

Consulting Services Supporting Customer Experience Development and Execution

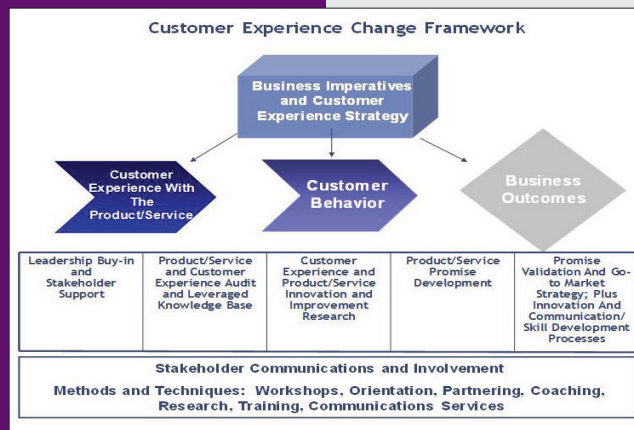
Hansa offers consulting services to support the development and execution of differentiated customer experiences. We understand the principles of organizational change to gain internal buy in and alignment as well as the tenets of what makes for delivery of the customer promise in the customer experience.

Hansa principals bring special expertise in their understanding of the head and heart motivators behind attracting and retaining customers. Hansa principals have been in the forefront of customer experience research and consulting for over 20 years. Prior to joining Hansa|GCR, our president, Wayne Marks, conducted and published global research on exemplary customer experiences and led numerous client engagements to create and implement a differentiated customer experience.

Our principals bring honed experience in working with executive teams to identify where the organization is on its customer experience journey, the business objectives it wants to accomplish, and the competitive gaps in the marketplace. We believe strongly in leveraging the internal knowledge of the organization combined with external facts and research on customer needs, unmet needs, and competitive offerings to arrive at a winning customer experience strategy. Our philosophy in developing a customer experience strategy is not to rely on either an "Outside In" or Inside Out" approach but to view these as an "and both." Our customer experience change framework is displayed in the following exhibit.

Among are specific consulting capabilities are:

- Customer experience audits to identify ways to develop or advance an organization's customer experience.
- Executive planning workshops to create a customer promise and roadmap to implement the promise.
- Organizational alignment and communications using multiple communication methods.
- People skill building and training to deliver the customer promise and build consistent customer experiences across the organization.
- Innovation workshops and processes to continuously enhance the customer experience for the benefit of the customer.



The Hansa difference: Hansa consulting provides exceptional support to clients by combining the following summary strengths:

- ✓ Deep understanding of the psychology of human interrelationships
- ✓ Senior-level consultants with decades of experience working with the world's leading firms
- ✓ Leading edge thinking on what makes for powerful customer experiences
- ✓ Hands-on knowledge of the principles of change management

HANSA  **GCR**

Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class services in areas relating to Customer Relationship Equity, Market Assessment, Branding, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa|GCR please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.