Mastech InfoTrellis Customer Experience Advisory Services

Mastech InfoTrellis (MIT) is a specialist data management and advanced analytics firm with industry leading technical and strategic expertise. MIT has a track record of hundreds of successful projects, implementations, and deployments for Fortune 500 companies and public sector organizations worldwide. MIT helps clients improve Customer Experience, accelerate business velocity, minimize costs, and significantly improve corporate resilience through the application of data and analytics expertise.

MIT has acquired significant capabilities in Customer Experience Services through the strategic acquisition of AmberLeaf Partners, leveraging their expertise and experience developed over 1,900 Customer Experience projects. MIT Customer Experience Roadmaps are aimed at helping clients create a vision for their particular initiative. Many organizations know that they want to improve customer service, create personalized messaging and enhance the customer experience—but they do not know how to get started. MIT Customer Experience Roadmaps are a set of Advisory Services that are a fast-paced, cost-effective engagements that provide the client executive teams with all the information needed to greenlight their Customer Experience initiative. An MIT Customer Experience Roadmap documents essential requirements, investigates the current systems landscape, designs a reference architecture, creates a 12-24 months action plan, and identifies any organizational risks caused by the initiative.

MIT Customer Experience Roadmaps are targeted at how clients are approaching their particular initiative:

Customer Experience Roadmap
(4-8 weeks USD$40k - $120k)

- Enterprise-wide look at the customer journey
- Relating experiences across all customer-facing channels
- Customer journey analytics: Sales, Marketing, and Service

Customer Experience Analytics Roadmap
(2-6 weeks USD$20k - $60k)

- Define an overall analytics approach across customer journeys
- Analytics targeted to support Marketing, Sales and Service
- Marketing performance, personalization, or customer satisfaction

Marketing Roadmap
(2-6 weeks USD$20k - $60k)

- Strategies to improve customer acquisition, retention & cross-sell
- Identify technologies gaps to improve marketing performance
- Define metrics for customer retention, and acquisition

Customer Service Roadmap
(2-6 weeks USD$20k - $60k)

- Defines approach for omni-channel service including mobile
- Identify gaps to close that enhance the Customer Experience
- Improve mobile field-service experience

Sales Roadmap
(2-6 weeks USD$20k - $60k)

- Defines key strategies for success
- Identify gaps to improve account acquisition & expansion
- Plan for direct sales, inside-sales, pre-sales, and operations

Customer Loyalty Roadmap
(2-12 weeks USD$20k - $175k)

- Define next-gen customer retention program
- Deep-dive analytics planning
- Research plan to uncover innovative loyalty benefits

Common deliverables across all roadmaps include:

Requirements

- Customer Service processes
- Campaign and personalization requirements
- Analytical requirements

Current systems analysis

- Identify duplicate customer information
- Identify data quality issues
- Identify current data flow

Roadmap

- Define the phased approach
- Create the budget
- Identify phase benefits

Future architecture

- Identify technology gaps
- Design integration approaches
- Propose short list of technology vendors

Technology recommendations

- Create a short list of software vendors
- Create custom demo scripts
- Create vendor scorecards

Organizational recommendations

- Identify organization risk
- Provide communication plans
- Identify inhibitors to Customer Experience

MIT has built Customer Experience Roadmaps for a range of clients, including B2C, B2B, large enterprises, mid-market organizations, and various verticals including financial services, retail, healthcare, telecommunications, sports, media, and manufacturing.

MIT also offers MIT Customer Experience Accelerators and a comprehensivie MIT Customer Experience as a Service (CXaaS). CX Accelerators provide clients with vertical-specific implementations of Customer Experience technology solutions, while MIT CXaaS provides long term support, analytics, and continuous enhancements for Customer Experience Solutions. A CXaaS may include a CX Center of Excellence, with dedicated staff embedded within the client's organization, to drive Customer Experience Excellence.

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MIT helps its clients transform into Data-Driven organizations. Let's get in touch.