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Customer Experience Assessment

What is the impact of your brand experience on customers?

Do you have a clear picture of how your customers are being cared for throughout their journey?

Does your customer experience create loyal brand ambassadors for your organization?

To be successful in today's competitive marketplace, businesses must design, develop and deliver unforgettable customer experiences. To accomplish this goal, companies must understand the dynamics of motivating factors, their customers' journey and the delivery of the company's brand promise.

A Customer Experience Assessment for businesses is a short-term consulting engagement to uncover

a clear picture of customers' actual experience by an outside expert. Experiences are assessed and evaluated using the unique Experience Formula methodology created by Veneto Collaboratory. The project provides a strategic framework for businesses to design, develop and deliver new innovative products that drive customer loyalty and generate economic development.

Assessment Benefits:

- Provides an objective look from the customers' point of view.
- Uncovers the strengths, weaknesses, gaps and opportunities in business offerings.
- Increases revenue opportunities and creates competitive advantage for businesses.
- Aligns product offerings and experiences to the organization's brand.
- Expands product offerings into new and existing market segments.
- Engages organization stakeholders in developing new products and experiences.
- Demonstrates the importance of strategic investment in innovation and product development for businesses.
- Builds a foundation of business and customer intelligence to create new offerings.

The findings will be documented in an Assessment report that includes innovative strategies, ideas and insights to re-engineer business offerings into compelling experiences.

Experiential Assessments are completed in two trips. During the trips, on site experiences and offerings are assessed and evaluated via secret shopping. Meetings and information gathering are completed with the sponsor organization, key stakeholders and any business partners.

Once the assessment work is completed, a presentation to key stakeholders entitled "Engineering Experiences — from Concept to Competitive Advantage" will be conducted to outline the Experiential Development process.

Assessment Outline

- Experience the organization's offerings as a customer (secret shopping).
- Assess an organization's current points of customer entry.
- Meet with key members of the organization for a briefing on brand strategies.
- Review of brand attributes and mapping to customer experiential offerings.
- Assessment of key offerings.
- Market segment mapping of current offerings and potential experiences
- Review current research on customer experience and feedback.
- Identify & recommend new offerings and experiences for business development.
- Presentation to key stakeholders on the Experiential Development process.

Deliverables

- Two to three on site visits to evaluate and assess an organization's experiences and offerings.
- Assessment report with key findings, recommendations and new product development opportunities.
- Presentation of key findings, recommendations and opportunities.
- Presentation for stakeholders "Engineering Experiences – from Concept to Competitive Advantage."

To schedule an Experiential Assessment for your destination,
contact Joe Veneto, Chief Experience Officer at
Veneto Collaboratory.