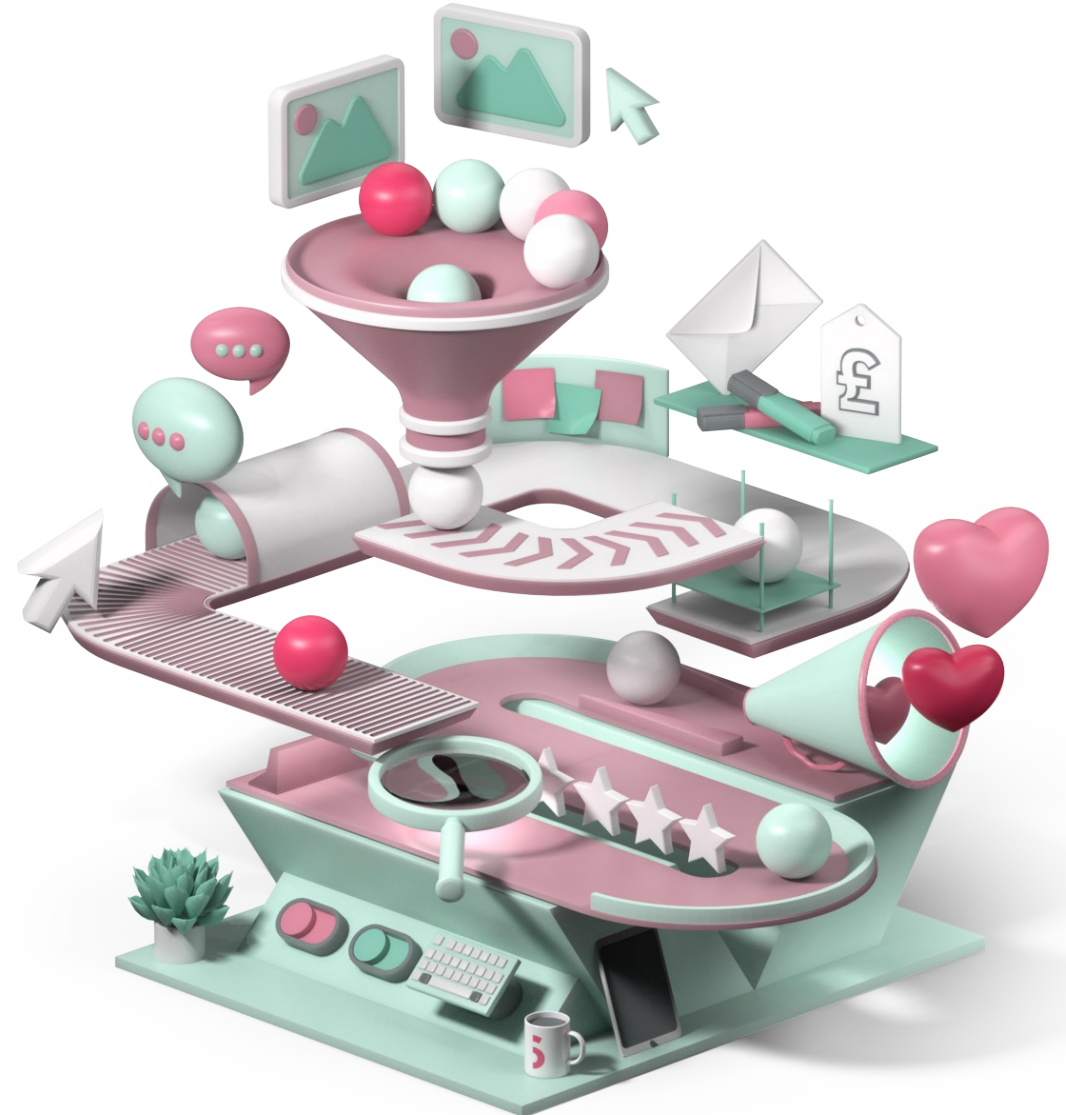


# CX Mapping

Focus your business on the people who matter most.  
**Your customers.**

**6 WEEKS**



# Why invest in CX?

**Customer experience can make or break a business.**

Mapping your CX lets you visualise all the interactions your customers have with your organisation – the good and the not-so-good.

Once you know how your customers feel about you and why, you can identify changes that will seriously improve their view of your business. And where customer satisfaction leads, business growth nearly always follows.

