

For Your Success

«service design for
better business results»

Client Experience

... **is not** only about
making clients happy...

but

... **is** an effective method
to improve business results
efficiently and sustainably

«drive your business results
with client experience»

Impact Of Client Experience

A seamless, positive client experience leads to a better client satisfaction

A good client satisfaction leads to loyalty and a reduced price sensitivity

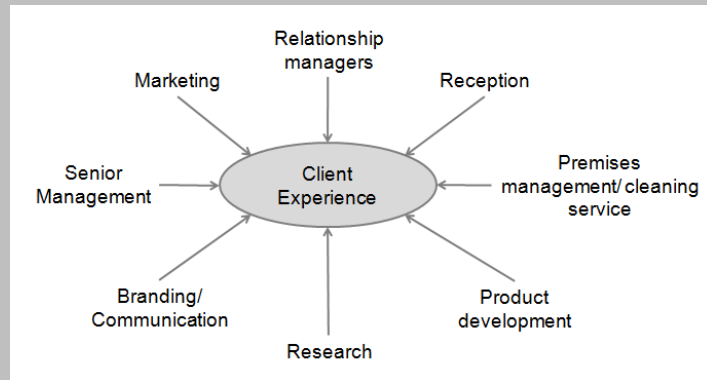
Loyalty and reduced price sensitivity lead to higher revenues and better profitability

«clients pay for a satisfying experience»

Client Experience Design

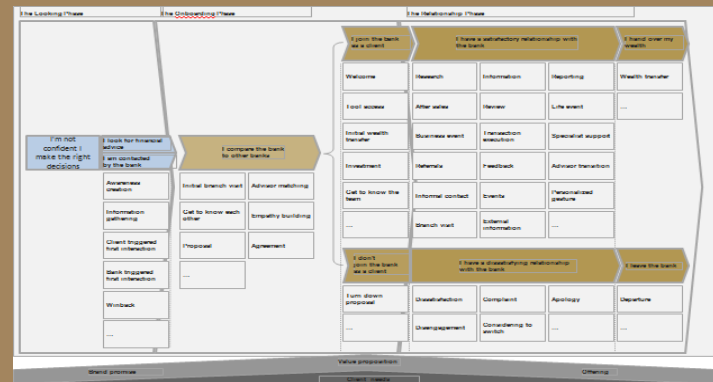
Reality

Many departments impact the client experience, often uncoordinated



Goal

The client experience is consciously designed, from the client's perspective and systematically along the entire client experience chain

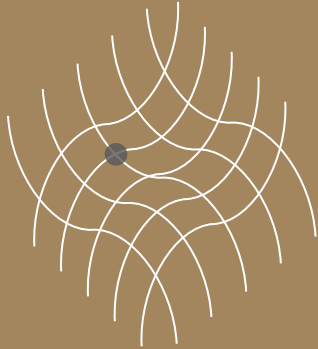


«consistent client experience through a systematic design»

Our Approach

Initiation

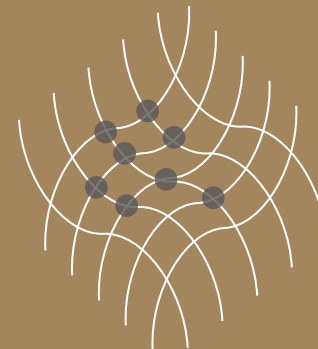
Initiating a new service attitude through designing and implementing a first service aspect, understanding client needs, gaps, goals and the dynamics of the organization



Mystery shopping, interviews, observation, dynamic check

Expansion

Continuously improving the service delivery throughout the organization by consciously designing and aligning client touchpoints



Client experience design along the client journey, including processes, collateral materials, trainings

«implementation first,
refinement over time»

Our Offering



Examples With Measurable Success

„Welcoming“ in a bank

Initial situation

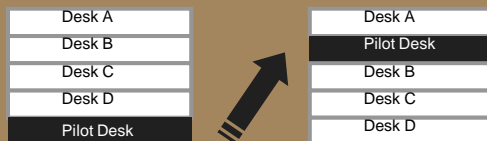
- Clients not satisfied, insecure of what they can expect
- Service level considered low

Procedure / Measures

- Definition of approach to welcome new clients
- Design and implementation of a „Welcome Pack“
- Training of employees

Results

- Measurable improvement of net new assets
- Improvement of satisfaction level of new clients
- Very high acceptance by relationship managers



„Departure“ in a bank

Initial situation

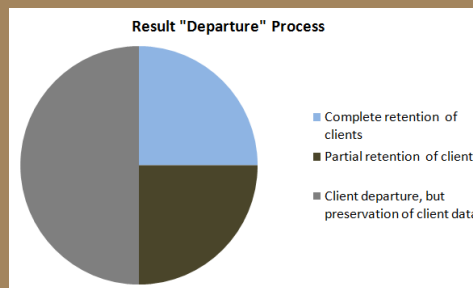
- Unclear processes with departing clients

Procedure / Measures

- Definition of processes
- Aligned contacts of client advisor and team head, guidelines

Results

- Retention of clients willing to leave, reduction of money outflow
- Preservation of client data
- Improved client satisfaction



Document handling

Initial situation

- Complicated processes
- Incomprehensible documentations

Procedure / Measures

- Process optimization and alignment of involved parties
- Revision of contents

Results

- Cost reduction, reduction of 10% FTE
- Error reduction
- Improved client satisfaction

Difference To Consultancies And Marketing Agencies

Classic consultancy

- Projects to move from one static situation to another static situation
- Delegation to external people/ institutions
- Not invented here syndrome
- Disruption of daily business
- Consultant-driven change

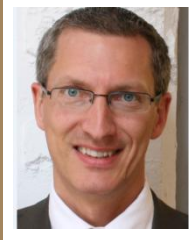
Marketing agencies

- Selective, subject-specific improvement
- Often lack of coordination with other (internal) departments/stakeholders
- Delegation to external people/ institutions

alphaserve model

- Support in continuous, dynamic change process
- Responsibility remains internal
- High acceptance through a joint development/design of the end results
- Integral part of daily business
- Client-driven organizational development
- Comprehensive, interdisciplinary, continuous optimization
- Broad internal coordination, driven by client feedback
- Responsibility remains internal

Alphaserve Management Team



Andreas Etter
CEO

+41 79 289 21 45
andreas.etter@alphaserve.com

Background:

Client Experience expert,
Head Client Experience Design
UBS, IDEO

**Extensive consulting
experience,** McKinsey &
Company Zurich, Solution
Providers AG, Zurich

Chairman/member of various
executive boards



Dr. Sandra Hutterli
Chair

+41 78 913 43 09
sandra.hutterli@alphaserve.com

Background:

**Organization and Change
Management expert,** consultancy
and project lead of strategy
development and process
management PHZH

**Adult Learning / Leadership
Training expert,** lecturer PHZH,
national and international
organizations

Diverse research projects, lectures
and publications



Myriam Wöstenfeld
Member of Management

+41 79 215 16 66
myriam.woostenfeld@alphaserve.com

Background:

Client Experience expert,
senior consultant Client
Experience UBS

Marketing & Branding expert,
Head Marketing Communica-
tions ZKB, Head Brand
Strategy UBS

«service design for
better business results »



Huobstrasse 10
CH-8808 Pfäffikon SZ

T +41 55 264 10 00
info@alphaserve.com
www.alphaserve.com