

CX Rx

Pinpoint and solve the customer experience issues holding you back.

Your team knows how important it is to deliver a stellar end-to-end experience, but which gaps are the most critical — and most possible — to tackle?

With a lean approach and the right partner, you can hone your customer experience and improve stubborn business metrics. Get aligned and drive measurable results, quickly.

- + **Tackle lackluster retention, engagement or NPS scores**
- + **Paint a rich portrait of consumers' experiences, in their own words**
- + **Generate fresh ideas that your organization can implement**

Close your experience gaps

THE CHALLENGE

A critical customer experience metric is lower than it should be. Your organization is divided, with competing ideas on the best ways to close the gap.

THE SOLUTION

With research and experience design, Maddock Douglas can help you work with consumers to find the biggest pain points in your current experience. Together, we'll develop human-centered ideas, then identify the mix of solutions that will drive results for your business as soon as next quarter.



Our CX prescription

1

Customer Research and Touchpoint Mapping

Dive deep into consumer perspectives about your current experience, gaps and pain points. Create a compelling story that can be communicated to the organization.

2

Co-Create a Range of Solutions

Work together to generate a diverse set of ideas that address the most critical gaps in your experience, from quick wins to long-term initiatives.

3

Prototype and Prioritize

What will your new ideas look like in practice? Can you make them happen? Use rapid prototyping to gauge the impact of your solutions and prioritize them effectively.

Ready to move the needle?
Let's talk about how we can help!
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