

# Delivering value for your customers

Our structured approach to delivering a comprehensive service package is not just about the services we offer, but also about the flexibility we provide. We understand that each client is unique, and our approach is tailored to your specific needs. Whether you're a small start-up or a large corporation, we offer flexibility in both service delivery and pricing, ensuring that you get the most value for your investment.

## Modular approach

### Customer Advocacy:

Services that empower customers to advocate for your brand:

- ✓ **Customer Success Stories**  
Curating and showcasing success stories and testimonials from satisfied customers.
- ✓ **Advocacy Training**  
Training internal teams on identifying and nurturing customer advocates.
- ✓ **Community Building**  
Creating and managing customer communities to foster engagement and advocacy.

### Customer Centricity:

- ✓ **Customer Journey Mapping**  
Mapping out the customer journey to identify pain points and opportunities for improvement.
- ✓ **Customer Experience Strategy**  
Developing strategies to enhance the overall customer experience.
- ✓ **Personalisation and Segmentation**  
We implement personalized approaches and segment customers for targeted interventions, ensuring each customer feels understood and valued.
- ✓ **Employee Training**  
Training employees on customer-centric practices and mindsets.

### Customer Feedback:

- ✓ **Feedback Collection Systems**  
Set up systems for collecting customer feedback through surveys, interviews, and other tools.
- ✓ **Feedback Analysis**  
Analysing feedback to identify trends, insights, and areas for improvement.
- ✓ **Action Plans**  
Developing action plans based on feedback to improve products, services, and customer interactions.
- ✓ **Continuous Improvement**  
Establishing a cycle of constant feedback and improvement.

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## Delivery Approach

### 1. Initial Consultation and Needs Assessment

Our initial consultation and needs assessment is not just a formality, but a crucial step in our process. We conduct a detailed initial consultation to understand your unique challenges and goals. This step is fundamental as it sets the foundation for our work together, demonstrating our understanding and consideration for your circumstances. The benefit of this initial consultation is a structured environment for stakeholders to explore needs, solutions, and expectations, ultimately leading to more successful and satisfactory outcomes. We will work closely with you to ensure your needs are fully understood and met.

#### Deliverables:

- ✓ **Discovery Meeting**  
A meeting with your significant stakeholders to understand their current challenges and goals.
- ✓ **Assessment**  
A thorough evaluation of your current customer advocacy, centricity, and feedback mechanisms.
- ✓ **Proposal**  
Provide a detailed proposal outlining the service package, including timelines, deliverables, and pricing.

### 2. Implementation Plan:

We understand that each client is unique, and we will create a customised implementation roadmap based on your specific needs and priorities.

- ✓ **Kick-off Meeting:**  
We will hold a kick-off meeting with key stakeholders to align on goals, timelines, and responsibilities.

### 3. Service Delivery:

- ✓ **Workshops and Training**  
Conducting workshops and training sessions on customer advocacy, centricity, and feedback.
- ✓ **Tools**  
Implementing tools and systems for feedback collection, journey mapping, and advocacy programs.

Our commitment to your success doesn't end with the implementation. We provide ongoing support and guidance to ensure the successful execution of the strategies, giving you the reassurance that we are always there to help you improve.

### 4. Monitoring and Reporting:

- ✓ **Regular Check-ins:**  
We will schedule regular check-ins to monitor progress and address any issues.
- ✓ **Reports**  
We will provide detailed reports on the impact of implemented strategies and initiatives.

### 5. Continuous Improvement:

- ✓ **Ongoing Support**  
We offer ongoing consulting and support to help you maintain and improve your customer-centric practices.
- ✓ **Quarterly Reviews:**  
We conduct quarterly reviews to assess the effectiveness of the implemented strategies and make further improvements.

## Service Packages

**Initial assessment** – fixed price £2,000.

Basic	Standard	Premium
<b>Includes:</b> <ul style="list-style-type: none"> <li>▪ basic training</li> <li>▪ straightforward feedback collection tools</li> </ul>	<b>Includes:</b> <ul style="list-style-type: none"> <li>▪ basic package</li> <li>▪ comprehensive journey mapping</li> <li>▪ advanced feedback analysis</li> <li>▪ advocacy program</li> </ul>	<b>Includes:</b> <ul style="list-style-type: none"> <li>▪ full-service implementation</li> <li>▪ ongoing support</li> <li>▪ detailed reporting</li> <li>▪ continuous improvement cycles</li> </ul>
From £1,000 per module	From £2,000 per module	From £4,000 per module

Modular Approach	Retainer
Pick and choose specific services or modules based on your immediate needs.	Retain services continuously for continuous support and improvement.
Price on request	From £1,000 pcm

*We encourage you to tailor the packages to your unique needs. Our service is designed to be flexible, accommodating your specific requirements and ensuring you get the most out of our expertise.*