

WHITEPAPER

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LIVING IN THE AGE
OF THE
CUSTOMER

PRODUCT
ORIENTATION VS
CUSTOMER
ORIENTATION

NEED FOR
CHANGE

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CREATE LOYALTY

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MAGIC IN 4 WEEKS

LET BETTER CUSTOMER RELATIONSHIPS DRIVE YOUR BUSINESS FORWARD

Many traditional companies suffer from the same kind of disease; they focus too much on the product and not enough on the customer. In consequence, margins are shrinking, and customer loyalty is low. Others find better ways to the customer, even with products that are not cheaper or better.

The solution is simple but complex. Organizations need to shift their perspective. From product to customer orientation. From inside focus to an outside perspective. From selling & service to offering meaningful and enjoyable relationships.

The key to success happens on two fronts. Rigorously designing all the relevant points of interaction around customers' needs and engaging everyone in the organization for the customer. mabcx' proven method offers a unique approach. We give your customer centricity either a kick-start or rejuvenate the journey so that you can win back lost ground and expand your reach.

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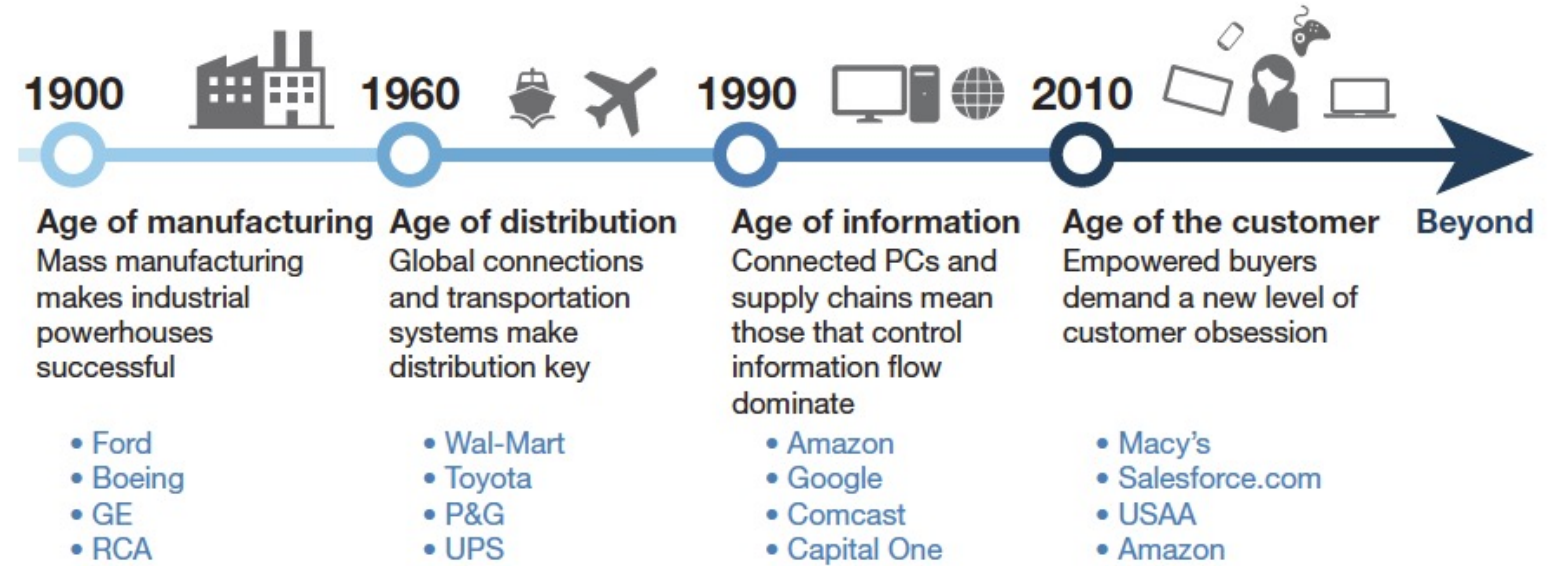
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LIVING IN THE AGE OF THE CUSTOMER:

All businesses are confronted with a new type of customer: Better informed, better connected, spoiled by an abundance of choice among very similar products.

This new customer is tricky to manage. If dealt with in the right way, surveys show, they are willing to pay even more and stay loyal. And we also know, it's not about being the cheapest or having the best product, it's about offering the best experience and forming the strongest connection.



