

DEFINE
the CX vision

SEGMENT
and prioritize
customer personas

MAP
the end-to-end
customer experience



IDENTIFY
key customer needs
and moments that matter



CONNECT
customer experience
to KPIs

HIGHLIGHT GAPS
in the customer experience and estimate
impacts across people, process and technology

PRIORITIZE
and implement improvement
opportunities (rinse and repeat)

The Chasm

Today, the importance of customer experience (CX) as a competitive advantage is undeniable, and the process for defining and implementing CX transformations are well-documented.

These transformations are complex with many moving parts, so it's no surprise CX projects often run into some pitfalls along the way.

Through our work helping clients navigate their CX improvement journeys, we've identified **three common gaps**—we refer to them as “the chasm”—that many organizations encounter.

ALIGN
key processes & technologies
to customer experience



These three gaps must be crossed to truly realize your CX objectives

- Gain a holistic view of your customers
- Overcome organization boundaries to align processes and technologies to CX opportunities
- Connect CX to KPIs

This guide provides the practical tools you need to address the gaps, and to bring your organization across the chasm.