



CLIENT STORY | WINNING THROUGH CUSTOMER EXPERIENCE ENHANCEMENT

**Region :**  
INDIA**Consulting Services :**  
WINNING THROUGH CUSTOMER EXPERIENCE ENHANCEMENT

## CLIENT SITUATION

---

- One of India largest and most diversified engineering companies
- Given the diversified and fragmented nature of the customer set, the client wanted to get a better understanding of how customers perceived them and what could be done to improve the customer experience
- Avalon was invited to develop a process for assessing the customer experience and make recommendations on enhancing the same

## OUR APPROACH

---

- We used an in-house tool called the Process Oriented Satisfaction Assessment Technique to assess the customer experience
- A range of subjective and objective parameters were used to arrive at an experience index
- Kano's model was used to identify hygiene factors and motivators
- Some of the other modules of work were needs analysis, gap identification and developing a value map
- Identified improvement areas and constituted task forces to drive the change

## OUR RECOMMENDATION/ IMPACT

---

- The company implemented the recommendations organisationwide and has now linked the KRAs and incentive structures of the marketing team to the scores generated by the satisfaction assessment tool