

stefanini 

CUSTOMER EXPERIENCE ADVOCACY

Using the customer's voice as a device for change



The success of your business is defined by your customers. It's critical to analyze their experiences, perspectives, and voices because tailoring your business models will better serve the people who help your company thrive. When you choose to add Stefanini's Customer Experience Advocacy (CXA) program, you have the opportunity to further improve and enhance the way your customers interact with technology. During the entire lifecycle of your relationship with Stefanini, our CXA team focuses on representing the voice of your customers across all touchpoints; this begins as we immerse ourselves in your business environment and culture to become a trusted liaison, driving the creation of an agile service, personalized to the needs of your users. With people, processes, and technology as our focal point, we are able to deliver cost savings, process efficiencies, and improved levels of service for your business and customers.

Developing an accurate understanding of the entire customer journey requires an in-depth look at the differences between customer experience, customer voice, and customer advocacy. While these concepts work in unison, recognizing what they stand for individually is important.

CUSTOMER EXPERIENCE:

A comprehensive view of the customer's journey, including the sum of all interactions customers have with products, tools, services, and processes measured against customer expectations

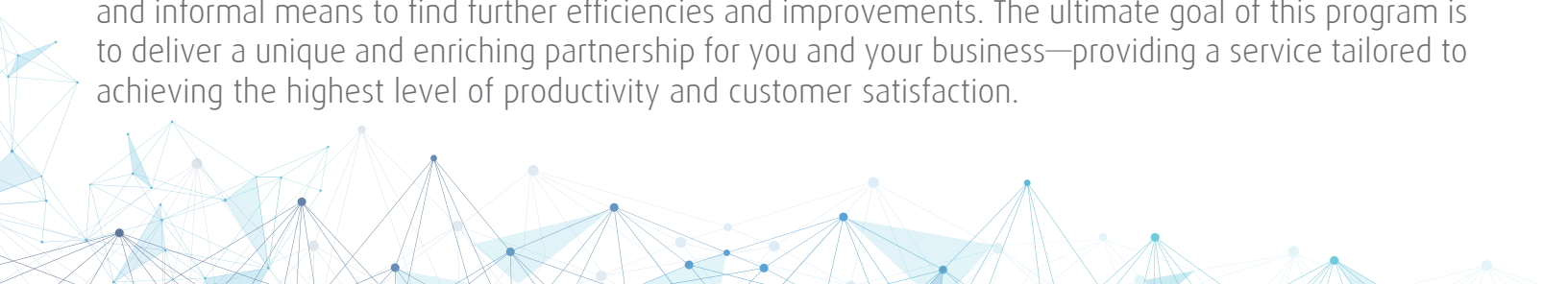
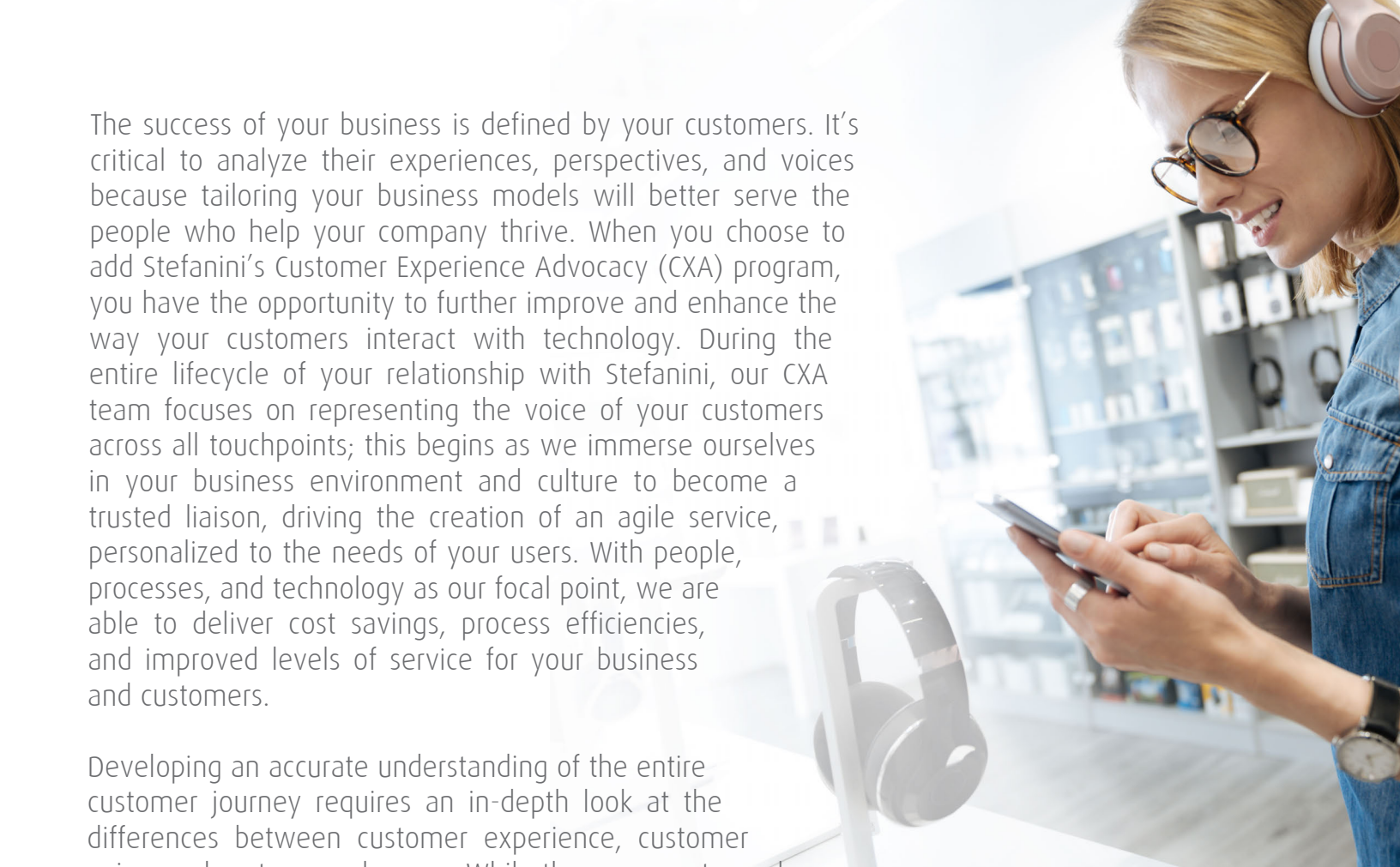
VOICE OF THE CUSTOMER (VOC):

