISATION



COMPENSATION



MOBILITY



CAREER  
PROGRESSION



CULTURE



LEADERSHIP



MENTORING



COMMS  
STRATEGY



PERFORMANCE  
MANAGEMENT



PRODUCT /  
OWNERSHIP



LEARNING &  
DEVELOPMENT

## WATCH OUTS

SEE THE IMPACT OF NOT CLOSING THE LOOP  
BETWEEN FEEDBACK AND ACTION

- Customer journey maps not linked to operational changes
- Culture not supporting innovation
- Client success owned by a few rather than all employees and partners
- Hiring, training, incentives etc. not linked to client experience / success (internal and partners)
- Inconsistent experience across channels
- Complex systems slowing things down

# THE CLIENT SUCCESS LANDSCAPE



**"Leveraging our experience as senior industry banking veterans, we help share knowledge from large and complex businesses to help transform how growth businesses work."**

**SEAN VICKERS**  
Managing Partner

Here is an indicative breakdown of the activity that's undertaken.

The actions are in modular form allowing your management team to select the services with which they'd like to initiate first, aligned to spend and ambition.

Facilitation would always be undertaken by an Aurora Managing Partner.

## THROUGH OUR WORKSHOPS...

### STRATEGY

- A full strategic review at senior/board level to test and challenge direction
- Guidance on how to evolve your company brand and USP to meet your wider CX desires and ambitions

### OPERATIONS

- Customer journey maps linked to operational changes
- Recommendations regarding internal systems that impact CX drivers for success
- Leveraging third party services to increase services and reach for your clients

### PEOPLE STRATEGY

- Aurora's proven people strategy approach undertaken with client experience in mind
- Culture re-pointed to support innovation and wider CX strategy
- Embedding client success across your people organisation
- Hiring, training, incentives etc. not linked to client experience / success (internal and partners)
- The creation of specific Client Success roles

### MARKETING AND INNOVATION

- Fine tune your proposition to positively extend your client lifecycle
- Opportunity to customize our client experience by tier offering a more premium service to top tier clients
- Review of product portfolio and future pipeline through the CX lens

## KEY TAKEAWAYS

01

MANAGING PARTNER

01

CX INDUSTRY EXPERT

02

WEEK PERIOD

03

½ DAY WORKSHOPS

07

DAY REVIEW

Rewarding  
Loyalty

Leveraging  
Your Network

Celebrating  
Success

The  
Client 'Club'

Third Party  
Concierge

# HOW WE CAN HELP

“

**Walking into work thinking about my business differently today... thanks to the team at Aurora.**

—  
**JEREMY ARNOLD**  
Managing Director  
ArnoldDaSilva

”

“

**The Aurora team harnessed their big business experience and applied it to help shape our vision, goals and direction. Aurora don't feel like consultants... from day one they've been an extension of my team.**

—  
**ANNE MORRIS**  
Founder and CEO  
DavidsonMorris Solicitors

”

“

**The Aurora team have a genuine interest in helping my business succeed... a breath of fresh air in the Small Business space**

—  
**JAMES ALDRIDGE**  
CEO  
Aldridge Landscape

”



**We believe the small business community, regardless of size, deserves better advice - honest, informed, tailored. Just because you only have a small team doesn't mean you should be excluded from strategic and process advice and guidance**

**MATTHEW BENHAM**  
Managing Partner

## ■ CLIENT TESTIMONIALS



**AURORA**

STRATEGY, DESIGN & EXECUTION

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