



Customer Experience Consultancy





Why Customer Experience?

FourNet are experts in designing, transforming and delivering frictionless experiences for the life moments that really matter. The embodiment of this ethos will be delivered by the CX Transformation development work we are undertaking and will continue to develop on an ongoing basis, to ensure we can become and remain a leader of next generation CX capability.

Our team of professional CX practitioners have worked across a range of industries for clients of all sizes to deliver real, tangible benefits to both the organisations and the clients they serve. They have decades of experience working across all customer service touchpoints and have led & transformed some of the most high profile brands in the UK.

We are passionate about finding, defining and solving the biggest problems that are preventing organisations achieving the strategies that they set out to deliver. Data sits at the heart of our approach. Our team of CX data analysts use both quantitative and qualitative insights to define both the what and the how, ensuring that there are tangible benefits delivered throughout the CX Transformation.

You can count on us to deliver the services needed to drive digital transformation across your organisation.





What is FourNet CX Transformation?

Our approach is one of diagnosing, designing and implementing transformational solutions that deliver tangible benefits, typically in reducing cost, increasing revenue/profit or driving an improvement in CX.

Our primary focus is to help our clients digitise their interactions with customers, members and other stakeholders, and move towards an integrated data-driven, insight-led and personalised customer experience.

Core principles that embody CX that drives our activity, aligned to client needs and ambitions;



Effort - being easy and effortless to work with



Resolution - identifying and resolving customer issues quickly



Trustworthy - doing what we say we are going to do

Frictionless



Flexible - providing flexible options to our clients



Personable - ensuring our clients are listened-to and valued



Proactive - anticipating client needs and proactively addressing these

Personalised



Customer Experience Transformation

Successful Customer Experience transformations seamlessly embed improved customer journeys and deliver the right outcomes for our clients. This requires a robust strategy, careful solutioning and a truly customer centric approach.

Too often, customer experience transformations are delivered with unknown levels of awareness and understanding of the interaction with customers and their expectations at every touchpoint across the entire customer journey.

This runs the risk of:

- Failing to link the customer experience to the strategic vision and mission of a company
- Failing to commit the right resources to the programme on a full-time basis
- Lacking executive alignment
- Lacking the discipline to measure the results
- Not taking an end-to-end approach to customer experience
- Not maintaining a customer journey performance on an ongoing basis



FourNet CX Transformation Services

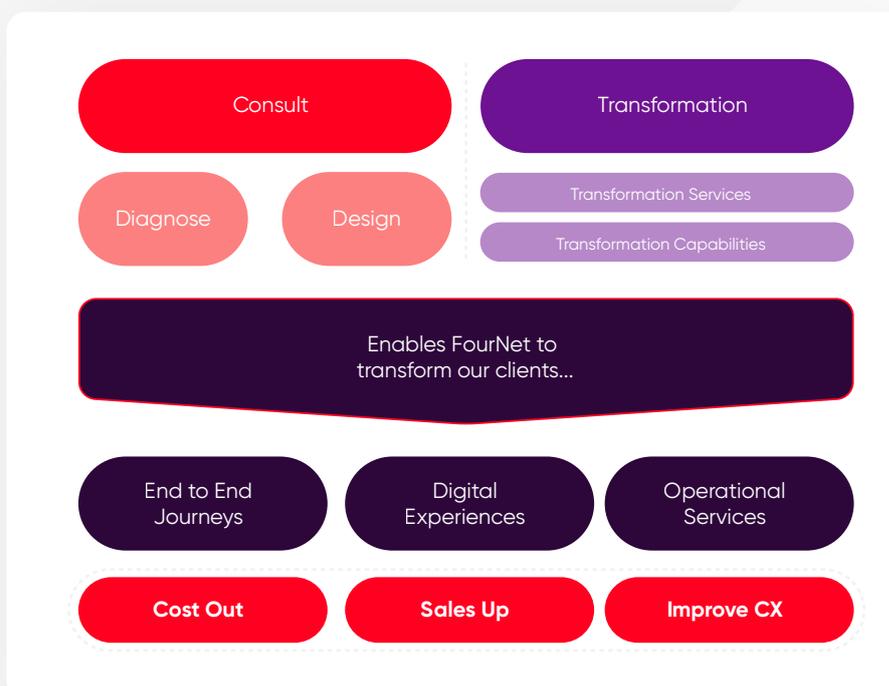
The services offered are each categorised within the Consult and Transform framework before being further categorised a level down. Opportunities can be both Consult & Transform

Consult - diagnostic services geared to quantify and validate issues and opportunities that can be used to outline a "to be" model as part of a design phase

Transform - services and teams that enable FourNet to build, test, deploy, measure and continuously improve new operating models and customer facing services that will help our clients realise business objectives

Services Categories:

1. **Insight & Analytics:** Application of data analytics for the purpose of driving transformative results, or the transformation of data infrastructure and processing.
2. **Experience:** End to end journey transformation, across any channel or operation, transforming people, policy, process and technology to deliver new and enhanced experiences.
3. **Digital:** Design & development of digital experiences such as new applications and transform existing digital touchpoints such as mobile apps and customer facing websites.
4. **Operational Excellence:** Application of consultancy or transformational services designed to transform the way contact centre and back-office operations are delivered to drive desired outcomes.





