

CUSTOMER EXPERIENCE (CX)

BRAND/ORGANISATION

RECRUIT (EVP)
EMPLOYEE VALUE PROPOSITION

ON BOARDING & TRAINING

REWARD & RECOGNITION



EMPLOYEES



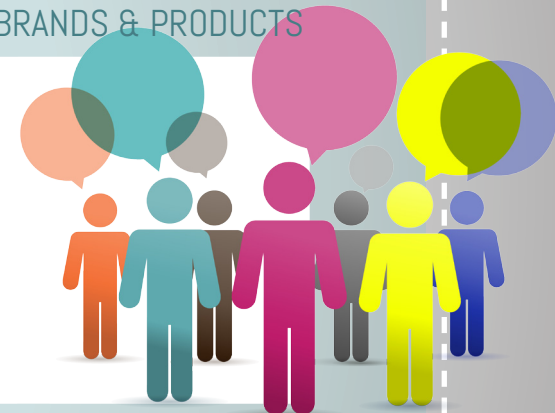
CONSUMER

BRANDS

PRODUCTS



BRANDS & PRODUCTS



VALUE
PROPOSITION

PROCESS
STRATEGY

SERVICE
SELL

ENGAGEMENT
SERVICE DELIVERY
SERVICE RECOVERY

BUY

NEED

AWARE

CHANNELS
COMMUNICATION