84%

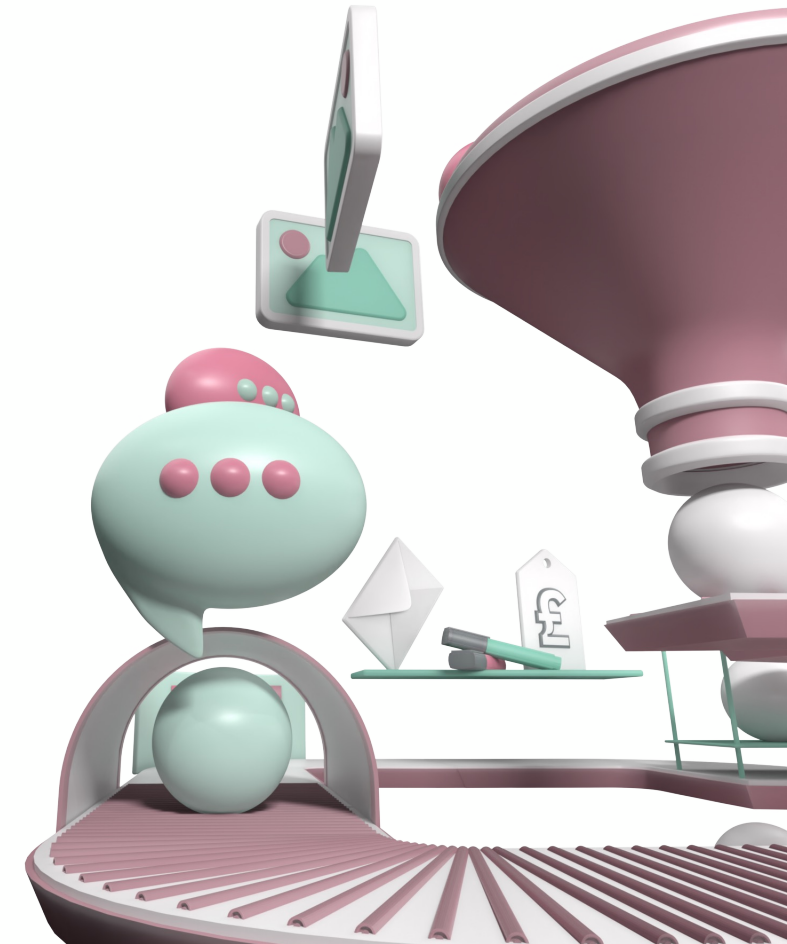
of companies that focus on improving customer experience are reporting an increase in annual revenue.

\$700m

Companies that earn \$1 Billion annually can expect to earn, on average, an additional \$700 million within 3 years of investing in customer experience.

8.5x

Companies that have built an understanding of their full customer journey are generating up to 8.5x higher shareholder value.



# 28 years of experience, distilled into a 6-week programme

From companies in the FTSE 100 to those who aspire to be, we've helped a wide range of organisations put customers at the centre of their success. With our CX Mapping programme, you'll benefit from our years of expertise – receiving the insights you need to improve your customer experience and realise immediate results.

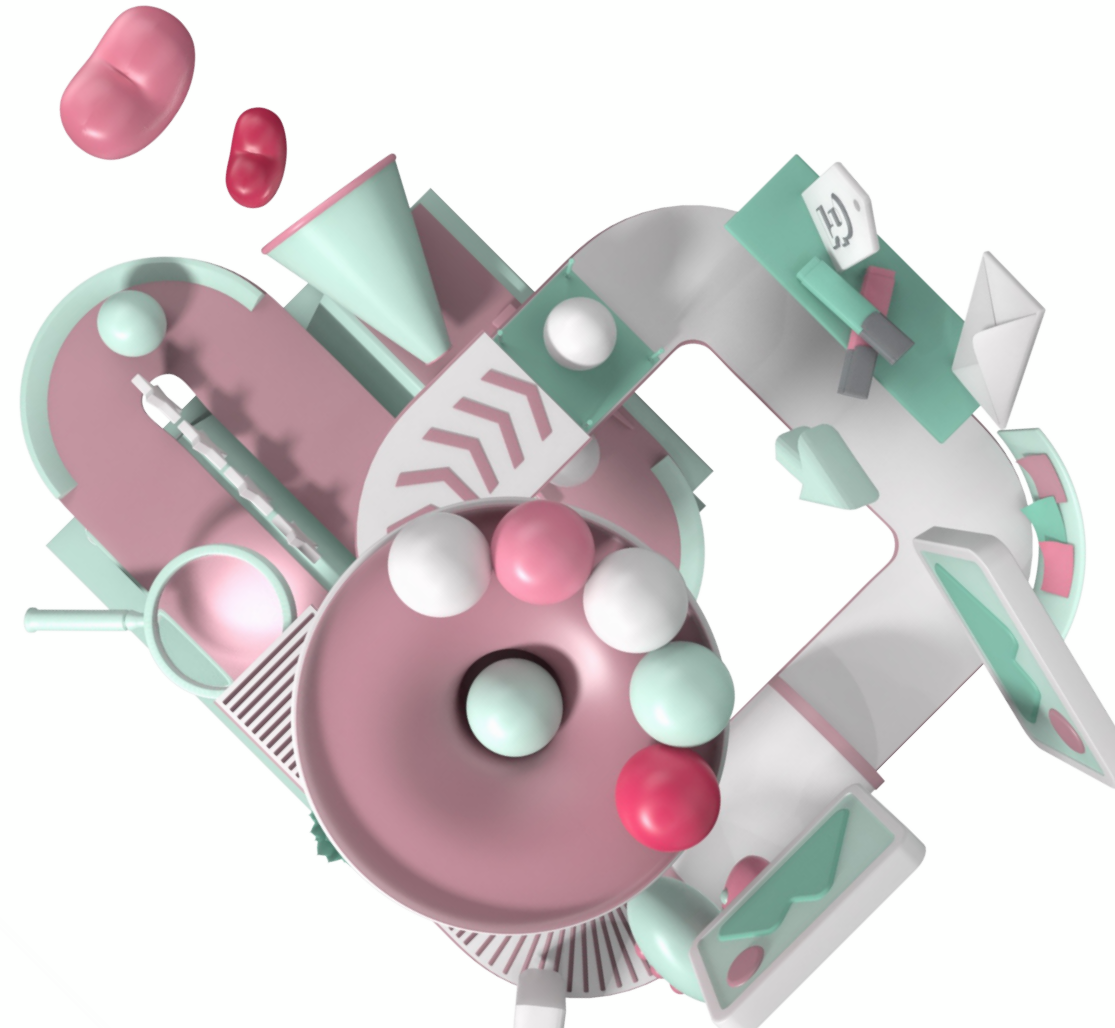
All in one, cost-effective package with a clear timeframe.