Source: Forrester Research, Inc.

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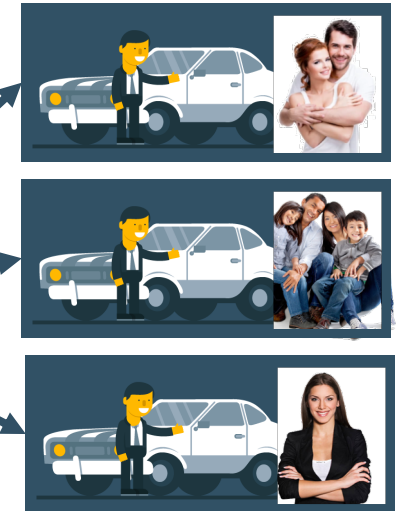
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PRODUCT ORIENTATION VS CUSTOMER ORIENTATION:

Traditional 20th century companies are often very capability-driven and as such, focused on developing and making products, which they then sell (push) to as many customers as possible. This model suffers from low loyalty, disruptive innovators and shrinking margins. Whereas 21st century companies are self-proclaimed 'obsessed with the customer'. Once the relationship is established, they focus all their energy on keeping the customer within their ecosystem of products and services.

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mabcx
the power of customer focus

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**CONSEQUENCES: SHRINKING MARGINS AND
DETERIORATED CUSTOMER SATISFACTION:**

Therefore, many traditional companies suffer from
similar problems.

...declining margins

...customer satisfaction scores deteriorating

...competitors have overtaken

...only few loyal customers

**Our clients typically answer the following questions with “YES” when dealing with
customer centricity:**

Is the rate of your returning and loyal customers below industry average?

Does it feel like your customers are talking about your competition more than before?

Do your customers only buy the specialized products/services from you and everything
else from the others?

Do you offer a great product/service at a competitive price BUT your business still isn't
growing as you expected?

Is your relationship with your customers reduced to business transactions only?

Do you feel like your company is seen as an industry partner in the marketplace or
rather as a supplier of needed products/services?



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BETTER RELATIONSHIPS CREATE LOYALTY:

Companies need to bring their customer relationships to the next level and set themselves apart from their competitors. In this way, they secure their future and success in the market. Success in the world of customer loyalty is largely driven by their ability to systematically build relationships with customers. The world has become very anonymous, too. Customers crave familiarity and being addressed as individuals. Every interaction with a customer is an opportunity to make them feel special. That ultimately builds the relationship and forges the strong bond.



Success in the world of Customer Loyalty is largely driven by your ability to systematically build relationships with masses of customers.

If you invest most of your energy into the product and the transaction, you will miss out on turning one-timers into regulars. The data is overwhelming. Companies which offer a distinct, recognizable, reliable and repeatable Customer Experience are outpacing the competition.

The experience itself has become part of the product. Only meaningful relationships create the trust that leads to loyalty.

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**MECHANICS OF LOYALTY - THE POWER OF A
REPEATABLE & ENJOYABLE CUSTOMER EXPERIENCE**
Customers have a choice, and they choose the company that offers the best and most enjoyable Customer Experience. Companies which offer a distinct, relevant and repeatable Customer Experience win in a competitive market. The experience itself has become a product. Only meaningful and enjoyable experiences create the trust that leads to loyalty.

Customers always have an alternative, but why do they choose you over others? Your product or service has less of an impact as you might think. We're all Amazon customers and that highly efficient shopping process has become the global standard for every buyer. People will turn away even from the greatest product if the buying experience is laborious and complicated.

But it takes more than efficiency to succeed. The world is not only complex but has become very anonymous, too. We crave familiarity and being addressed as individuals. Every interaction with a customer is your opportunity to make them feel special. That ultimately builds the relationship and forges the strong bond.

Do you have your systems, processes and most importantly your employees ready to become irresistible?



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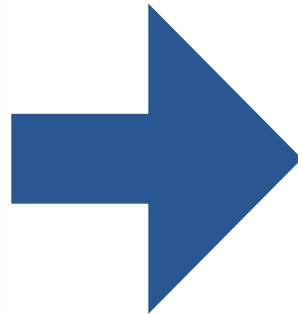
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Sheet Music is key:

Every excellent Customer Experience is built on a scripted Customer Journey, and all member of the organization understand their role and responsibility in it.

A scripted CX is what differentiates a “jam band/informal approach” to an “orchestrated” approach to taking care of customers.



