

National Retail Chain

Business Challenges

- Declining share, basket size and conversion numbers
- Product-centered approach with limited understanding of customer needs
- Omni-channel experience developed from “inside-out” – based on assumptions of customer needs
- Significant emphasis on technology, but in-store experience lost focus

Business Solutions

- “Outside-in” and “inside-out” customer experience diagnosis
- Customer research assets leveraged to create greater empathy for customer
- Identification of immediate “quick wins” across all channels
- Roadmap for longer-term customer experience improvements

Business Results

- Clear plan to significantly improve their current key differentiator, leveraging customer experience as future differentiator
- Developed clear ownership of activities, where previously cluttered or undefined
- Achieved true omni-channel experience by aligning teams and leaders to focus on what matter most to their customers

Why
CFN?

“The key to kick starting change was providing us with a clear line of sight to the current *and* desired customer experience. CFN’s engaging and structured approach helped to drive both understanding and alignment across the organization resulting in accelerated change.”

– Product Services Leader