How Do Customer Experience & Business Economics Align?

SUTHERLAND®

Your Objective

Profitable Growth

- Profitability & revenue maximization
- Capacity utilization (across the network)
- Offer acceptances rates
- Loyalty (LTV, repeat purchases)

Customer Objective

Convenience & Value

- Easy, frictionless experiences
- Control
- Transparency
- Know & remember me

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Case Studies

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Customer Obsession…

One Company

↓

Delivers Package

↓

to Me

I want my package!

Service Design to Handle Every Contingency…

- Sellers
- Customer Care
- Promotions & Offers
- Returns Management
- Fulfillment
- +
- Shipping
- +

The global parcel delivery & logistics carriers vs. the digital first disrupters…

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The Five Critical Enablers Vital For Success

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1. Design with the customer at the center

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2. Map internal processes & capabilities to the future customer journey

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3. Rapidly design, develop, launch, and learn

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4. Leverage the data that's available

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5. Personalize… one step at a time

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Why These Things Matter

Proactive Communication is ***Everything***

When it's time to push back … something happens
When it's waiting on a delivery … weather happens
When it's the big game … outages happen

You will not deliver 100% of the time.

Communicating effectively in these moments will keep customers coming back.

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A methodic way for approaching these transformations

Sutherland's Experience-Led Disruption Approach

1. Ambition

Starting Point, North Star, Strategic Alignment, Target Impact

2. Insight

Voice of Customers, Partners, Employees & Leading Practices

3. Design

Design all components of the CX future model & platform

4. Roadmap

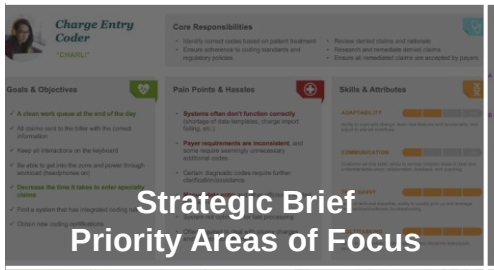
Mobilization plan to build & activate

5. Agile Implement

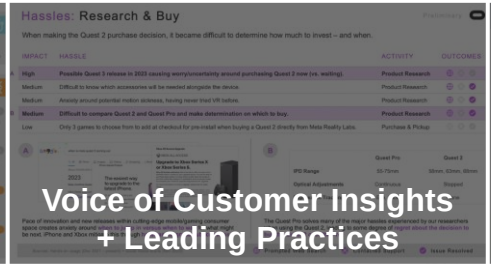
Agile & continuous phased execution

Micro-Innovation Cycles

▼ Typical Deliverables ▼



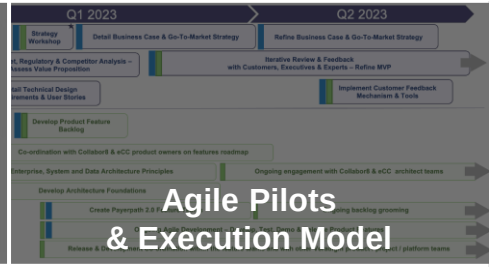
Strategic Brief
Priority Areas of Focus



Voice of Customer Insights
+ Leading Practices

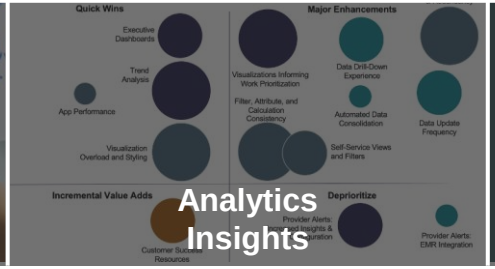
Future Journey
Design

Prioritized Roadmap
& Business Case



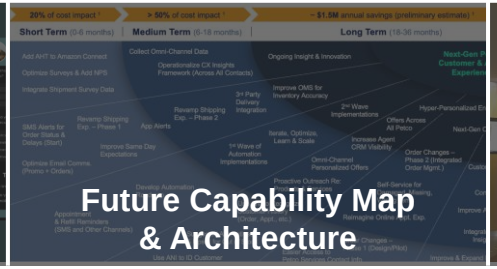
Agile Pilots
& Execution Model

Art of
the Possible

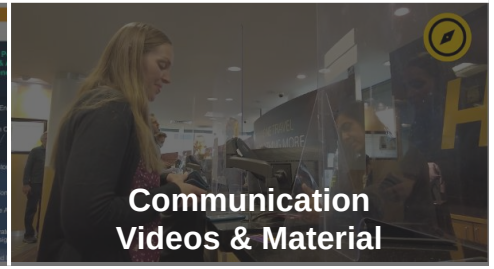


Analytics
Insights

Future Simulation
& Prototypes



Future Capability Map
& Architecture



Communication
Videos & Material

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Thank You!
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