

The Clearing's Customer Experience Solution Area

Why Customer Experience (CX) Matters
More Than Ever in Today's Environment

Customer experience (CX) Research shows 84% of companies that focus on improving CX report increased revenue.¹ And it's not just the bottom line. From employee engagement to customer loyalty, focusing on CX pays dividends.



77% of consumers say inefficient customer experiences detract from their quality of life¹



Companies that excel at customer experience have **1.5 times** more engaged employees than less customer-focused companies²



90% of CEOs believe the customer has the greatest impact on their business³

It is clear why organizations should focus on CX; it's also clear that how customers interact with your brand is changing. Take the hospitality industry, for example.

Pre-pandemic, restaurateurs could safely focus on a customized in-store experience when driving customer experience. The meal, the service, the atmosphere. Now, the meals they provide must still be high quality, but customers are experiencing it at their doorstep and enjoying it in their homes, versus at a brick and mortar restaurant. **This changes the CX equation dramatically.**

This macro example can be applied to numerous industries. That's why even organizations with historically strong CX scores must reevaluate how their customers connect with their brand and how success is measured.



For those organizations that haven't historically focused on CX, today's digital feedback loop and changing dynamics make this the right time to start.

¹ Oracle Communications Survey; Modern Experiences for Connected Consumers: Creating Digital Customer Engagement

² Qualtrics XM/Temkin Group; Employee Engagement Benchmark Study, 2016

³ PWC; 25th Annual CEO Survey

The Clearing Can Help

Adopting a CX focus will help create an enhanced employee experience and greater value to customers regardless of the industry. However, it can be difficult to determine where to begin.

The Clearing combines CX evaluation expertise with the organizational change acumen needed to pilot and scale customer experience enhancements. We focus on solutions that work in theory and in practice. Our proven CX tools and technology have helped multiple organizations on their CX journey and created collaborative efforts across entire companies.



Our CX Offerings

The Clearing's CX offerings are **rooted in human-centered design (HCD)**, include:

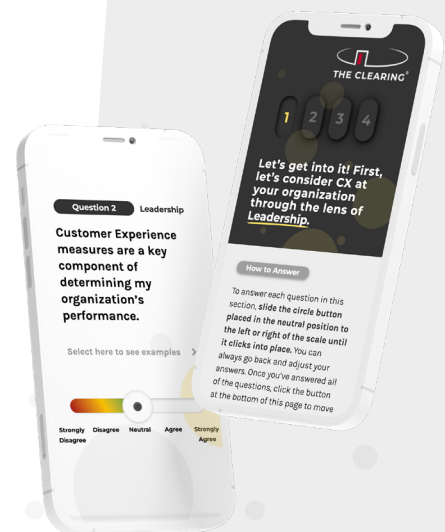
- 1 CX Transformation & Change
- 2 CX Strategy
- 3 CX Organization Design
- 4 CX Data & Research
- 5 IT Modernization & Digital Transformation
- 6 Product Development
- 7 Brand and Identity Development

When to Consider Our Customer Experience Expertise

Organizations today are in a state of permanent white water, experiencing continuous change. That continuous change means survival instincts kick in. But when you're just trying to survive, it's easy to lose track of why it exists. In the case of organizations, that reason is to service their customers.

Compounding matters, today's customer has more ways to voice their opinion than ever before. That means leaders hear more frequently, and more loudly, when CX falls short.

If an organization hears the rumblings getting louder, it may be time to evaluate its organization's CX strategy.



