



Understanding your customer base, listening to their desires and responding to their needs is paramount to a company's success, period. As a company scales, it becomes impossible to keep track of customers' needs, wants, and complaints, without a system in place to do so.

Open-i Advisors (OiA) builds such systems for our clients. We give organizations a reliable, consistent feedback loop and communication plan that puts actionable intelligence in the hands of managers and front-line employees, while ensuring customers feel heard and valued.

## ***Customer feedback engagements include the following:***

### **Customer Experience Analysis**

Before we solicit customer feedback, OiA works to understand your customer life-cycle and how customer experiences have shaped perceptions of the company.

- How, where and why do your customers interact with your company? What are the current customer touch points?
- Where are the service and/or communication gaps?
- Who manages current customer communications and care, and how?
- What are common complaints and praises you receive organically from your customer base?
- What is senior management's role in the customer experience?
- What are your goals for customer satisfaction and retention?

#### **Customer Experience Analysis**

Surveying customers is tricky: If you ask generic questions, you will get generic responses. OiA guarantees that information received through our Customer Feedback Program is targeted, actionable and based on organizational needs and goals.

Timing and context is key when eliciting responses from customers. OiA works to understand your customer base, so that we can suggest the right time to gather the feedback you need to improve your operations.

#### **In-depth Interviews**

While surveys are a great way to reach a large customer base, one-on-one interviews with key customers and partners, often deliver unparalleled insights into the strength and weakness of a company. We spend 30 to 60 minutes speaking with customers to understand their goals and needs, their experiences with specific functions and departments, and where they see products and services need improvement. While the feedback that is gathered is extremely valuable, we have found that goodwill is created when customers are engaged by a third party for their feedback, is just as important.

#### **Create a Communication Strategy**

A survey response is the beginning of a conversation; a communications strategy keeps it going. There is a great opportunity to create quick wins with customers, by responding to their surveys, building trust and loyalty along the way. Making sure there is a solid communication strategy in place even before surveys and interviews take place, ensures that you can capitalize on these opportunities.

### **Customer Experience Analysis**

Open-i Advisors structures surveys and interviews, to produce specific data on key metrics, as identified in the early stages of an engagement. These data points make it easy to identify trends and quantify responses. We help companies build a comprehensive plan to use this data across their organization.

### **Expert Feedback Analysis**

Open-i Advisors consultants have a deep understanding of customer relations and communication strategies. When we apply our knowledge and experience to the customer feedback engagement, we produce data driven analysis of the feedback gathered; we suggest specific ways to improve your customers' experience, both holistically and on a per-customer basis.