

Quintessential Customer Experience Programme

Delivering market-leading customer experience in construction

QCx





Customer Experience (Cx) is the most cost-effective way of improving your bottom-line profitability.

If customers love what you do, they will buy more from you, more often and tell their friends about you. Better still, there will be less pressure to replace old customers with new ones.

So why do so many companies ignore Cx?

Managers often focus on internal issues, finance, operations, HR, marketing, sales, IT; everything except the customer.

And yet as Sam Walton said:

“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

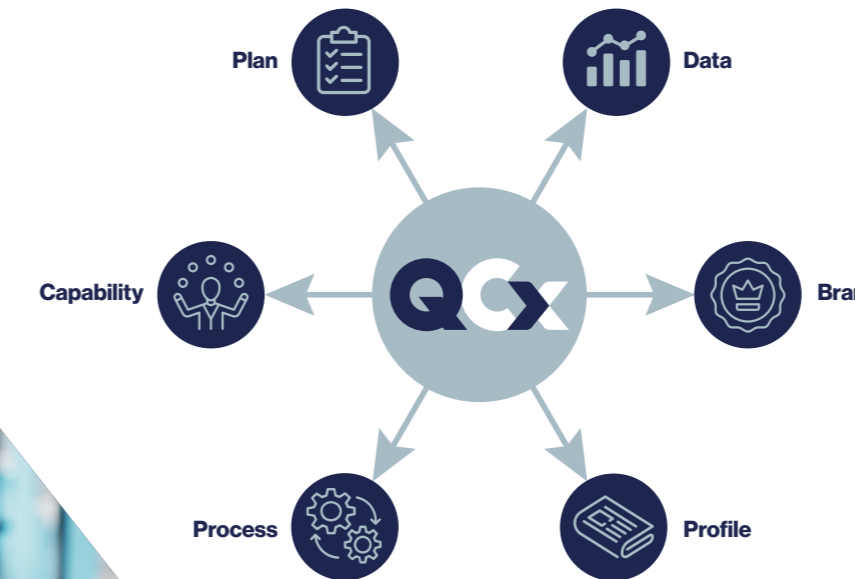
With so many organisations failing to put the customer at the centre of their thinking, there is a great opportunity for business leaders to gain competitive advantage through exceptional customer experience, or as we like to call it: ‘Quintessential Customer Experience’.

Whilst your competitors are focusing their attention elsewhere, you can use Quintessential Cx to accelerate your growth and become the market leader.



Market Leadership

Putting Cx at the heart of strategy



“Building a good customer experience does not happen by accident. It happens by design.”

Annette Franz

Quintessential Customer Experience sits at the heart of our market leadership methodology.

QCx supports businesses in designing and implementing strategic market leadership plans that collect targeted data to inform branding and positioning, while also optimising operations, processes, and capabilities.

Market leadership has many benefits notably:

- **Pricing power:** market leaders can set higher prices due to customer loyalty and perceived value.
- **Economies of scale:** market leaders can lower per-unit costs, increasing profitability and providing flexibility to invest in innovation or reduce prices.
- **Brand recognition and customer loyalty:** being top of customers’ minds leads to repeat business and reduces customer acquisition costs.

At the heart of market leadership is the customer. The better you serve your customers, the more likely you will become the market leader.

This brochure summarises the Quintessential Cx Programme, what it is, who it is for, how it works, and what you can do next to get ahead of your competition.

We look forward to helping you start your Cx transformation journey today.



Quentin Crowe
QCx Founder and CEO



Suitability

Are you?

- Running a construction-related business that for the last 3 years has enjoyed greater than 10% annual growth?
- Have a current turnover >£10million?
- Have ambitions to be the market leader?
- But are frustrated that your business is not as profitable as it could be?

If you have answered 'yes' to more than two of these questions, QCx can accelerate your journey to market leadership.

Growing Pains

It is common for fast-scaling businesses to suffer from growing pains.

