

# THE CUSTOMER SUCCESS FORMULA



**DATA ACQUISITION**

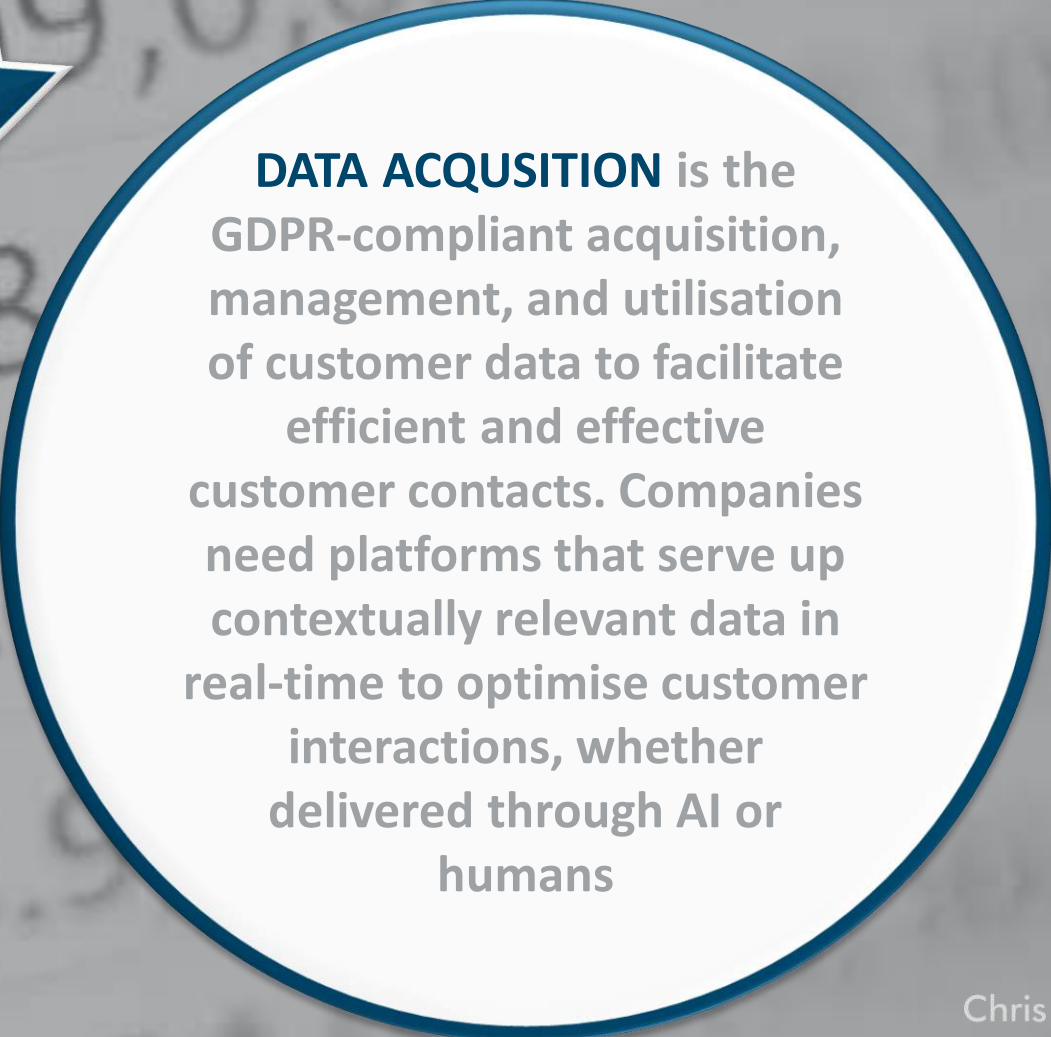
**CUSTOMER  
EXPERIENCE  
TRANSFORMATION**

**DIGITAL  
ACCELERATION**

**DIRECT TO  
CONSUMER SALES**



**DATA ACQUISITION**



**DATA ACQUISITION** is the GDPR-compliant acquisition, management, and utilisation of customer data to facilitate efficient and effective customer contacts. Companies need platforms that serve up contextually relevant data in real-time to optimise customer interactions, whether delivered through AI or humans





**DIGITAL ACCELERATION** is the implementation of a technology stack that enables the delivery of accurate responses based on individual customer data. It provides the means for customers to self-serve as well as providing greater knowledge to service agents so that they can take informed decisions to best serve customers whenever and however they make contact

**DIGITAL  
ACCELERATION**



**CUSTOMER  
EXPERIENCE  
TRANSFORMATION**

**CUSTOMER EXPERIENCE  
TRANSFORMATION** results  
from data acquisition and  
digital acceleration because  
these enable contextually  
relevant and personalised  
customer journeys to be  
consistently delivered. The  
more data is acquired at each  
interaction, the greater is the  
ability to improve on future  
interactions



**DIRECT TO CONSUMER SALES**  
are built on outstanding customer experience. Customer experience transformation enables not only repeat purchases but also up- and cross-sales that come from data mining and carefully designed digital journeys. Excellent customer service is the key competitive advantage that drives lifetime customer value



Business Development



Change Management



Business Coaching

If you'd like to find out more about how Chris Dunn Consulting can help you drive business growth and transformation, please call or email today.



+44 7927 638711



[enquiries@chrisdunnconsulting.co.uk](mailto:enquiries@chrisdunnconsulting.co.uk)



<https://www.chrisdunnconsulting.co.uk>

