Fusion Alliance

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CASE STUDY: CINCINNATI BELL CUSTOMER JOURNEY MAP DRIVES CUSTOMER EXPERIENCES (CX)

Overview
When Cincinnati Bell, a Midwestern provider of integrated communications solutions, decided to create a mobile app, it embarked on a journey that would improve overall customer experience (CX) and establish a measurable, actionable CX strategy.

The planning process revealed a need to gain a 360-degree view of the customer, and that's where a customer journey map and CX strategy developed by Fusion Alliance became crucial tools.

Market Reality
Consumers have an abundance of options when it comes to phone, internet and cable service providers. With competition steep, it is imperative for Cincinnati Bell and others in that industry to innovate and deliver what the market and customers demand. One of those demands is a meaninfgul experience.

The prerequisite to delivering powerful experiences is to understand your customers and their existing experiences as they interact with your company. The next step is to pinpoint, prioritize and plan opportunities to improve the experience – and then continue this cycle to stay on target.

Business Opportunity
Before forging ahead with its plan to roll out a relevant mobile app, Cincinnati Bell set on a course to understand its customers and how they feel about the company's services and processes. While some businesses might try to deliver an app without such planning, Cincinnati Bell invited the opportunity to connect its quality service and mobile app to a carefully considered CX strategy.

Solution
Fusion Alliance's team of digital experts assessed Cincinnati Bell's current CX strategy and developed a customer journey map with recommendations for improvements. Fusion began by collecting data to outline the customer journey from end to end. Analyzing the

Objectives
- *Improve the end-to-end customer journey*
- *Create an ongoing customer experience strategy*
- *Inform current and future customer-impacted projects*

Approach
- *Collect data on existing and targeted customers*
- *Analyze customer data and assess current needs*
- *Create a customer journey map that outlines the customer experience and identify areas for improvement*

Business Impact
- *Identification of two target customer segments*
- *Improved internal processes and customer/client interactions*
- *My Account application creation and rollout*

Keys to Success
- *Access to customer data*
- *Leveraging CX experts to analyze data*
- *Experience with customer journey mapping and implementation of CX strategy platforms*
- *Joint Fusion/client team with client product ownership*

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customer data provided critical insights into the customer base, which enabled Fusion to develop persona profiles for two customer segments.

The two personas were used to map out the customer journeys and identify the actions, thoughts and emotions of the customer, along with the interactions and touchpoints between the customer and Cincinnati Bell.

Using the map and its findings, Fusion performed a gap analysis to reveal the strengths and weaknesses of the customer experience along this journey. The data collected established a clear view of where in the journey the two personas experienced friction. It also equipped Cincinnati Bell with an enlightening 360-degree view of the customer experience.

With this clarity, Cincinnati Bell was able to refine business objectives and further inform its CX strategy. The map and the data it provided established a source or "base" to measure the impact of the mobile application and future customer-centric initiatives.

As a result, Cincinnati Bell now maintains a 360-degree view of the customer experience to continually meet changing market demands. The map also identified how internal groups impacted customer experience and when and where they could improve interactions. This information enabled Cincinnati Bell to align departments and operatives so that employees were unified in their ability to deliver meaningful, positive experiences.

Finally, the customer journey map served as the foundation of the My Account application development. Knowing the customer pain points, the digital team implemented features that addressed specific customer needs. The map also helped prioritize deliverables, including what was necessary for the initial application rollout and what features could be pushed to phase two of the project.

Other Results

The customer journey map codified the customer-centered focus so that:

- Internal operations were streamlined
- Customers' needs could be heard and met quickly
- Brand loyalty increased

Relevant Takeaways

A customer journey map is an invaluable tool to help any company reorganize its business strategy to become more customer focused. Doing so is mandatory at a time when customers are savvy about purchasing options and insist on a personalized brand experience with which they connect.

Whether connecting or reconnecting with customers and prospective customers, developing a customer journey map helps:

- Inform new projects
- Refine business objectives
- Unify operatives
- Effectively focus resources on the most crucial areas of the customer experience

By identifying problem areas along the customer journey, businesses can create a more positive interaction that delivers on the promise of the company brand.

Cincinnati Bell
connecting what matters

About Cincinnati Bell

Cincinnati Bell provides integrated communications solutions, including local and long distance voice, data, high-speed internet and video entertainment services. The company services both residential and business customers in Ohio, Kentucky and Indiana.

Fusion Alliance

About Fusion Alliance

Fusion Alliance delivers actionable insights, customer experiences and human-driven technologies that transform the way our clients envision and shape their businesses.

That's why businesses across multiple industries have relied on Fusion's expertise and partnership for over 25 years. Fusion Alliance is the catalyst that moves your ideas to execution.

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