

# CUSTOMER EXPERIENCE TESTING FRAMEWORK

## CUSTOMER EXPERIENCE FRAMEWORK

The Framework provides the parameters which eliminates the difference between the customer perception and expectation.

## CUSTOMER PERSPECTIVE INTO THE ACCOUNT

Identify the stage wise fulfillment of customer need to attain loyalty

## FRAMEWORK CALCULATION

It helps in identification of focus areas, risk elements and focus tests to check deviations from defined targets



The Customer Experience framework is sector agnostic and defines the various parameters/drivers which when rightly taken care, will lead to improved customer satisfaction.

When a product or application or a service goes live, the customer's perception or experience with the processes is what makes or breaks the success of the launch. The business processes involved, the readiness of the staff that will interact with the customer are all elements that come into play.

Last Mile's team of experts can help you run business process led end to end testing services that take into account pre-launch preparedness, operational readiness and the experience across key customer touch points to help identify points of failure in not just the application, but supporting processes as well.

- Enable to get a complete big picture of the market and what makes a customer loyal to a source.
- Serve to identify the customer requirement and eliminate the difference between the perception and expectation.
- Target the customer engagement measures and Business measures of success.
- Service Blueprint enables to understand the operational flow of the services.
- Scenario based discussion to understand the driver's impact on the life cycle of insurance provisioning.

Last Mile Consultants works closely in identifying the various dimensions and their further decompositions into lower levels.

The assumptions are made with respect to each parameter as the target to be achieved.

Framework Calculator- The success measurement that is achieved is calculated which helps us in figuring the deviation from the target defined.





## OUR CUSTOMER EXPERIENCE PHILOSOPHY

How do you holistically test solutions and not just systems?

What are the different ways to retain existing customers and attract new customers?

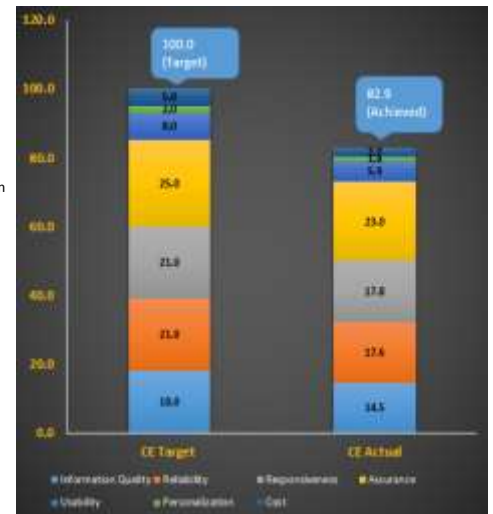
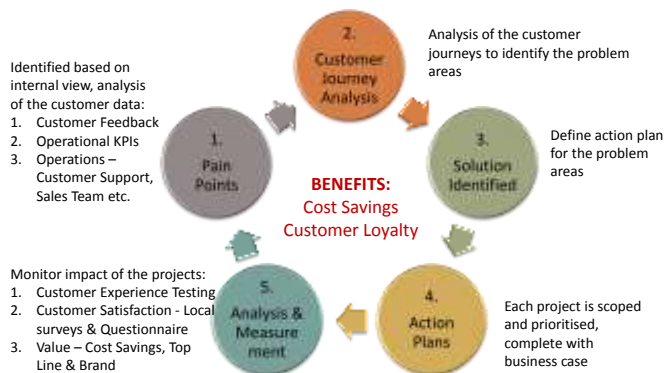
Formally delighting on factors that can differentiate with high impact but low cost

Customer Journey Analysis to identify key problem areas

Delivering systems consistently across all touch points in line with customer expectations

Delivering on distinct experience that is unmistakably but that of the brand

For more information on any of our products or services please visit us on the Web at:  
www.lastmileconsultants.com



## TEST FOCUS

Our focus is on whether the service is able to measure the benefit on time or not?

Know what matters to your customers

– focused risk-based testing

Keep any promises you make

– can you test these promises?

Spot potential problem areas and fix them

- systems & process focus

Communicate clearly and simply

– test the communication & interactions

Take responsibility when things go wrong

– test the fix processes, test how you take responsibility,  
business outcome driven

## OUR MEASURES

**Cycle Time** : How long the customer experience takes from initial customer contact to final customer contact.

**Right First Time** : How often the customer receives an experience that is on-time and free of mistakes.

**Cost** : This is the total cumulative cost of all employees, resources, systems, and processes required to complete one E2E process cycle.

**Customer Satisfaction** : is measured with direct customer interaction once the E2E business process is completed.



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