The FourNet Diagnostic Approach

We have the ability to complete an unintrusive, rapid review of an operation / service within an operation and produce a report identifying opportunities for improvement, with minimal investment.

Qualification:

Following the established evaluation process, any commitment to carry out a Diagnostic must be qualified based on key priorities:

- Identifying a defined CX transformation opportunity agreed by both FourNet & the client.

Scope of the Diagnostic

- Defined to be a benefit case exercise, not a business case production
 - Benefit Case = top down % improvement
 - Business Case = bottom-up cost model

FourNet Resource

- The FourNet team consists of experienced CX practitioners with expertise in workforce optimisation, Customer Experience process design, Data & MI analysis and effective application of innovative technology.
- The standard duration of the initial engagement is 10 days end-to-end
- Subject to change once a better understanding of requirements is established

Client Commitment

We require you to provide the following in advance of the engagement:

- Operational organisational structure and detailed team set-up.
- High Level e2e business process of the operation, if available.
- Objectives and goals for the operation / service etc. (This can also be captured/ clarified on day 1).
- Provide the Diagnostic Team with direct access to the operational floor, the leadership teams, frontline & support teams as well as back-office teams.

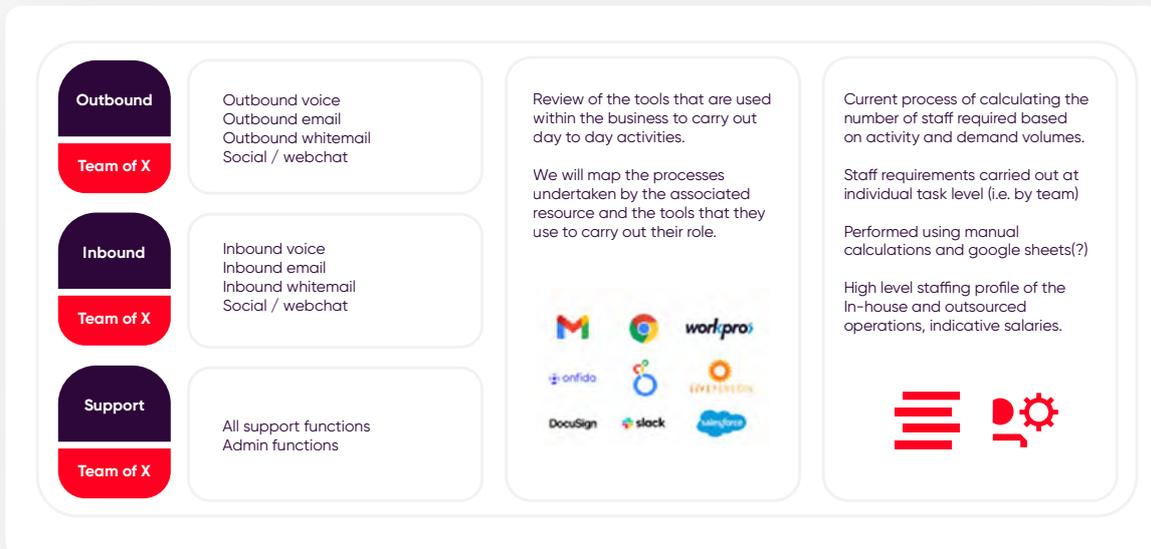
Output

- Defined report that outlines the observations and high-level recommendations.

In order to identify the right solution, FourNet will commit resources to perform an analysis of the existing operation.

The review will provide the baseline for the service delivery against which any future operating model can be assessed.

The Diagnostic is a two-day review of the operation carried out by specialist resource across CX, innovation, resource planning and technology and will cover the following areas:



The on-site review includes:

- Side by side listening with agents
- Sessions with Team Leaders & Operational Managers

We are looking to understand:

- The activity that takes place at each stage of the process
- Current challenges for agents and wider operation/business
- Opportunities where process changes, different staffing or technology could improve performance and experience in line with the objectives set out by the Senior Leadership Team
- We will require access throughout the day to team leaders and individual agents/ operatives carrying out their day to day tasks.
- We will require subject matter experts that understand the processes intimately



CX Approach Output

What do we give our clients?

Following the established evaluation process, any commitment to carry out a Diagnostic must be qualified in based on key priorities:

- 1. Clear Problem Statements** - Outline the problem statements by team/division, pinned back to the organisations goals
- 2. Assessment of Service Lines** - The output from the assessment of each of the individual service lines. This is supported by data analysis where available
- 3. Observations and Opportunities** - A list of what was observed along with areas for improvement
- 4. Recommendations** - A clear list of recommendations to improve the service areas outlined in the observations & opportunities. This can be specific and contain costs & solution details or kept high level
- 5. High-Level Benefit Case** - A rough order of magnitude of benefit for each individual solution against their operational set up
- 6. Next Steps** - Clear next steps for how we would engage moving forward to move into delivery



**Delivering
innovative,
integrated,
instant solutions
to the new
realities of 2022
and beyond.**



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