



Customer Xperience by Design



ABOUT US

Delivering Exceptional Customer Experiences

From the beginning we have worked hard to stay loyal to our core belief – to deliver exceptional customer experiences. It is the customer that pays the bills and we make no apologies for putting them at the heart of everything we do.

Through our own Xperience by Design program we work with our customers to create and produce work we are proud of for people and organisations that we believe in.

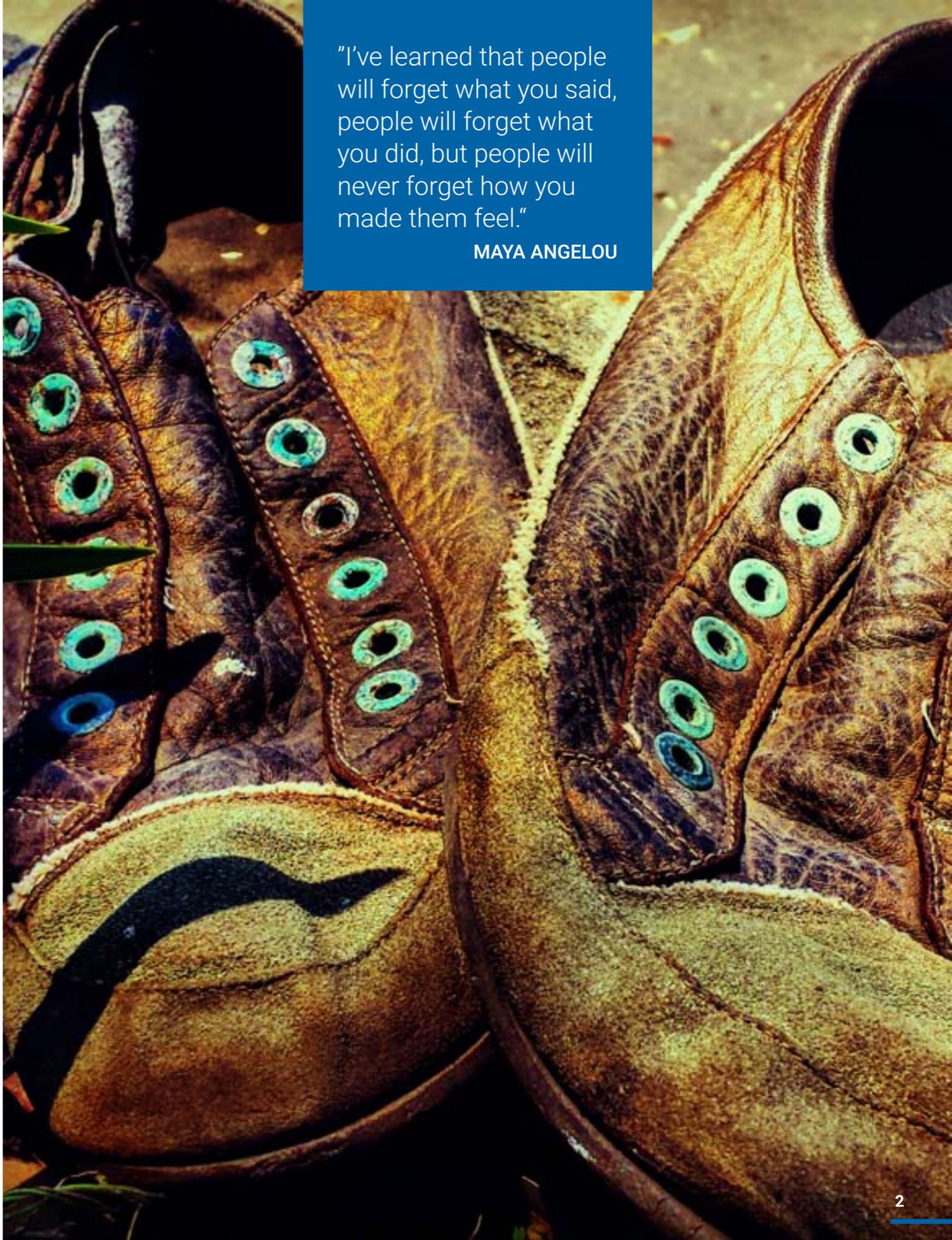
We have a reputation for creating experiences that re-imagine the way companies interact with their customers. Customer Xperience is not just marketing; it is the total package. Marketing is definitely a key part of that experience on what product, solution or service is being delivered and how to make it appealing to an audience who might want to purchase it.