ESTABLISHING A POWERFUL AND FUTUREPROOF CUSTOMER EXPERIENCE:

Every excellent Customer Experience is built on a scripted Customer Journey, and all member of the organization understand their role and responsibility in it. Instead of looking inside-out, companies need to be looking outside-in and everyone in the organization has to adopt that angle – so that the company’s conduct on every level is reliable and repeatable to offer all customers a consistent experience.

Keys to success are (a) engaging everyone in our organization for the customer and (b) understanding all the relevant points of interaction with your customers creating the best possible Customer Experience.

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Playbook Template:

The set of all aspects that form the customer experience.

This includes but is not limited to employee behaviors, customer mindset, scripts, appearance, Voice of the Customer, etc.

MABCX ANALYTICS "UNDERSTANDING":

One key success factor for your company is to identify and to understand all the relevant points of interaction with your customers and develop a sound customer journey that leads to the desired customer experience. Within four weeks, we assess your current customer focus and go to the core of your customer interactions, work out the pain points and moments that matter and develop a customer journey reflecting your unique challenges. Result is an updated or a newly created Customer Experience Playbook, including

- Customer Journey
- Moments that Matter
- Company Personality



	Clear roles and structure across the business
	Standardized appearance - identity
	Personas defined and validated
	Common process for continuous customer feedback
	Core elements of customer journey for all business defined
	Customer Mindset is defined and part of Change Management process throughout the organization
	The CX ecosystem is aware of their role in the CX
	Relevant behaviors defined, communicated and part of leadership process

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MABCX TRANSFORMATION MECHANICS “ENGAGING”:

The even more important success factor is engaging everyone in your organization for the customer. In the course of implementing the Customer Experience Playbook we involve your managers in this process, carve out core beliefs in your organization, enable the leadership as change leaders and finally train a group of change agents to sustain the process.

MABCX delivers the essence of two worlds: Customer Experience enabled by effective Organizational Change. Therefore we’ve taken our extensive experience from large scale multi-year projects and distilled it down to a comprehensive 4 weeks program full of best practices.



Organizations have developed a life of their own and some internal fault line over which accounting software to buy or how the new PowerPoint template should look like have suddenly become more important than the emotional world of the company’s customers.

Instead of looking inside-out, we need to be looking outside-in. And we need everyone in the organization to adopt that angle. So that invoices are designed in a way that customers can easily read them. That packages are designed in a way that customers love to open them. That the company’s conduct on every level is reliable and repeatable to offer all customers a consistent experience.

We at mab have supported transformation efforts for years and with mabcx, we offer a unique combination to give your customer centricity (new) life: a Customer Experience playbook tailored to your business and our field-proven successful approach to stimulate new behaviors and attitudes.

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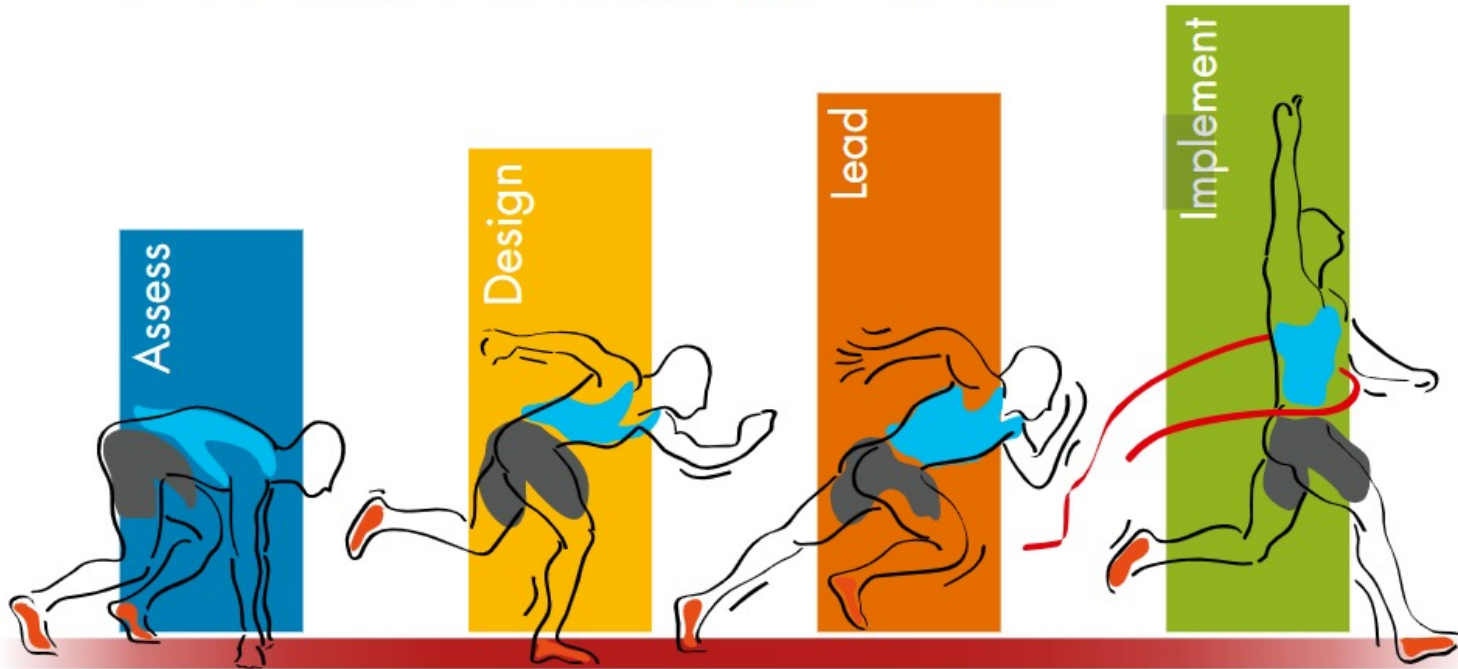
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Delivering our magic in 4 weeks



