PROMISE TO REALITY

You already have a working standard and want evidence of where reality is falling short of it.

Is your customer experience living up to the standard you've set? Want evidence of where reality falls short?

We'll map what's actually delivered, and heard from customers, against your standard across territories, channels and touchpoints, built on real evidence rather than assumption.

Approach

① **Set the benchmark**
We start from the standard agreed in our Digital CX Playbook, or your existing internal work.

② **Gather evidence**
Mystery shopping, customer interviews and desk research across territories and channels.

③ **Map the drift**
We compare what's delivered against the standard, touchpoint by touchpoint.

④ **Prioritise the gaps**
We show exactly where and how far the experience has drifted from the standard.

Outcome

- **Evidence, not assumption**
  A clear view of reality, based on real customer evidence.
- **Mapped gaps**
  Where and how far delivery drifts from your ambition.
- **A defined purpose**
  Mystery shopping and research with a strategic frame, not a one-off exercise.
- **Priorities for action**
  A focused view of the specific gaps to close.

What comes next

Core CX delivery
Closing the specific, evidenced gaps the diagnostic surfaces.

INVESTMENT
£8,900

DURATION
4-8 weeks

[JOURNEY]
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↳ PROMISE VS REALITY