Our Approach

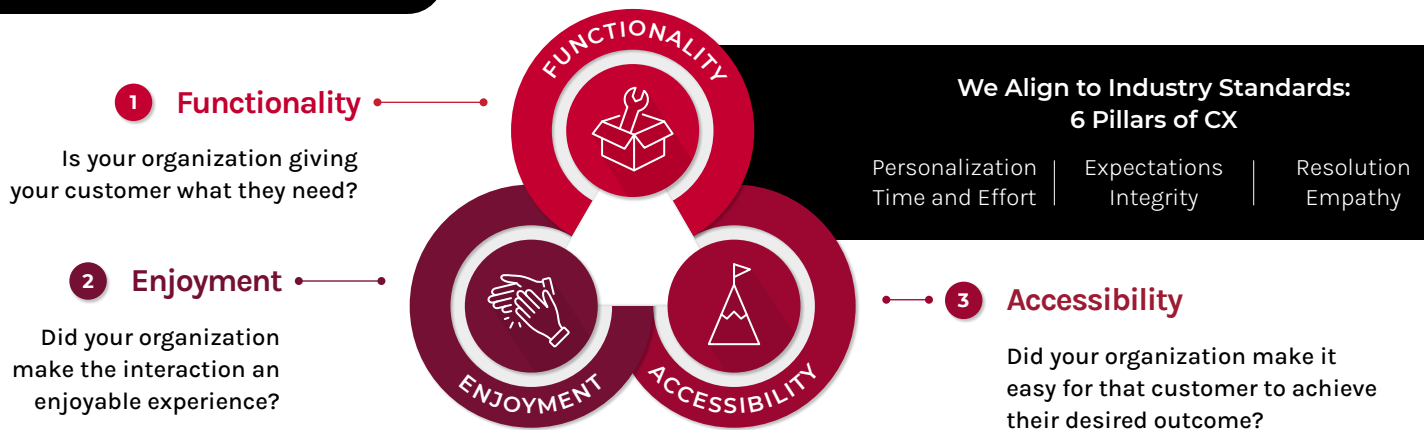
We Are All Customers.

The Clearing's CX team lives by this ethos. In today's world, organizations must think beyond the traditional definition of customer. Modern leaders have many customers: employees, the communities in which they operate, board members, and the end user of their services. A sound CX strategy must take all stakeholders into account.

We start by putting the voice of the customer – no matter which group they fall into – at the center of everything we do. For large organizations, however, that can be daunting. To make it easier, we break CX down into smaller pieces:

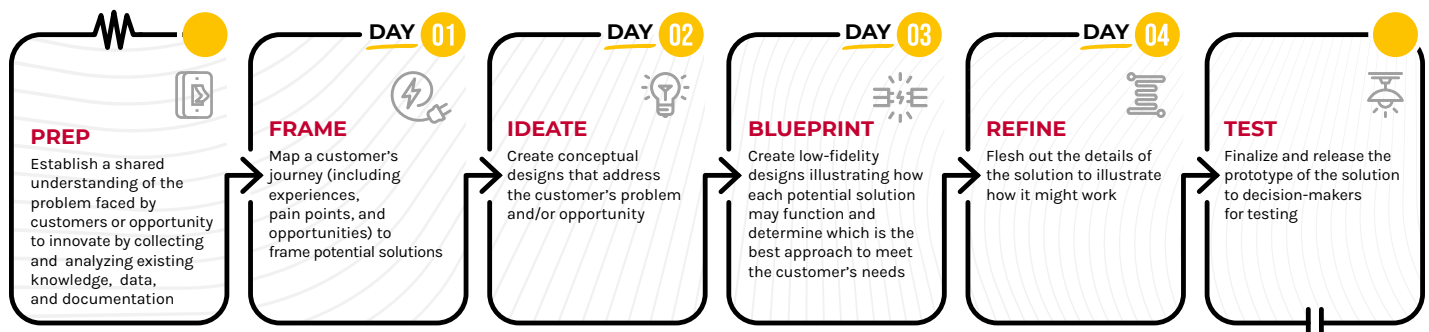


3 Key Elements of CX



At each step, we embrace Agile principles and utilize the AMPERIAN CYCLE®, our rapid prototyping process. The AMPERIAN CYCLE® allows us to approach CX through a quick, iterative lens, which means our clients don't have to invest significant dollars or time to begin. The iterative process also allows more opportunities to learn quickly and deliver rapid results.

AMPERIAN CYCLE®



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Who We Are

The Clearing is a boutique professional services management consultancy that partners with top leaders as they address strategic and operational opportunities or risks in an intentional, time-bound, and human-centered way.

Inspired by the idea of creating “clearings” to tackle critical challenges, consulting veterans Chris McGoff and John Miller founded The Clearing in 2009. Today, we apply our people-first approach to change and transformation in service of supporting leaders who are working to **solve society’s most complex problems.**

Interested in learning more about The Clearing’s approach to Customer Experience?
Contact us today to talk with our team of experts on the next steps.



**Ready
to Chat?**

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