Assess

Collect and evaluate data about the organization. This includes an organization-wide survey, individual interviews with key members that you identify and company documents like org-charts, etc.

Design

Create or update Customer Experience Framework (Customer Journey, Moments that Matter and Company Personality)

Lead

Get the leadership team on board with the outcome/ results and our reliable and repeatable implementation standards

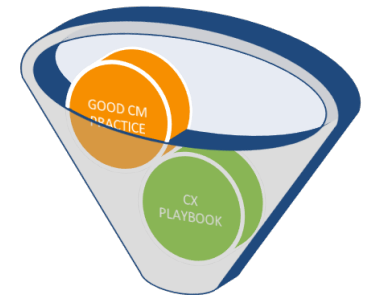
Implement

Train a group of dedicated experts to kick-off and pursue the necessary changes

MABCX MAGIC IN 4 WEEKS:

mabcx delivers the essence of two worlds: Customer Experience enabled by effective Organizational Change.

For mabcx, we've taken our extensive experience from large scale multi-year transformation projects and distilled it down to a comprehensive 4 weeks program full of best practices. mabcx is a newly developed platform for small and medium sized companies that focuses on achieving the best possible Customer Experience that ultimately sets your company apart from your competition and sustainably supports your company's growth.



mabcx[®]
the power of customer focus

The mabcx story

Everyone at mab has experience as a corporate employee. Most of us, for decades. We all came to a point in our lives when serving the business world from an independent position with an outside perspective made more sense than following the daily grind of corporate life.

At mab, we are focused on providing services that cannot be generated from within an organization. There are clear limits on how much a leader can coach her employees, how a corporate strategy group can drive new ideas or how in-house project managers run interventions and initiatives. As outside partners to leaders and their teams, we focus on building deep, trustful relationships, which in return allows us to bring value to individuals' development and the growth of their businesses.

Inspired by our immense success, which left us humble and very thankful, we've decided to explore new ways to increase our reach. We wanted to help, support, and enthuse more people than we possibly could with our business model as traveling consultants. In countless projects with some of the biggest names in the industry, we had developed, tested, and rolled out the most effective tools to transform business models. And now, with mabcx, we've found the perfect vehicle to bring that exact knowledge in a compact, affordable format to many more. With no compromise on the quality. And a very particular focus.

mabcx tackles one of the most pressing questions of the business realm of the early 21st century: how do I stand out and win loyal customers when basically every product and service has become a commodity? When everything I do is either already existing or is being copied shortly after I've brought it to the market? The answer is terribly simple in theory but tricky in execution: businesses need to find much better ways to connect with their customers. They need to develop systematic and reliable relationship-building skills. Nothing can be left to chance. Every interaction with a customer on any level at any time is a make-or-break situation. And it needs the whole organization to understand and live by that philosophy.

With mabcx, we want nothing less than to infuse entire organizations with customer obsession and help them stand out. It's a kind of magic.



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