

The move that keeps you ahead of the competition.

Anugraha CExL Model -

- # Study of the current level of CExL practices
- # Customer Research
- # Developing CExL plan
- # Implementing effective CExL projects
- # Coaching and mentoring initiatives for people in Sales, Marketing, Retail and Customer care for effective CExL
- # Developing CExL support system
- # Study of degree of customer satisfaction and loyalty.



Creating *healthy customer experience* in
Sales | Marketing | Retail | Customer care

We are your partners in transforming the customer experience across your marketing, sales and customer care to help you grow and retain market leadership.

You must align your Purpose, Process and People with customer - centric operating models in order to effectively manage customer relationships across the organization.

You and your people must Engage customers in effective relationships that creates healthy experiences.

Differentiate your customer experience from that of the competition.

Align with customer communication in a timely manner.

Ensure that customer interaction remains reliable, accurate and consistent.



It is only the experience that you create in a customer that can contribute immensely to your marketing, sales and customer care activities.

A customer with a healthy experience is your brand ambassador. Create healthy customer experience to create a healthy customer relationship.

Creating the experience with a vision and the way that improves customer focused activities.

Our approach -

We make and apply a customer- centric operating model create value for you.

Study of the current level of CExL practices

Conducting a diagnostic study of your current customer leadership system; Analysis of customer issues and problems; Study and analysis of value creating abilities of your present CExL system, products / services and people; Study and analysis of 360 degree customer view.

Customer Research

Designing, implementing and monitoring customer research programs:

Conducting the study of customer satisfaction and loyalty; Measurement of customer experience; Conducting the study of customer requirements; Study of customer behaviour; Conducting the study of market strength, opportunities and challenges; Conducting the study of product strength, opportunities and challenges.

Developing CExL plan

Developing CExL business model and business plan; Clarifying CExL vision, purpose and values; Aligning CExL philosophy for organisational growth; Policy and procedural documentation in the areas of customer experience leadership; Communicating CExL vision, purpose and values; Defining and formulating action plan to convert CExL study to a customer value; Developing customer relationship, marketing and sales plans.

Developing CExL support system

Designing and managing brand development projects; Designing and Developing promotional resources; Designing and managing product promotion activities; Colour schemes and shades; Product and model shootings; Developing corporate identity: Corporate logo, brochures, presentations, website and customer communication instruments.

Implementing effective CExL projects

The services in CExL projects are:

Designing, implementing and monitoring a value-creating customer experience process streams; Developing effective Supply chain management of customer relationship; Conducting process and system audits; Designing and implementing systems, controls and continuous process improvement projects; Identifying value-creating abilities of resources and processes; Brand management: Effective action plan to manage brand value; Implementing product promotional activities.

Customer First

Coaching and Mentoring solutions for effective CExL practices

Designing and implementing CExL improvement plans as per previous study and analysis; Identification of research-based training needs for people in customer experience management; Designing and implementing effective training, coaching and mentoring programs; Pre-program assessments; Effective and exclusive learning programs for Management, Senior Executives, Managers, Team leaders and Potential performers in improving sales, marketing and customer care skills; Post-program assessments with individual improvement plans; Providing product training and delivering product promotional activities; Designing, implementing and monitoring totally activity-based CExL retreats; Design, implement and monitor leadership development programs.

Creating healthy customer experience to create a healthy customer relationship.

Measurable Outcomes

We enable you to differentiate yourself from the competition and fuel your business growth. With us you can, create a continuous value creating customer experience; Increase quality of customer relationship and loyalty; Totally align with customer expectations; Stay a step ahead of your customer and competition; Use knowledge workforce to manage CExL activities.