

we need a **cross-channel** customer experience



You need to build market share, adapt to trends in buying behavior and anticipate the impact of social, mobile, near-field commerce and digital. You need to overcome territory issues and barriers to change. Fostering alignment and buy-in is essential. Quarry, Azure and Rotman can help.

CROSS-CHANNEL CUSTOMER EXPERIENCE DESIGN

Requirements and Strategy Exploration – Azure Corporation, Quarry and Rotman Information Solutions

Included: Facilitated Vision and End-state Setting Workshop. Perform and synthesize trend scan and analysis, transactional analytics, best practices benchmarking and stakeholder inputs.

Output: A described End-state Strategy Vision, which identifies and defines the interactions between strategic business drivers and cross-channel customer experience design choices and imperatives.

Strategy Choice, Facts and Financial Validation – Azure Corporation and Rotman Information Solutions

Included: To serve design directives, factually and financially validate the business assumptions/decisions behind the channel strategy including market economics, competitive landscape and opportunity. Design a search strategy for the efficient sourcing of information. Screen, assemble and analyze internal and secondary research data.

Output: Strategy choice modeling of relevant facts and data analyzed and organized into a strategy and financial imperatives framework.

Cross-Channel Experience Design – Quarry

Included: 1. Identify, analyze and model appropriate design inputs including field ethnography, quantitative segmentation research, buyer profiles and experiential attributes. 2. Design and prototype the various aspects of cross-channel customer experience, including responsive web design, marketing automation design. 3. Create executive and lateral communications.

Output: A customer-centric cross-channel experience design aligning your channel strategy with your brand, customer experience goals, buyer behavior and fast-moving trends.

Development and Implementation – Quarry and Azure Corporation

Included: Complete design models, technology integration and facilitated measured pilot programs. Project communications development and support for Executive and cross-organizational teams.

Output: Facilitated implementation planning and management as required.

APPLICATIONS

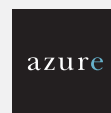
- Medium to long-range planning of strategic marketing support for independent retail networks.
- Renovation of digital channel strategies to improve top-of-funnel performance and reallocate sales force energies to high-value qualified leads.
- Align channels to a consistent customer-centric experience based on buyer-valued attributes.

COST

The cost varies according to how simple or complex your situation and requirements.

Please call 905-939-9444 or email howcanwehelp@enablingideas.com for a detailed activity assessment.

Alternatively, call Quarry at 519-664-2999 or email gdrummond@quarry.com



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