



## Improving the Customer Experience in the Retail Industry



Retailers are tasked with meeting customer needs in an environment that's ever-changing and increasingly segmented through a prism of individual preferences, timeliness of need and demographics.

Online shopping can potentially be an asset or liability for brick-and-mortar operations. Customers expect retailers to have an online presence that is seamless and consistent with their in-store experience and overall brand promise. For some retailers, that is difficult to accomplish using legacy processes, technology and operational practices.

COPC Inc. can help you meet today's challenges. We provide consulting, training, certification, benchmarking and research services for operations that support the customer experience (CX). COPC Inc. can help you meet today's challenges. We provide consulting, training, certification, benchmarking and research services for operations that support the customer experience (CX). We can work with you on individual projects — such as service journey blueprinting, examining omnichannel effectiveness or improving the performance of key customer touchpoints.

Improve Operational Performance

Meet Customer Expectations

Create a Seamless Omnichannel Experience

Reduce Operational Costs



Increase Customer Loyalty

### Does your retail operations have these challenges?

- Difficulty providing a seamless experience across channels
- Attracting new customers and building loyalty with existing customers
- Aligning your CX operations with your brand promise
- Understanding or measuring your customer experience

COPC Inc. is a 25-year global leader providing operational expertise to help companies improve the customer experience. We have worked with both traditional brick-and-mortar and online retailers to improve performance of their customer experience operations. We can help you reduce costs, increase customer satisfaction, and build loyalty.



COPC Inc. works with retailers to optimize key touchpoints and deliver a seamless experience for their customers. As a result, our clients achieve significant and sustained performance improvement that increases customer satisfaction, reduces costs, and builds loyalty.

We start every engagement by looking at your operations from the customer's point of view. We find and address the root causes of customer issues and provide guidance to better align your CX operations with your customer's needs, expectations and behaviors.

We provide expertise to drive performance improvement in your customer experience operations, both in-store and online. We look at the entire buying experience, including your website and e-commerce functionality, customer communications through the call center, social media and email and even fulfillment and returns processing.

### How we improve operational performance and increase customer loyalty:

- **Create a service journey blueprint** to document all the touchpoints and types of customer interactions during the buying process.
- **Assess your operations** through interviews and observations to identify deficiencies or performance issues with key customer touchpoints.
- **Examine your current channel strategy** for omnichannel effectiveness to see how well they are integrated and how your organization is positioned to add new channels.

- **Design an improvement plan** to address performance gaps. We also can redesign critical operational processes such as quality, workforce management, recruiting/hiring/training and KPI development.
- **Execute an improvement plan** with your team to increase performance or implement key operational processes critical to the customer experience.

Our experienced and dedicated consulting team works side-by-side with your organization to make significant improvements in your customer experience operations. We then transfer that knowledge to your team to help you maintain high performance.

Contact us today to learn more.

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## About COPC Inc.

COPC Inc. provides consulting, training, certification, benchmarking and research for operations that support the customer experience. The company created the COPC Standards, a collection of performance management systems for customer experience operations, customer experience management, vendor management and procurement. Founded in 1996, COPC Inc. began by helping call centers improve their performance. Today, the company is an innovative global leader that empowers organizations to optimize operations for the delivery of a superior service journey. COPC Inc. is headquartered in Winter Park, FL, U.S. and with operations in Europe, Middle East, Africa, Asia Pacific, Latin America, India and Japan. [www.copc.com](http://www.copc.com).

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