

- ★ Workforce Strategy
- ★ Data Analytics
- ★ Business Intelligence
- ★ Technology Management

Maximizing the Customer Experience Across Your Value Chain

Customer Perspective

Value Chain

Touch Point
1

Touch Point
2

Touch Point
3

Touch Point
4

Touch Point
5



Online



Phone



Onsite/Field Tech



Information

- ★ Workforce Strategy
- ★ Data Analytics
- ★ Business Intelligence
- ★ Technology Management

Maximizing the Customer Experience Across Your Value Chain **Auto Dealership Example**

Customer Perspective

Value Chain

Touch Point
1

Product Awareness

Dealership website
SM/Email Marketing

Inquiry Response Time
Product Information

Touch Point
2

Test Drive Vehicle

Display Vehicles
Sales Staff

Product Visibility
Product Knowledge
Performance Knowledge
Product Performance
Product Appearance

Touch Point
3

Financing

Dealership Website

Ease of Application
Decision Speed
Option Availability

Financing Staff

Ease of Application
Decision Speed
Option Availability

Touch Point
4

Final Inspection &
Paperwork

Sales Staff
Maintenance Staff

Product Knowledge
Process Knowledge

Touch Point
5

Maintenance &
Upkeep

Online Diagnostics
Email Reminders
Online Scheduling

Timeliness
Service Information

Phone reminders
Call-In Diagnostics
Scheduler/Receptionist

Timeliness
Service Information

Maintenance Staff

Product Knowledge
Vehicle Turnaround

Product Reliability
Driving Behavior
Product Upgrades



Online



Phone



Onsite/Field Tech



Information

Products of Interest
Price Tolerance
Geographic Info

Driving Tendency
Desired Performance
Personal Info

Disposable Income
Creditworthiness
Purchasing History