The world is always on – 24/7 and marketing needs to adapt and work to that.

Customer Experience is about the entire journey the customer takes; from considering buying the product, the experience of using, support services, and every engagement or interaction they have with the product and your company.

Our customers work with us for our focus on the why and who. We are the thinkers and creators with business sense to connect organisations and customers through what matters most – the Xperience.

We are happiest when we are „confronting the norm“. Today this is required to break through the noise, and we are known for challenging the way companies engage with their customers. We focus on delivering experiences that are immediate, compelling and sustainable.



“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU

“Customer Experience
is the next battleground.
It’s where business is
going to be won or lost.”

TOM KNIGHTON

WHAT WE DO

We help steer businesses through a broad range of critical challenges, be that at the initial stages of a new business start-up, an organisation wanting to improve their customer loyalty or, at a crucial milestone in the business journey.

Our Solutions for business cover:

- 🔄 Brand Analysis, Positioning, Awareness Strategies
- 🔄 Business of Design – Bringing Ideas to Life!
- 🔄 Market Differentiation Opportunities
- 🔄 Go to Market Strategy – Business, Product or Service
- 🔄 Customer Experience Assessments
- 🔄 Customer Segmentation Analysis and Value Propositions
- 🔄 Customer Loyalty and Experience
- 🔄 Understanding the Customer Voice
- 🔄 Customer Retention and Acquisition (including CRM)
- 🔄 Customer Satisfaction/NPS Programs
- 🔄 Focus Groups and Market Research
- 🔄 Communicating Your Message to Your Customers
- 🔄 Digital, Social, Virtual Media Strategy
- 🔄 Managing the Challenges of Mergers and Acquisitions

It is our own TCx Xperience by Design program that allows us to deliver what it is customers want, time and again. The program provides adaptability and responsiveness to changing requirements, whether client, market or technology driven.



“The price of doing the same old thing is far higher than the price of change.”

