

Customer Journey Transformation



Offering summary

Unlock areas of opportunity where your top-line revenue grows and your cost to serve reduces. Such an intersection can be created with effective customer journey transformation that extends beyond design. Taking a holistic approach to support your business—from organizational structure to processes and people—our Customer Journey Transformation solutions enable efficiency, customer and employee satisfaction and delivery readiness.

Solving digital transformation challenges

What needs to be done to close the gap between the experience customers expect and what they receive?

The solution is more than “screen deep.”

Years of incremental improvements, layering on channels and adding new technology have created friction within customer and employee experiences. As a result, most new customer care platforms suffer from low adoption or never reach full scale.

While businesses continue to pivot to self-service, customers are faced with confusing steps, complicated interfaces and functional limitations. As a result, the majority of digital contacts continue to depend on employee assistance—resulting in customer friction around problems they should be able to easily resolve themselves.

Yet, in every challenge lies an opportunity:

- 1 Customer experience is beset by complexity and friction.
 - Elevate your customer experiences to fulfill customer needs and expectations with our proven Customer Journey Transformation solutions.
- 2 Customer experience is stuck in a sub-optimal state due to the weight of inertia and perceived sunk costs.
 - Take a holistic, actionable approach to mapping customer journeys to “unstick” customer experience.
- 3 Customer-facing employees have to rely on workarounds to help customers, hindering efficiency and frustrating all parties.
 - Untangle the problematic moments within every customer touchpoint to enable employees to deliver services that are not only more efficient but also more gratifying, boosting levels of contentment for both customers and your team.

Journey transformation is built on four core principles.



Deep Human Insight

Co-creation through segments, journeys and primary research of customers and employees drive future business strategy, culture and operating models.



Front & Backstage Transformation

Not only a vision of the future customer experience, but a reengineering of employee process, policies, technology and data which enables the value proposition.



North Star Vision

Definition of an ideal future state in tangible form which illustrates radical transformation of the customer and employee value proposition.



Agile Delivery

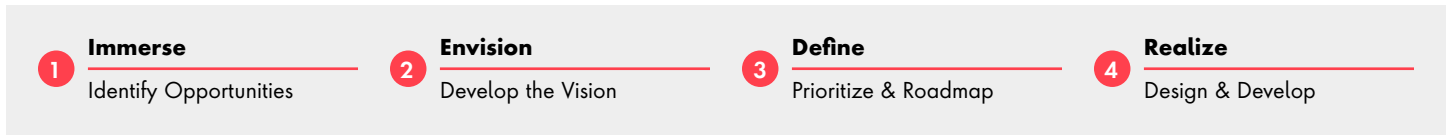
The delivery of a mixed backlog of transformation epics which address changes to software and the business as a whole—tied to product or journey teams enabled by agile processes and tools.

Benefits of Customer Journey Transformation:

- Top-line revenue growth
- Reduced cost to serve customers
- Improved process velocity, creating frictionless experiences
- Holistic reinvention of the customer journey and elevating experience for customers, prospects, employees and partners
- Alignment/delivery readiness

Our approach

Leveraging **service design** and **service blueprints**, we define and develop the operational changes needed to realize the new customer journey.



What sets Publicis Sapient apart?


Design thinking and experience transformation: pioneers for over 30 years—experts today.

- Our 30+ year digitally native legacy serves as the foundation for our experience transformation breakthrough thinking
- Named the only global services firm to receive a top overall 4.8 client rating (out of 5) and 100% recommendation in CRM and CX services, according to Gartner Peer Insights 2021 report
- Unlock top-line growth while reducing your cost to serve with a partner who is with you every step of the way—from design and strategy to technology selection and organizational change and beyond

Set your experience strategy up for success with Publicis Sapient’s full suite of Experience Transformation offerings:

- **Product Design Services:** Design and deliver products that create the utmost value for your customers and deliver on brand promises
- **Salesforce Experience Design:** Connect the experiential and operational requirements essential to successfully implement your digital business transformation and maximize investment
- **Connected Retail Store Experience:** Drive real change in customer behavior by activating cohesive, frictionless customer experiences across your brand’s digital and physical channels
- **Design Systems:** Construct a central source of truth for your brand’s digital language to accelerate your product ecosystem

How we’ve made an impact:


 **GLOBAL 100 AUTOMOBILE MANUFACTURER**

The imperative for change:

With a little-used, white-label solution in the market, the company faced the impossible task of having to invest to improve something that would be leveraged by competitors or to lead the industry with a differentiated offering. Reinventing Service Reservations required an equal understanding of the larger opportunity and the challenging integration of owner and dealer touchpoints and systems.

The transformative solution:

- Delivered an exhaustive redesign of Service Reservations—not just to replace the existing version, but to create a path to leadership in the OEM
- Addressed digital product and service, customer touchpoint integration (app, web, dealer) and new dealer service advisor tools and systems in an operationally demanding journey



The business impact:

- **Achieved C-suite alignment to fund an OEM-owned solution**
- **Produced both a clear backlog and action plan with MVP design and build team**
- **Early product testing highlighted excitement from both the owner and dealer employees**

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U.K. FINANCIAL SERVICES PROVIDER

The imperative for change:

After successfully rebuilding its online platform, the firm faced the limits of traditional “digital” thinking—focusing on specific touchpoints with long development cycles, rather than solving customer problems. Leadership wanted to completely rethink the way the organization solved customer problems—starting with the end-to-end customer journey, then transform their ways of working to meet customer needs.

The transformative solution:

Partnering with Publicis Sapient, the organization made “digital” a change agent across the enterprise, putting the customer at the heart of how to organize, design and deliver change.

- Transformed 10 key customer journeys from end to end—mapping out the optimal experience in every channel
- Organized cross-functional customer journey teams to ensure every journey had input from all relevant stakeholders across the organization—from policy to product, technology to risk
- Embraced service design at scale to identify and drive all changes required across the organization to deliver the desired customer journey



The business impact:

Completely transformed the way employees work to radically improve both the quality of the customer experience and the time taken from “idea to live.”

- **Account opening journey rated number one in the U.K.**
- **33% decrease in time to open a savings account**
- **40% increase in overall credit acceptance and path to purchase**
- **80% reduction in time from “idea to live”**



GLOBAL QUICK-SERVE RESTAURANT LEADER

The imperative for change:

Drive-thru percentage represented 50% or more of the company’s global revenue and made any other journey or value proposition more critical or demanding to modernize for customers and crews.

An improved solution became imperative when testing digital coupons in the drive-thru determined that service times slipped by as much as 30 seconds per car—which could result in catastrophic revenue implications at scale.

The transformative solution:

- Exhaustive redesign of the drive-thru service—focused on the intersection between the physical flow of the drive-thru, customer experience on the mobile app while in the car, the role of the digital menu board as a key contributor to experience and the POS and crew experience in applying coupons and offers
- Provided the groundwork for the integration of new digital capabilities to identify, personalize and integrate loyalty and mobile payment



The business impact:

Delivered the solution with pilots in the market performing above initial objectives. This foundational work allowed the company to push toward the launch of its first national loyalty program.

- **Digital sales topped \$6 billion in its top six markets representing roughly one-third of systemwide sales for these segments combined during the period**
- **This mobile application is currently the number one most downloaded and rated food app**

For more information, visit publicissapient.com/solutions/customer-experience-transformation.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients’ businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients’ businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.