Design and Implementation of a Customer Experience Model

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Background

Amid our inorganic expansion — encompassing the redesign and integration of commercial operations across more than eight Latin American countries — and given that our ERP business has reached market maturity, the company needed to strengthen its competitiveness. That required enhancing our value proposition with intangibles that go beyond the core product, aimed at acquiring, retaining, and profitably growing customers better than the competition.

Solution

One of the solutions we adopted was to embed Customer Experience as a core pillar of the H&CO Technology value proposition. This set us apart in a mature ERP market, turning this intangible into a strong, sustainable competitive advantage. The strategy

fostered learning and continuous improvement. Taking a customer-centric approach meant co-creating strategies, processes, and interactions with customers themselves, engaging them at every touchpoint to meet their needs across the full lifecycle.

An experience model aligned with business strategy and sound governance optimizes how

Source: https://imppulsor.com/casos-de-exito/design-implementation-customer-experience-model/