You may have the potential to be the market leader but are currently dragged down by more pressing challenges. Common expressions include:

- **'We're maxed out'** – You are running at close to full capacity and seem to be constantly in 'firefighting' mode.
- **'We're dropping balls'** – Whilst many of your customers are happy with your service, you are struggling with inconsistency. The business is making too many silly mistakes.
- **'We're flying blind'** – Meanwhile, your management team are making decisions about operations, sales and marketing strategy based on hunches rather than robust data.

QCx addresses these issues head on so that fast-growing companies can fulfil their potential to become number one in their chosen market by investing in customer experience.



Three profit-boosting benefits of the QCx Programme

Investing in Quintessential Customer Experience will improve three key profit-related metrics

1

Customer Lifetime Value – Delighted customers will buy more for you more often, increasing revenue, reducing acquisition costs and thereby increasing profit.

2

Actual Referral Rate – Delighted customers are more likely to refer you to others, again increasing revenue, reducing acquisition cost and increasing profitability.

3

Cost Per Acquisition – Your marketing and sales effort will be more efficient, thereby reducing acquisition costs.

This isn't 'rocket science'. Investing in the customer experience makes sense. It's time to make that change, but where to start?

“What got you here, won't get you there.”

How it works – the QCx Methodology

You are about to embark on a journey to create delighted customers who become loyal advocates, eager to buy more and refer others. By investing in customer experience, you'll build a sustainable competitive advantage.

Methodology

The QCx methodology is an adaptation of the SERVQUAL gap framework developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry in the late 1980s.

There are 5 key steps:



STEP 1

Cx GROUNDWORK

As well as addressing project objectives, stakeholder alignment and risk mitigation, the groundwork generates three key outputs.

1. **Baseline metrics** – we will establish three key metrics to measure future success against.
 - Customer Acquisition Cost (CAC)
 - Customer Churn Rate (CCR).
 - Customer Lifetime Value (CLV)
2. **Cx audit** – we assess your Cx data collection processes and CRM integration.
3. **Complaints protocols** – we assess your current complaints processes.

STEP 2

Cx HYPOTHESIS WORKSHOP

We work with your leadership team to explore the true cost to your business of dissatisfied customers.

During a fun, interactive workshop you will map your current customer journey(s) and identify the moments of truth. This 'hypothesis' is then tested in Step 3.

STEP 3

Cx INSIGHT & DATA

Survey

We reach out to your customer base and find out what is important to them. We will identify the key gaps that you need to work on and recommend solutions.

Gap Analysis

You will be able to identify areas where you are under-performing. In some instances, there will be quick wins, others will require more major surgery to fix.

You will also discover opportunities to cut costs.

Your management team will also complete the survey, trying to best guess the customer response.

Spoiler alert! There is usually a significant gap between management understanding of customer expectation and reality.

STEP 4

Cx TECHNOLOGY & DATA ENABLEMENT

We can now build your Cx data capture processes and CRM integration.

You will have 'red flag' identifiers to pick up potential Cx issues early and nip them in the bud.

Your Cx dashboard will help you assess C-SAT, NPS and other Cx metrics and dive into individual accounts. You will be able to assess trends, set targets and measure progress.

STEP 5

Cx REDESIGN & ROLLOUT

Every touchpoint leaves an impression on your customers, so it is imperative your whole team understands the importance of customer experience and are aligned around your Cx strategy.

We recommend starting with a discreet pilot programme before full roll-out.

The QCx team have extensive experience, designing and delivering training for the whole business.

How to work with QCx

You can choose to dip a 'toe in the water' or opt for 'full immersion'.



Toe in the water options:

1a. CRM Healthcheck

This in-depth review assesses your CRM's effectiveness across customer experience, sales, marketing, and operations. We'll evaluate data accuracy, identify inefficiencies, and recommend ways to optimise CRM performance. Our report covers data consistency, user training needs, and offers strategic insights to boost both customer relationships and operational effectiveness.

This process, taking 3-5 weeks, lays the foundation for future Cx initiatives.