BILL CLINTON

WHAT WE DELIVER

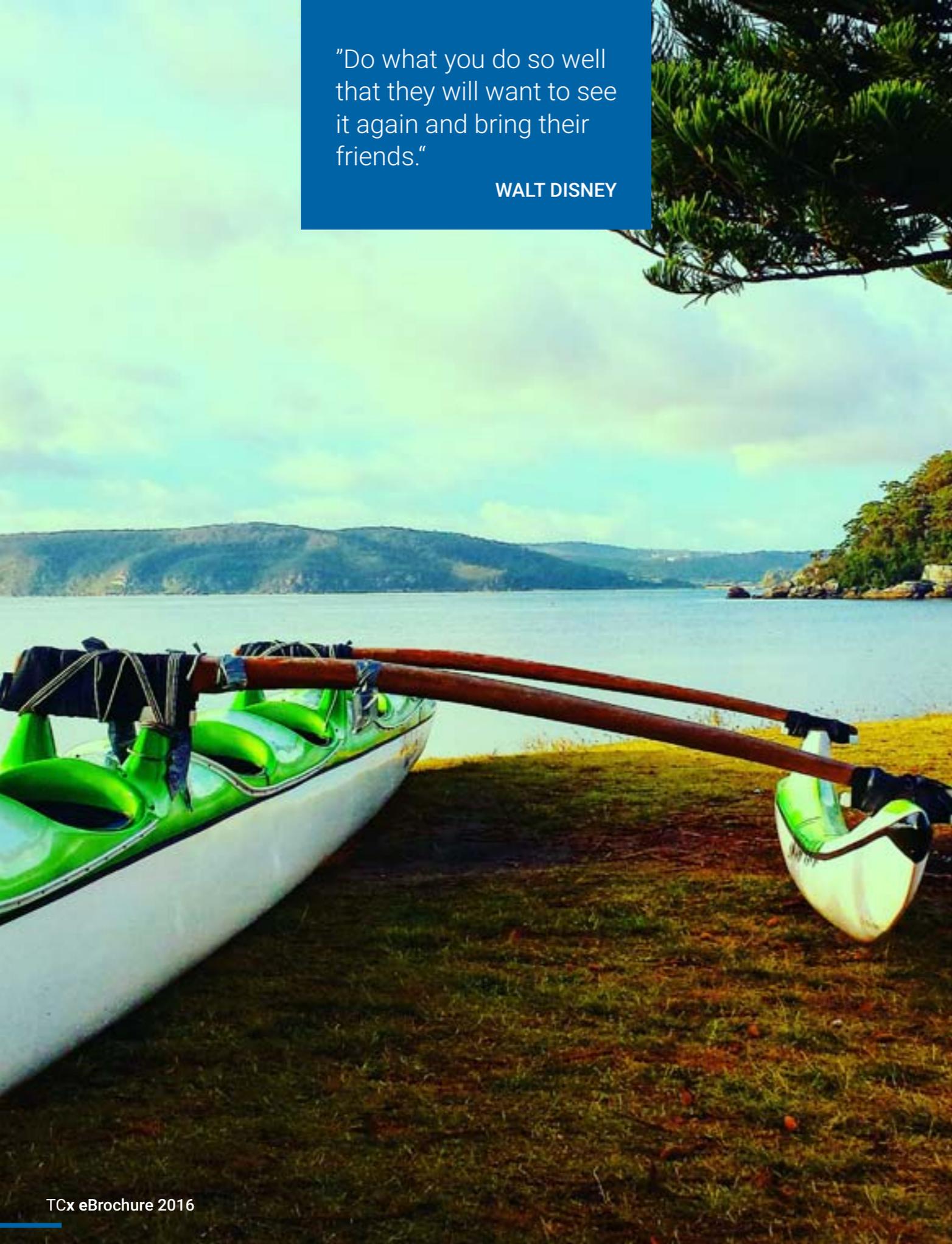
No strategy is worth pursuing unless it has a focus on tangible outcomes; it is at the core of what we do. It is not enough to understand your customer; it is what you do with that knowledge that matters most.

At TCx, we are focused on building strategies that can be built into the very fabric of your business.

The outcomes we seek for you, depending on what is needed, can include:

- 🔄 Deep customer knowledge
- 🔄 Customer loyalty
- 🔄 Brand advocacy
- 🔄 Sustainable revenues
- 🔄 Defined, measurable strategy
- 🔄 Customer-centric cultural change
- 🔄 Industry differentiation
- 🔄 Market voice

We work collaboratively with our customers to build relationships with their clients that are open and honest allowing us to deliver on our promises regardless of the scale or complexity of the project.



“Do what you do so well
that they will want to see
it again and bring their
friends.”

WALT DISNEY

INDUSTRIES WE FOLLOW

We can not give you the proper advice if we do not have a clear understanding of the industries, trends and markets in which we do business. That does not mean we do not pay attention to other segments, we absolutely do, if someone is doing it well, we want to know about it.

Our experience is fairly extensive and we have worked within many industries from:

-  Property
-  Technology & Telecommunications
-  Hospitality & Tourism
-  Financial
-  FMCG
-  Non-For-Profit

We would love to find out more about your customer experience needs and catch up for a coffee to gain further insights into how TCx Design can be of assistance to you and your business.

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