The Power of Personalization: CX Solutions for a Hyperconnected World.

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INTERNATIONAL FRANCHISE ASSOCIATION | Building local businesses, one opportunity at a time.
PREFERRED VENDOR

The foundation of the customer experience.

What is the customer experience ?

- Customer- Centric Mindset

- Customer Understanding

- Journey Mapping

- Employee Engagement

- Continuous Improvement

- Technology and Infrastructure

The power of the customer experience.

Did you know?

70% of consumers regard the quality of their CX with brands as crucial.[1]
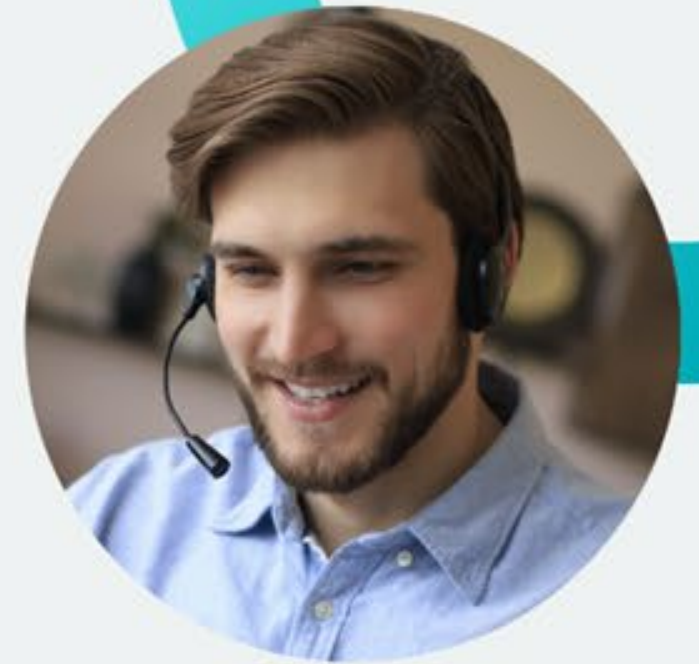
78% of customers have backed out of a purchased due to a poor customer experience.[2]

73% of businesses with above average customer experience perform better financially than their competitors.

1. PWC   2.Glance   3.Temkin Group

The customer experience is a defining factor in business success.

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Meet customers where they are .

Email

Chat

Social media

Self Service

SMS

Mobile Apps

Phone

Qualification = personalization .

Every lead has their own unique requirements.

Identify those requirements to personalize the experience.

Did you know?

59%

of consumers value personalization over speed (53%).[1]

1. HubSpot.

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Keep it human.

Some businesses look to AI to cut costs. Human interactions = personalized experiences.

- 78% of consumers prefer to speak to a real person over AI or a chatbot.[1]

- 75% of people are frustrated when they can't reach a real person on the phone, when they call.[2]

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Book a meeting with me:
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Thank you.

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We plant a tree for every customer, every month. Over 1M trees planted!

The Why.

3 REASONS WHY YOU SHOULD MAP THE CUSTOMER JOURNEY

- 24.9% / 16.2% — Return on marketing investments (ROMI)
- 21.2% / -2.2% — Improvement in customer service costs
- 16.8% / 0.9% — Improvement in average sales cycle

Compaies with a formal customer journey program

All others

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