

# The Business of Customer Experience – A Transformation Beyond Change

## ReLOOK

SIPOC to COPIS

CRM to CEM

Move beyond the past or current comprehensions of customer, see the world as the customers do, organize, motivate and mobilize the leaders and people to achieve the Customer Experience as the vision.



## ReSHAPE

Touch  
Points to  
Customer  
Journey

3 Stages  
Including  
On-  
Boarding

CEM in  
Digital  
World

Remap and redesign the processes for customer experience, align touch points with customer journeys as the driver to CEM, along with digitization to progress towards execution.



## ReWIRE

Beyond Change to  
CEM

Governance & Metrics  
Thriving in Future

Realign the organization with cross functional purpose to CEM, cultural reorientation, relevant metrics and governance to effectively engage top (leadership) and bottom (front line) of the teams to achieve superior customer experience.

