



STRATEGIC PLANNING

Customer Experience Strategic Planning for a Global Service Management Company in Colorado



AT A GLANCE

Challenges

- Rapid growth driving need to scale
- Lack of full view of current state across customer experience silos

Benefits

- Leaders quickly were positioned to drive necessary improvements
- Over 50 improvements implemented in less than 6 months



"Syntropy Partners expert guidance allowed our internal organizations to execute on the priorities rather than spinning our wheels trying to determine what those priorities were."

Jean Patrick, Chief of Staff
Global Service Management
Company

PROBLEM

The client was in an exciting phase of rapid growth. However, with a focus on growth comes a need to ensure operating processes, technology, and internal and external facing roles are able to scale while not compromising the experience for the customer.

SOLUTION

Syntropy Partners designed a thoughtful and collaborative process to gain common understanding of current state, where pain points could be eliminated for customers and staff, and where to capitalize on people, process, and technology opportunities.

Syntropy Partners provided:

- Workshop design.
- Facilitation of a series of 8 cross-functional workshops.
- A recommended new end-to-end customer process.
- A prioritized set of 130 potential improvements across the full customer experience lifecycle aligned to the future state vision.
- Facilitation of the executive team review workshop.

OUTCOMES

The Syntropy Partners team leaned on deep experience in business leadership and process improvement to deliver rapid results. The short timeframe required consultants skilled enough to gain credibility and buy-in almost instantaneously.

Accurate view across previously siloed teams of Client's current state customer experience

Significant learning and many "ah-ha" moments resulted from the intentionally cross-functional nature of the workshops.

Fresh customer experience process which built upon work that client leaders had already begun.