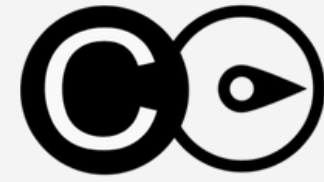


# DEMONSTRATE THE VALUE OF MANAGING CHANGE



The Change Compass

## Case Study 1

### Scenario:

In looking at the data from one integrated view of change, a bank realized that one customer segment was going to be impacted by 3 separate projects within the same month.

Each project was engaging the same customer separately, with different asks of the customer and different ways of communicating. Even the look and feel of comms materials were completely different.

### The challenge:

This customer segment has a high share-of-wallet for the bank and these were customers that bought multiple products from the same company.

"How might the company successfully manage the holistic customer experience and still meet all project objectives?"



### The solution:

Armed with change data, business and project reps started to socialise this risk broadly and escalated the risk to senior managers, whom quickly focused on this.

The 3 projects started working together to sequence their impacts on the customers and integrated the way in which they engaged the customer. Messaging and ways of engagement were in unison. All customer channels were ready and aligned. Customer experience was managed holistically.

### The value:

For this 1 instance, the value of better managing the customer experience well exceeded \$1 Million, taking into account the potential of bad customer experience from the original approach resulting in loss of customers and loss of revenue.