customer experience architecture

issues

? **do the experiences your customers have with your brand vary dramatically?**

? **do different target segments have different needs and drivers but you're treating them the same?**

? **are you expanding into new segments, channels, or touchpoints?**

approach

a framework for delivering the optimal experience to different customer segments in different channels
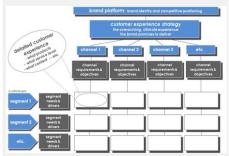
I craft your customer experience architecture based on:

1. **target segment insights** – who they are, what they want/need, how they make purchase decisions
2. **channel objectives and strategies** – the business requirements , priorities, and unique capabilities of each channel

my **action steps** include:

- audit of current customer experiences and operational capabilities by channel
- planning, direction, and analysis of quantitative segmentation research (as needed)
- development of a preliminary architecture
- facilitation of cross-functional worksessions to refine, flesh out, and vet the feasibility of the architecture
- preparation of final architecture and customer narratives
- preparation and delivery of management presentation

architecture template

timing: **6-13 weeks**

outcomes

a decision-making framework that specifies and unifies your customer experiences

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