1b. Customer Success Workshop

In this workshop, your team will map core customer journeys, uncover critical touchpoints, and explore your value proposition. Benefits include a shared understanding of customer needs, alignment of goals across departments, and improved employee engagement.



Full immersion:

2. Full QCx Programme

Dive into a comprehensive, five-step Cx program. Completed in 3-4 months, it offers sustainable competitive advantage, data-driven decision support, and valuable insights to drive marketing and sales.

QCx Credentials

Over the last 20 years, the QCx team have worked with start-ups, scale ups and global brands such as Deloitte, Intertek, and Thomson Reuters.

Deloitte.

intertek
Total Quality. Assured.

**THOMSON
REUTERS®**

FORZA
DOORS & FRAMES

workstories...

Kinnarps

insynth

**ROYAL
LIFE SAVING
SOCIETY UK**

**GORDON
MOODY**

deltascheme

More recently QCx has specialised in working with clients in built environment, including main contractors, designers and manufacturers.

Why Choose QCx?

Choosing a partner to help you create exceptional customer experience is not easy.

You may be wondering

- Will this be yet another consultant doing some research, writing a nice report, but nothing really changes?
- Will I be able to measure the return on this investment?

QCx is different.

- Whether you start with the CRM 'healthcheck' or a team workshop we **guarantee** you and your team will enjoy some quick wins.
- You will establish some baseline metrics to prove the impact of the QCx programme.
- QCx will develop systems and processes to capture data and insights and help you apply them to improve every aspect of your business including operations, marketing and sales functions.
- Your team will be trained to ensure they are aligned with your Cx strategy.



FAQs

Who else has gone through the QCx process?

We have worked with clients in the construction, fit out, manufacturing, education and quality assurance sectors.

Do I need to have a CRM system in place already?

Not necessarily. Some clients we have worked with have no CRM systems in place, whilst others have highly sophisticated implementations. Our team can advise about CRM system selection and optimisation.

Which CRM systems do you work with?

We mainly work with Hubspot but are happy to work with other CRM systems such as Salesforce, Insightly and Pipedrive.

Can I dip my toe in the water and not commit to the whole programme?

Yes, you can. If you are not ready for a full implementation yet or want to get a feel for working with us, you can either start with an QCx audit or a workshop.

How do you approach improving both digital and in-person customer experiences in an omnichannel strategy?

We have specialists in both digital and in-person 'Cx'.

What metrics should we use to track the success of our customer experience initiatives?

Whilst most client like the familiarity of Net Promoter Score, we urge some caution using NPS in isolation. We recommend C-Sat combined with the SERVQUAL gaps.

Who else is in your team?

Quentin Crowe as founder and CEO is primary contact, Leigh Simpson leads on the CRM integration, Matt Housden leads on research methodology and training. QCx also employs specialist researchers and data analysts.

We have a wider team of experts across the fields of Marketing Strategy, Communications, Branding, Process Mapping and Systems Integration.



Next Steps

There is a simple 4 step process to get started



1. Book a Cx strategy call

You will discuss your goals and current Cx-related challenges. You can book a call by:

Website: Go to www.QCxMarketing.com and use the appointment tool to book a call.

Email: Quentin@QCxMarketing.com requesting an appointment.

Call/Message: [+44 \(0\) 7775 808210](tel:+44207775808210)



2. Briefing

Website: Go to www.QCxMarketing.com and go to the Workshop Briefing Form.

Email: Quentin@QCxMarketing.com requesting a Workshop Briefing Form.

Call/Message: [+44 \(0\) 7775 808210](tel:+44207775808210)



3. Proposal

We will send you a proposal confirming timings, indicative budgets etc.



4. Kick-off

Once you give us the green light, we will start the process with a Kick Off Meeting.



QCx helps fast growing B2B brands wrestling with inconsistent Cx, transform into powerhouses of customer loyalty.

Our Quintessential Cx programme equips businesses with the essential data, processes and training to ensure sustainable, competitive advantage.



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