

"HAPPY CUSTOMERS"

Drive Profitable Business Growth

Every moment in our life brings
new **EXPERIENCES.**



These experiences lingers in our mind influencing our **EMOTIONS** and our **ACTIONS** leading to a **PERCEPTION.**

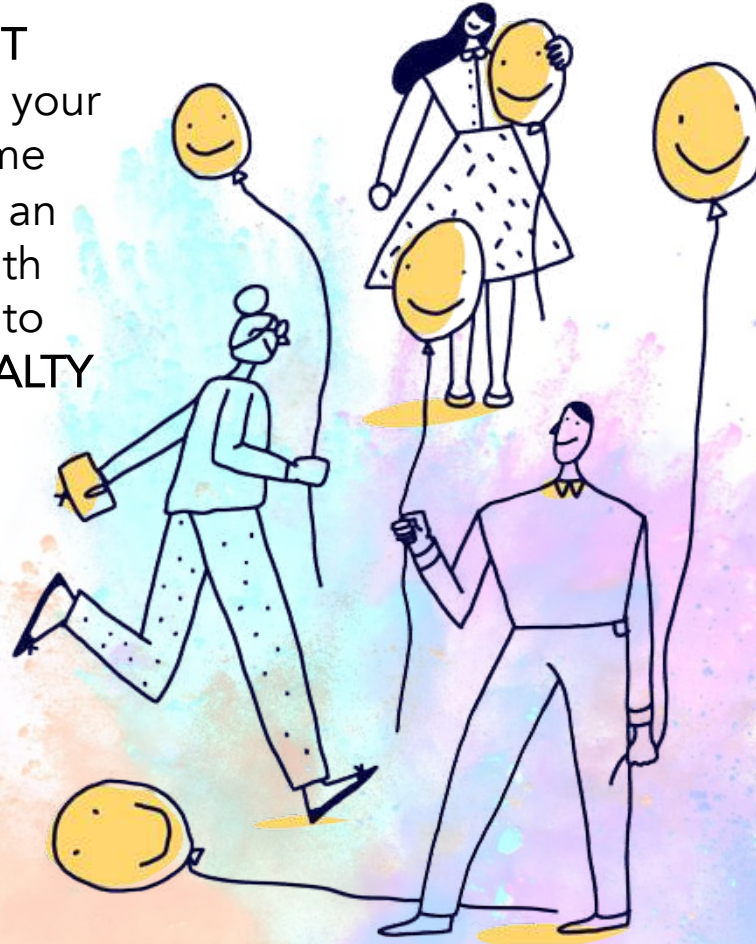
Similarly, the experience you offer to your customers will help you to create a perception about your organization, leading to a **BRAND IMAGE.**

Experience = Perception = BRAND IMAGE

"Nurturing Customer Experience"

Experience = Perception = BRAND IMAGE

Providing a **CONSISTENT GOOD EXPERIENCE** for your customers for the first time and every time establish an emotional connection with your customers, leading to a **HAPPY & BRAND LOYALTY CUSTOMERS**.



HAPPY CUSTOMERS & Employees (internal customer)* become **BRAND AMBASSADORS** and help to enhance top-line and bottom-line **GROWTH**.

This requires **CUSTOMER – CENTRIC CULTURE**, your people and processes to be mature and aligned to emotionally connect with your customers.

CUSTOMER EXPERIENCE is NOT a **DESTINATION** it's a **JOURNEY**

*Employees are organizations first customer

"Customer Experience Management : Business Benefits"

Business Benefits

- Consumers' willingness to purchase more
- Consumers' willingness to promote brand
- Build Strong Loyal customer base
- Provides competitive edge - i.e Differentiating BRAND Image from other
- Build strong human to human connect
- Improving staff effectiveness
- Peace of mind
- Work-life balance

" Increasing **customer retention** rates by 5% increases profits by

25% to 95%."

– Harvard Business School

Happy Organization leads to happy Customers, in-turns results in happy Organization

All of these Clients have realized benefits

Always these are the things which where on top of mind of our clients

- They had challenge in differentiating them from competition with respect to Product, Price & Availability.
- They have challenge in addressing growing expectation from customer
- They had challenges in retaining existing customer & employee workforce.

Enhance Customer Experience to Drive Profitable Business Growth

Brand Capita understands the importance of ensuring a good customer experience, right from the first connection with a brand, towards building an emotional connection and a loyal customer base.

In any relationship, the strength of the Human to Human (H2H) emotional connection defines the success and longevity of the relationship. Our Customer Experience Design model enhances your H2H emotional connect with your customers.

