

DSG's 7 Steps to CX Success

Our On-Demand Customer Experience Solution enables brands to engage, acquire and retain clientele.



1 Customer profiling

- At DSG, we spend time getting to know your customer and their needs. What their interests are and how they interact with your brand



2 CX Lifecycle

- How do you acquire customers?
- How do we retain consumers?
- What customer actions can we leverage to gain further acquisitions?



3 Channel & Function

- Define the channels that customers use to interact with your brand.



4 Touchpoints

- Where can we create a touchpoint for your customer to engage with our brand?
- Why do you need a touchpoint?
- Develop the CRM to support the touchpoints?
- Which touchpoints are the most effective?



5 Interactions

- Define the Interactions, workflow and associated process across your brand's touchpoints
- Define the Knowledge that supports each interaction
- Define the branded interactions
- Create brand personas



6 Customer Journeys

Map the Customer Journey with the objective of:
- Removing pain points and obstacles
- Implement Best Practices



7 Customer Surveys

Define methods and listening by gathering customer feedback to determine validity in reinventing the processes

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