

# Customer Experience

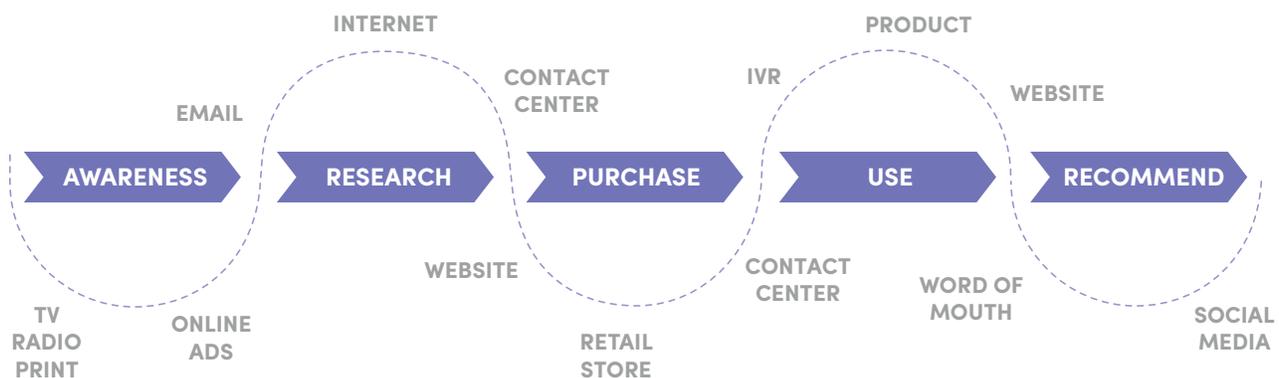
If your organization is like most, you are struggling to keep up with the relentless, high expectations customers place on your business. This pressure is compounded by a highly competitive marketplace and rapidly evolving technology advancements.

Cimphoni understands the underlying components of a successful Customer Experience (CX), and we leverage our expertise to align your people, processes and technology to meet customers' expectations. We deliver relevant, timely, personalized and easy customer experiences that are integrated across all engagement channels.

Customers expect seamless and individualized interactions across all engagement channels. Are you meeting these expectations?

## A few signs that your CX approach may need improvement include:

- Customers cannot seamlessly transition from online, to retail, to social media channels to communicate with you.
- Your company is unable to deliver a consistent, efficient and personalized experience across all stages and channels in the Customer Journey.
- Detailed data from each customer interaction, across all touchpoints and channels is not leveraged or optimized.
- Marketing, Sales and Service are not regularly collaborating and measuring end-to-end results.

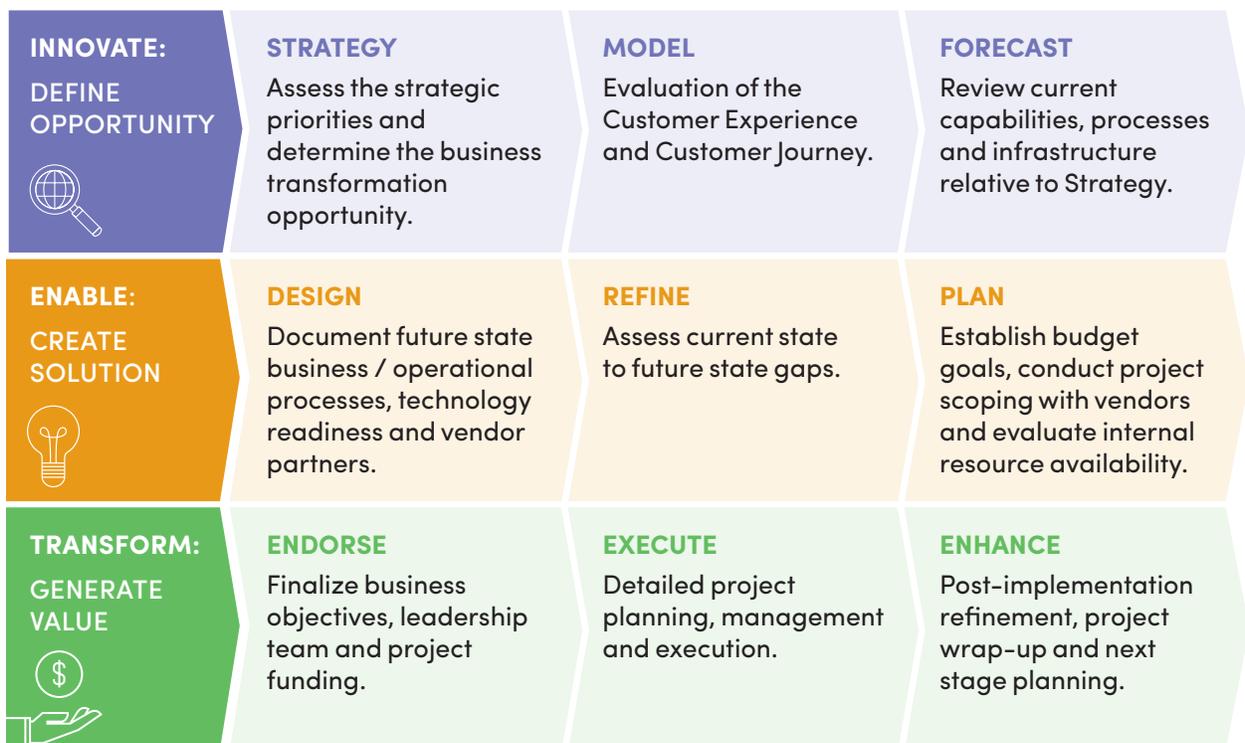


## Our Customer Experience Delivery Model

We manage the entire CX lifecycle from strategy development through solution deployment and benefit realization. Our engagements may include:

- Customer Journey mapping, analysis and improvement initiatives
- Development of omni-channel consistency across the Customer Experience
- Voice of the Customer (VoC) analysis and action plan
- Process automation opportunity analysis and execution

**Ask about our SnapShot Assessment service, as a quick way to get started.**



## About Cimphoni

Cimphoni is built on the premise that technology, when properly applied and led, can deliver innovative solutions that transform businesses, enrich the products and services we rely on daily, and improve the quality of our lives. The Cimphoni team is comprised of technology and business leaders with a thirst for innovation and a passion for solving problems. Founded in 2012, Cimphoni serves customers throughout the United States from its headquarters in suburban Milwaukee.

More information can be found at [www.cimphoni.com](http://www.cimphoni.com).

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