Elevating CX:
Leveraging Customer Lifecycle Mapping for Memorable & Efficient Touchpoints

Presented by Sabina Pons, CEO & CCO

Agenda

1 | Lifecycle Mapping

2 | Key Principles to Elevate CX

3 | Innovative & Low-Cost Tactics

4 | Q&A

Audience Poll #1

What is your biggest challenge when trying to create personalized, memorable customer experiences at scale?

About Us

Growth Centric Technology *Practitioners* With Full GTM Revenue Expertise

- ✅ B2B Advisory Services & Technology Solutions Provider
- ✅ Former Software Execs & Founders
- ✅ 50+ People | 3 Continents | Founded in 2020
- ✅ Serving SaaS/PaaS/IaaS, Managed Service, & Hybrid On-Premise For Enterprise & Mid-Market

Sabina Pons
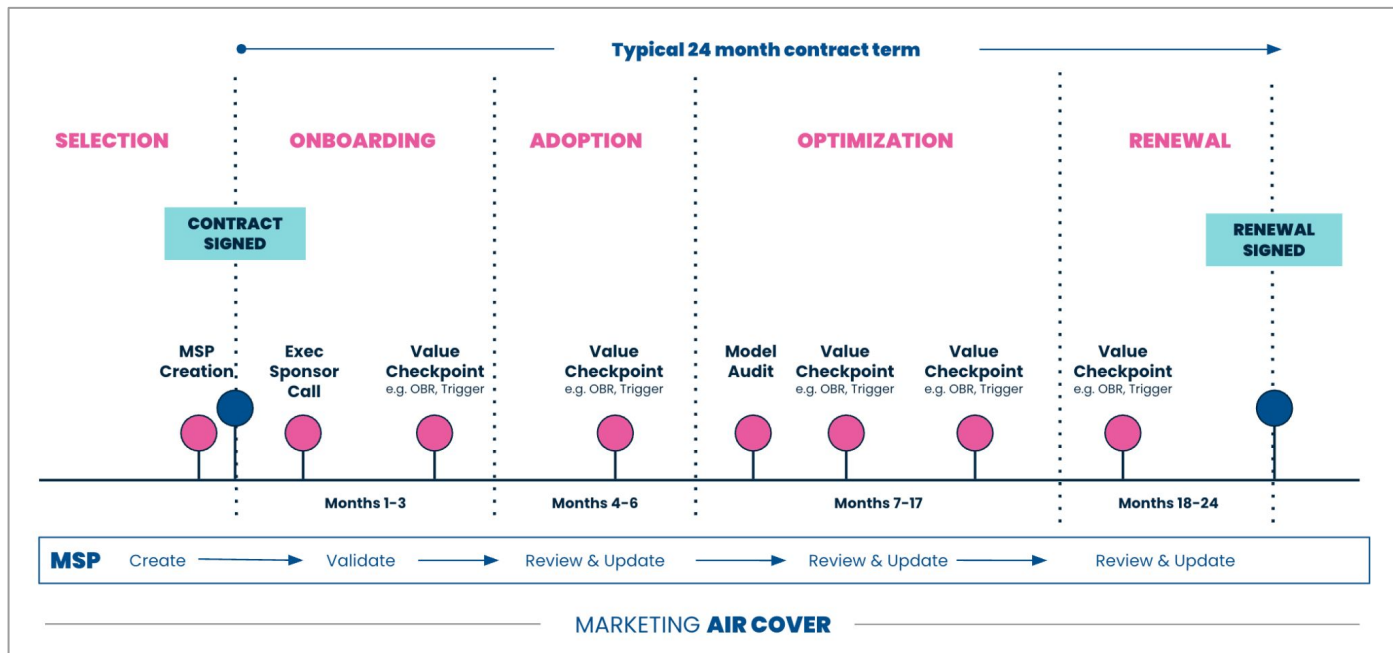*CEO & CCO*

tsia | Consulting Alliance Partner

118+ 5 Star Reviews G2

88 NPS Score

1

Customer Lifecycle
Mapping

Internally Mapping The *External* Experience

The Business Impact

Remarkable Customer Experiences Lead To Remarkable Revenue Activity

15-20%

increase in customer retention

A 5% increase in customer retention =

›25%

increase in profit

Growth Molecules™

2
Key Principles To
Elevate CX

Three Key Principles

For Effective Lifecycle Mapping That Elevates Your CX

P

Personalization

P

Proactivity

E

Efficiency

P

Personalization

Customers should be seen *and* heard

- Personas?
- Preferences?
- Priority & Rationale?

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P

Proactivity

Give Them What They <u>want</u>...

...before it becomes a <u>need</u>.

- Pre-Onboarding
- Jumpstart help
- Common pitfalls

Growth Molecules™

E

Efficiency

Moments That Matter - Without Waste

- Automate Routine
- 1:Many Motions
- Streamline Comms

3

Innovative & Low-Cost Tactics To
Surprise & Delight

Your Take: Put In Chat

What's the most unexpected (yet delightful) customer experience you've ever had?

Five Innovative & Low Cost Tactics

For Effective Lifecycle Mapping That Elevates Your CX

AI-Generated Personalization at Scale	Augmented Reality (AR) Experience	Co-Creation with Customers: Crowdsourcing	Interactive Video Content & Holograms	Virtual "Behind the Scenes" Tours
Example: Custom messages based on usage patterns	**Example:** On-screen QR code scans for lightning tips	**Example:** New feature voting or module naming	**Example:** Choose your own onboarding adventure	**Example:** A live sneak peek of a new feature in development

Summary

1 **Customer Lifecycle Mapping Drives Meaningful, Efficient Engagement**

2 **Early Involvement of Onboarding Teams Elevates CX**

3 **Technology and Personalization Can Coexist at Scale**

Create Experiences Your Customers Can Savor

✓ **Start small**

✓ **Test your strategies**

✓ **Continue refining**