

Introduction to SuiteCX & The East Bay Group

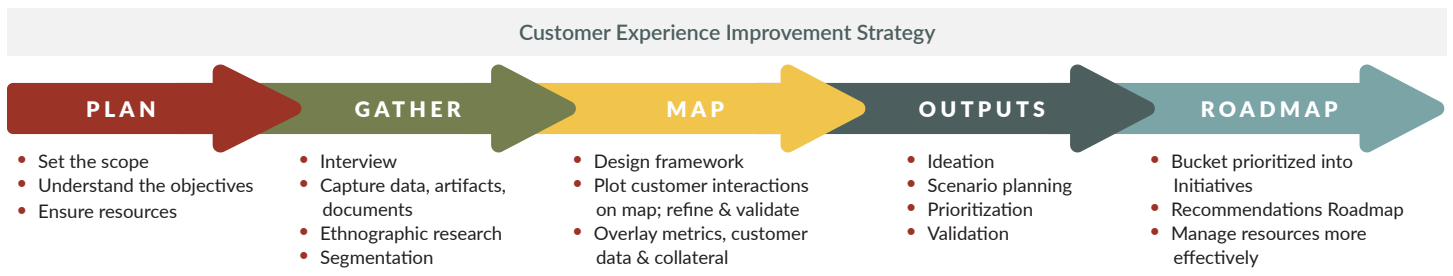
What is SuiteCX?

SuiteCX brings robust customer journey mapping and strategic scenario planning together for superior customer experience design and execution. By providing customizable journey mapping, customer experience assessments and data driven insights, we help you design, visualize and deliver the optimal customer experience that engages the customer while driving the highest business value.

Part 1: Current State

Part 2: Experience Mapping

Part 3: Roadmap



Organizational Change

Brainstorm maps look like butcher paper and sticky notes, documenting the workshop experience



Inventory grid maps contain every possible interaction with scores, attachments, annotation and story data



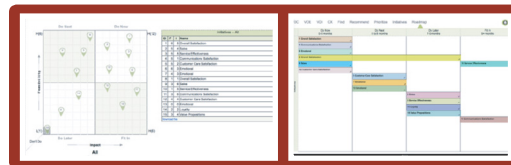
Segments/Personas allow you to visualize your key customers

Storytelling maps showcase the experience, using icons and color to provide a powerful visual customer story



Process flow diagrams tell the story with a more traditional focus on decision trees, data stores, etc.

Once clients understand the renewable benefits of mapping they make it a part of continuous improvements programs



Prioritization and planning help you get to what's important to the customer and the company with a timeline and charter

TANGIBLE

- Documentation of each interaction point
 - Wide variety of emotional/rational data points
 - Holistic view of the company, employee & customer experience
 - Flow across the path to purchase
- Clear presentation of what's working, what's not working, and why
 - Data-driven specifics
 - Gaps and opportunities between each
 - Barriers to conversion
 - Revenue acceleration
- Strategic insights
- Actionable tactics
- Collaborative planning vehicle

INTANGIBLE

- Engagement of key stakeholders across divisions and business units
- Improved absorption of information
- Forum for breaking down silos:
 - Customers view and experience a whole brand – not divisions or business units
 - Greater coordination is needed across the organization to present a holistic view to customers
- Rationalization of company, employee and customer needs
- Emotional buy-in through visual storytelling

East Bay Group has the talent and time to help you be more successful.

INSIGHT



INNOVATION



EXECUTION



SUCCESS

Who is The East Bay Group

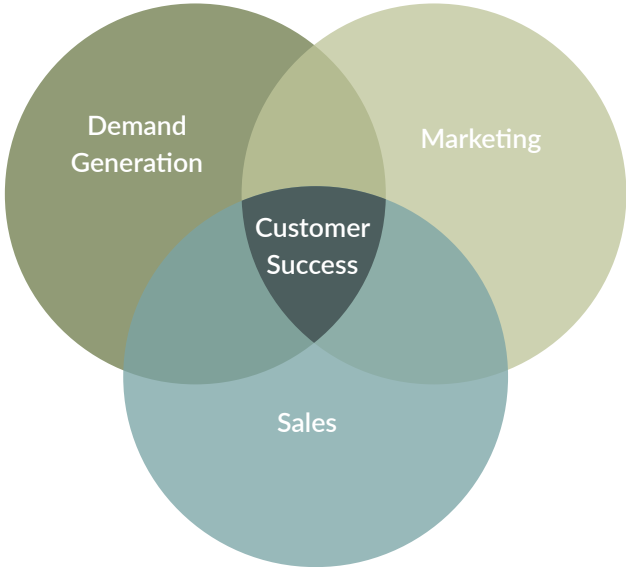
The East Bay Group helps your business grow by taking your customer insights and applying them to your unique experience. We focus on understanding your customers – statistically, behaviorally and emotionally – and helping you leverage that knowledge. We help you prioritize your opportunities, make investment tradeoffs and identify innovative ideas to create a path to success.

What services are provided?

We help clients succeed by offering comprehensive, customer-focused methodologies and tools that serve as living self-improvement processes for each department in your organization. We provide marketing and sales enablement, CRM and marketing technology, customer insights and the proper tools to innovate and transform your business.

Marketing and Sales Enablement

With our brand value positioning and go-to-market strategies, we can help you extend your reach to new customers, develop buyer personas and journeys, create and examine market diagnostics, generate engaging and interactive digital marketing, manage all aspects of the customer lifestyle and map the full customer journey.

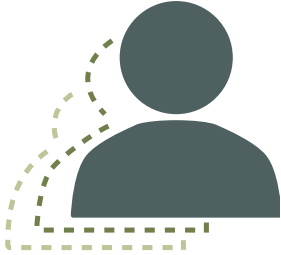


CRM and Marketing Technology

By examining your business requirements and optimizing your projects and vendor selection/management, we can help you create technology strategies and roadmaps to plan for marketing enablement.

Customer Insights

We incorporate qualitative and quantitative data such as ethnographic analyses, emotional journey mapping, segmentation and analytics to help you learn how to use your customer insights for marketing dashboard development and reporting as well as metrics and reporting designs.



Innovation and CX Driven Digital Transformation

At the East Bay Group, we focus on brand innovation, organization/knowledge transfer and change management. We also examine future trends and best practices to help your business grow. We can plan and design the right strategy to help you create the best digital experience around.

More information

For more thought leadership and resources please visit our website at SuiteCX.com

Contact us

We can be reached at 510 655 6511 or at info@suitecx