



# Large Canadian Retailer Customer Experience Review

## BACKGROUND

With a revenue of \$8.7 billion and 64,000 employees across the country and 6,600 locations, This large Canadian Retailer was faced with a rapidly changing landscape and sought to re-envision their client experience model. TPG was engaged to assess their current state and design a future that would resonate with all of their locations inclusive of urban, rural, dealer and unionized locations. TPG architected the mechanisms with which the client could effectively launch and control the new, customer-driven experience. Key coaching on the behaviours required for program sustainability were also provided.

## APPROACH

- The team conducted extensive internal and on-site retail outlet evaluations to gauge the current state of the client experience. TPG led design Innovation sessions, front-line staff consultations and collaborative workshops to help formalize the customer-centric vision, co-creation service design, and customer journey mapping activities.
- Utilized Lean Six Sigma and Process improvement methodologies to reduce defects/errors, waiting, non-utilized talent, and extra processing, all to provide the best customer experience and improved operations.
- Using an agile approach, we developed and provided detailed tools such as a responsibility assignment matrix to assign roles and responsibilities and avoid confusion during a project
- Additional project management fundamentals in change management such as readiness assessments, communication guidelines, and behavioural workshops were used by TPG to support the launch strategy that incorporated execution, measurement and evaluation metrics.

## RESULTS

- Delivery of relevant data requirements which drove impactful insights for future development
- Developed International and multi-sectoral literature reviews on best practices
- Conducted in-depth assessment of current state through extensive in-filed consultation across multiple lines of business, as well as consensus on vision and client experience key principles to ensure services are connected, convenient, and timely
- An improved Customer Experience transformation plan incorporating performance management framework, coaching and training
- Developed and launched execution strategy based on an incremental approach in three key focus areas: Relationships, Organization, Infrastructure.