## IN 6 WEEKS

- **Understand customer pain points**  
Discover quick wins and longer-term opportunities to improve your customer experience.
- **Develop your roadmap**  
Find out where to focus your energy, resource and innovation for maximum returns.
- **Reveal inconsistencies across different areas of your business**  
Spot variations in your customers' experience as they interact with different departments.

## IN 6 MONTHS

- **Increase customer satisfaction**  
Create lasting relationships with your customers, with the NPS score to prove it.
- **Create customer advocacy**  
See more leads via word of mouth, as your customers share positive experiences with peers.
- **Breakdown operational silos**  
Foster cross-function collaboration, united around the customer experience.
- **Improve acquisition and loyalty**  
Generate increased sales revenues and sustainable business growth.



# The methodology

## KICK-OFF WORKSHOP

A planning session with our strategy team to clearly understand your goals and engage your stakeholders in the programme.

WEEK 1

## INTERNAL INSIGHT

A series of stakeholder workshops to outline every touchpoint between your customers and your organisation.

WEEK 2-3

## EXTERNAL INSIGHT

A series of customer interviews to gather first-hand insight from your existing customer base. This is overlaid with our analysis of existing customer data.

WEEK 4-5

## CX MAPPING

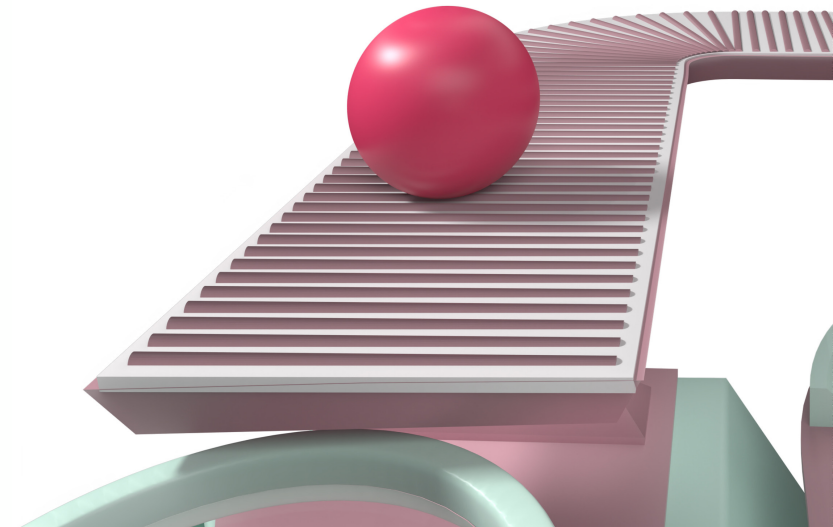
We create your CX map. Visualising your business from your customers' point of view; revealing your key challenges and opportunities.

WEEK 5

## PLAYBACK WORKSHOP

A CX workshop for all your stakeholders. Together, we explore the findings of your CX map, from quick-wins to longer-term priorities.

WEEK 6



# Let's talk about improving your customer experience

CX mapping is essential if your business wants to grow in these areas

- Improved customer acquisition
- Greater customer loyalty
- More targeted innovation
- Higher Net Promoter Score (NPS)
- Better word of mouth

Ready to start your CX mapping project?



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Partner

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Head of UX

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# Thank you

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