



Si, alergi asa
degeaba?
3 perspective CX





Resurse si Procese

Resurse:

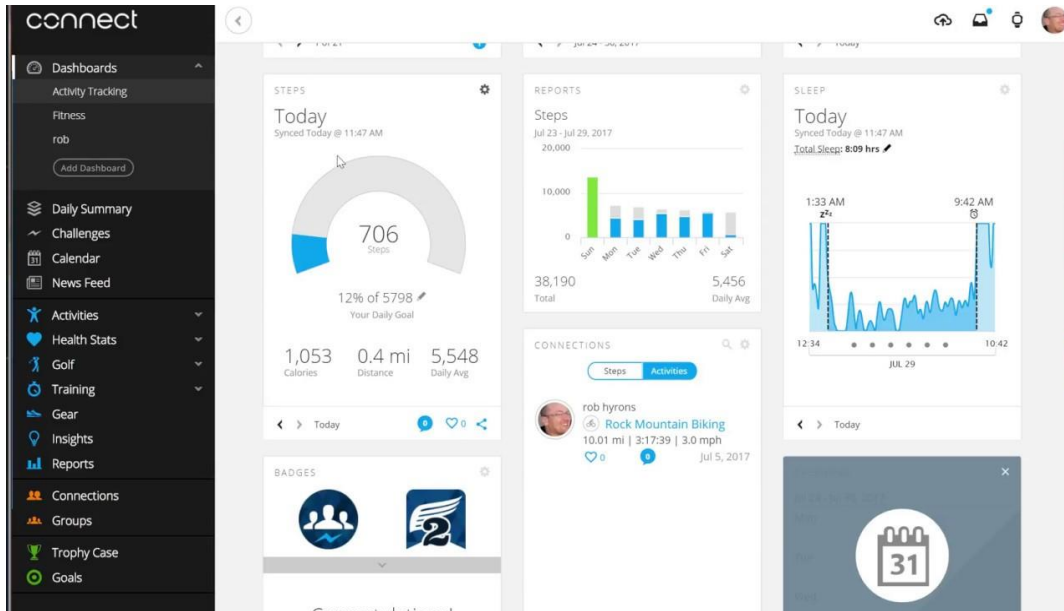
× Cele de baza:



× Faci upgrade:



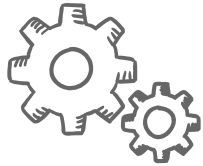
- × Big data
- × Advance analytics
- × A.I



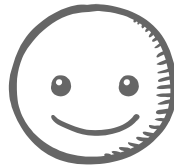
An abstract background featuring a large, textured splash of purple and red watercolor paint. The splash is centered and has a rough, irregular edge, with smaller droplets and splatters radiating outwards. The colors transition from a deep purple in the center to a lighter, more reddish-purple towards the edges.

*Toate procesele influenteaza
viata clientilor.*

Procese



× Eficienta/Productivitate



× Emotie/Sentimente





Always ON

Fii prezent tot timpul pentru clienti!

Procesul este simplu



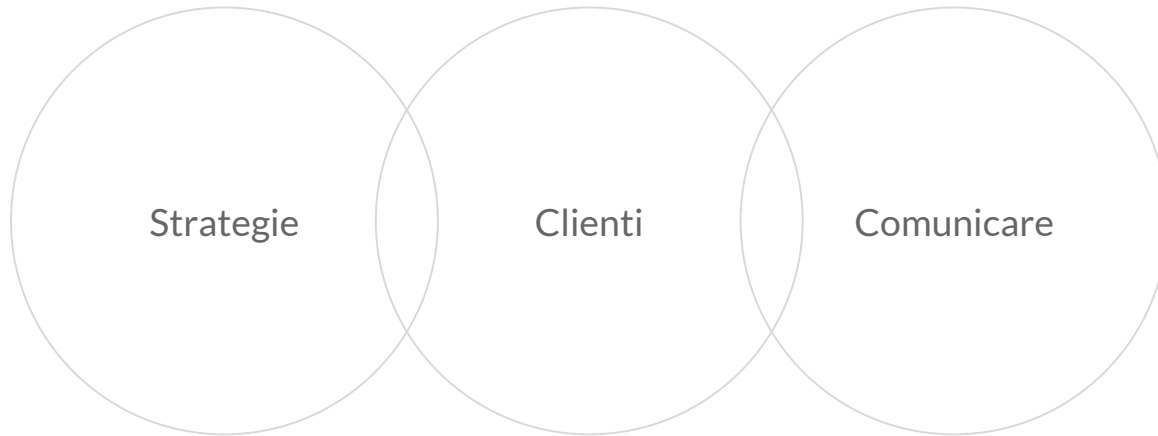


Oameni

Perceptii
Emotii
Fapte



Cultura





Inteleghe cine este clientul tau
si fa asta vizibil in companie!
Engage!



Strategie

➤ Cine este?

➤ Care sunt asteptarile lui?

➤ Care sunt nevoile lui?

➤ Cum ii influentez eu viata?

Clientul

Cei care au contact direct cu clientul:

Dicolo de KPIs si incentive, valorizeaza contributia lor in relatia cu clientul, adu in fata componenta umana.

Cei care nu au contact direct cu clientul:

Prin actiunile pe care le fac zilnic, schimba perceptii si creaza emotii.

Comunicare si engagement

Pana la urma totul se reduce la a ramane tu om, sa simti clientul , sa nu ramai ancorat in date si tehnologii ci sa si simti si sa iti pui intrebarea: E strategia ta de ancorata in mod autentic in ceea ce clientii si colegii tai isi doresc?





Multumesc!