

REVISE

THE CUSTOMER JOURNEY

5 STEPS TO INCREASING MARGINS,
DECREASING COST AND
IMPROVING CUSTOMER LOYALTY

Today customers request more transparency, less friction and quicker turnaround times in their financial services journeys than ever before. Our five-step process provides a review of the entire customer journey to identify pain points and offer real-world solutions.

5 STEPS FOR TURNING IT AROUND: THE BRIDGEFORCE METHOD

1

ASSESS THE CURRENT STATE FOR NO-REGRET DECISIONS AND GAPS



ASSESS THE
CURRENT STATE

Establishing a coherent view of the current state is essential to understanding and visualising control points, handoffs and areas of friction in your current customer journey. Mapping the current customer journey enables clarity of both weak and strong points, highlighting candidates for process automation and other efficiency gains.

The current state assessment provides a foundation to design a compliant, logical, efficient and flexible journey, which increases both customer and staff satisfaction enabling greater business and customer outcomes as well as business continuity.

2

RE-DESIGN AND ALIGN CHANNELS FOR AN EFFICIENT AND RESILIENT JOURNEY



RE-DESIGN+ALIGN

Once the current journey is stable, in your control, and the business understands the existing process, you can re-design.

The re-design phase should be done thoughtfully, **using the current journey as a foundation**. Risk assess any changes you wish to make while improving the customer experience and ensuring compliance.

3

TEST AND LEARN IN PHASES TO ENSURE EFFICIENCY



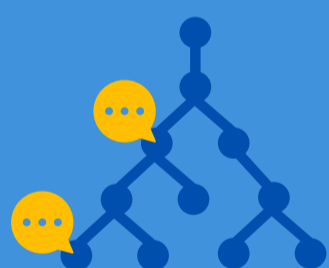
TEST + LEARN

Using the existing journey as your control group, **implement changes in a pilot phase** so you can champion/challenge the two journeys. Your changes will then have the maximum impact.

By **monitoring each stage of the new journey**, efficiency gains can be identified. Note where new technology is being used or is required, so you can write the business case based on actual findings.

4

IMPLEMENT NEW JOURNEY TO REALISE IMPROVED EXPERIENCE



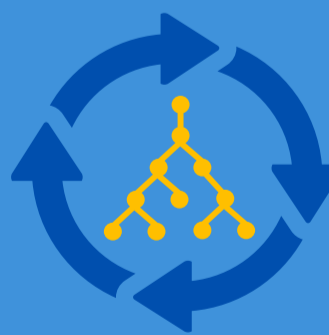
IMPLEMENT

Complete the new process implementation in a phased approach to maintain control, and closely monitor performance.

After the pilot phase, when there is direct customer impact, **include customer communications in the implementation** regarding the changes made, to improve experience. Train agents so that they can articulate the change benefits of the journey.

5

BUILD IN SUSTAINABILITY TO HANDLE FUTURE CHANGE



BUILD FOR
FUTURE CHANGE

Sustainability ensures that future change can easily be incorporated into the new journey and minimises the risk of disruption. Change control is crucial to the new journey's sustainability.

It's important to establish change governance to formalise change requests. Then, you can evaluate any change to assess impact on the end to end journey. Include regression planning for any change to a customer journey to ensure that changes can be backed out and therefore protect the integrity of the journey.

We can Help You Find the Successful Path Forward.

We compare your customers' end-to-end experiences with industry best practices and customer expectations. We also identify root causes for negative experiences—and provide the measures to solve them. We work with your internal teams to streamline cross-departmental actions and handoffs. We'll then test our solutions on a small scale, before rolling them out across your entire organisation.

A lot of time and effort goes into each of these steps, which we've done for clients to help improve journeys from mortgage to credit card to auto.

To find your company's successful path forward, email impact@bridgeforce.com or visit www.bridgeforce.com.