Customer Experience Management Model

Customer Experience Design

Understand Current Customer Experience Status & Design Experience program using empathy

- Management Motivation
- Voice of Customer
- CE innovation through Customer Journey Design workshop
- Action to derive benefit realization

Develop Customer Centric Eco-system

Build a robust process framework for Experience delivery

- Specific and / or Generic as per CEM Roadmap
- Streamline and re-structuring the business to deliver consistent / WOW experience
- Process framework development with process measurement baselines
- Management Governance

Facilitate Implementation

Facilitate you to implement the suitable customer experience strategies & train

- Implementation of CX Strategy
- Training & Educate
- Handholding



Customer Experience (CX) Service offerings

Design Services

Our customer's, customer stated and unstated needs in the dynamically changing. Designing customer-centred strategies to delight customers at each step of the conversion journey and nurture strong customer-brand relationships.

- **Customer Pre-Engagement (Marketing) :**
 - CX in Marketing Strategy
 - Brand Awareness (Design)
 - Capability Demonstration
- **Customer Engagement (Sales & On-boarding) :**
 - CX Design for touch point
 - Sales CX Journey Design
 - CX Journey Data Disciplines
 - Design Signature Signature moments
- **Customer Post-Engagement (Services Delivery) :**
 - Empathy and feedback
 - CX data management
 - Measurement and analysis
 - Continual improvement in service delivery
- **Overall CX Eco-system :**
 - E- comm :
 - ✓ E- Com & Omnichannel CX strategy
 - ✓ Site Architecture
- **Discovery Reports with recommendation actions based on SOPT method consisting:**
 - Immediate actions
 - Short-term actions
 - Long-term actions

Allied Services

With active participation of client team to Improve the whole spectrum of possibilities in their Business to build robust business discipline

- **Organization Transformation :** Design organizational transformation roadmap into practice with employee education and training, manager coaching, and internal branding and communications.
- **Build and Sustain` a Customer-centricity using Human to Human connect :** Transformation strategy and build a roadmap that reduces resistance, accelerates adoption, and ensures sustainability.
- **Build dossier needed for delivering experience at various touch point within customer journey**
- **Build and sustain measurement programme to track effectiveness**
- **Some of the allied service for retail/ manufacturing businesses :**
 - Logistic and warehouse optimization
 - Procurement & Inventory Optimization
 - Sales & Distribution Optimization
 - MIS and Technology Enablement
 - Employee productivity enhancement

Implementation Services

Our aim is to ensure not just define but implement CX strategies across all facet of organization to realize the business benefit

- **Customer Centric Culture building :** Create a customer-centric culture and nurture active employee engagement and support your transformation goals that lead to business success.
- **Transformation Management :** Receive end-to-end support in adopting robust change management practices including
 - Internal communications
 - Stakeholder alignment
 - Ongoing readiness assessments
 - Resistance management
 - Plan and Facilitate Internal campaigns
 - Plan & execute Training program
- **Transformation Sustainability :** Continue your momentum by implementing internal champions programs,
 - Handholding
 - ✓ Plan & execute pilot
 - ✓ Plan & execute Roll-off
 - ✓ Measurement & Analysis
 - ✓ Verifying implementation visa-viz strategy
 - Celebrating success stories
 - Aligning rewards and recognition.Sustain your business transformation by driving ongoing measurement and continuous improvement and developing long-term internal capabilities.

"About BRAND Capita"

Established in 2006, BRAND Capita has a track record of helping some of India's largest brands drive growth in revenues and profitability through an emotional connection with their customers. Our CEM champions work with the client's stakeholders to enhance the customer experience journey covering Customer Acquisition, onboarding, Relationship Nurturing, and then to Inspire for Customer Advocacy, through a mature process-driven approach. We understand Humans, We combine domain, process, and technology expertise to offer comprehensive customer experience management services.

Ramesh Subramanian

An industry veteran with over 30 years of experience in various capacities. He is Founder Member of BRAND Capita. A graduate of IIT-Mumbai and IIM-Bangalore, he has worked with some of the leaders such as Accenture, Capgemini, Tatas, etc. His industry experience spans the financial sector, manufacturing, IT, etc.



Mandar Kanvinde

A leading authority in Customer Experience Management and Mass Communication. Founder Member of BRAND Capita, with over two decades of experience in Mass Communication. He provides a unique perspective and insight into Customer Experience management Initiative that creates deliberate, emotionally engaging customer experiences that drive value and build competitive advantage.

Bipin Deshmukh

Over 29 years of rich and diverse experience, which includes Managing IT setup in manufacturing industry, MRP and ERP Implementation, Project Management, Process Management, Quality Management in software industry prior to switching to Quality Management in 2000. He has been associated with Kalyani Group, Datamatics, HCC, and SYSTIME during his illustrious career. Expertise in Quality Management System with adherence quality models, Information Security Management, Service Management System, Business Continuity Management, Six Sigma Methodology