The process of capturing the customer's experience and converting their needs, wants, and perceptions into meaningful and useful data

CUSTOMER ADVOCACY:

The act of transforming the VoC into actionable plans to solve problems for customers and improve their experiences—encompassing the entire customer journey, starting with service implementation and extending throughout the lifespan of the program

As part of the CXA program, our team continually reviews customer experiences through both formal and informal means to find further efficiencies and improvements. The ultimate goal of this program is to deliver a unique and enriching partnership for you and your business—providing a service tailored to achieving the highest level of productivity and customer satisfaction.



Benefits of the Program

No matter the industry of your business, Stefanini clients of every scale can benefit from the CXA program—gaining detailed insights into the customer experience and helping you maximize your partnership with us. When today’s technological landscape is always evolving and becoming increasingly complex, understanding the way your customers interact with your business’ technology is a requirement. As part of the program, a CXA professional becomes a key member of your team and is invested, alongside you, in the success of the Stefanini services delivered during the entirety of the relationship.



YOUR CXA TEAM MEMBER PROVIDES:

- Consistent communication and updates, working from within Stefanini on your behalf, to ensure your voice and viewpoint are always represented
- Expertise in the customer experience, confirming the implementation of your new service meets or exceeds your customer requirements
- Proactive support and actionable results for enhancing your service, capturing the VoC, identifying improvement opportunities, shepherding change, and aiding in the adoption of change and/or process improvements



Making Customer Experience a **PRIORITY**

Each member on our team of accomplished professionals has broad, extensive experience listening to the VoC and an authentic drive to truly advocate for our clients. The CXA program is an independent practice that represents the customer's point of view, holding the sales and delivery teams accountable for creating the best customer experience. With Stefanini's core business being customer service, we are able to provide unparalleled expertise and knowledge to help you realize the full value of your contracted service—highlighting the best way to meet or exceed your users' expectations.



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