

# Creating meaningful customer experiences that drive impact



Customer experience (CX) is the complete journey a business creates across every customer touchpoint, combining people, processes and platforms to deliver consistent and meaningful value.

We help shape digital experiences that are informed by insight, guided by a human-centric approach and aligned with your broader vision, ensuring they evolve with customer needs.

Our CX advisory services combine digital innovation and customer-centric strategy to create experiences that are measurable, repeatable and integral to support long-term success.





## Our guiding principles for CX

### 01 Intuitive innovation

We combine data, emerging technologies and a people-first mindset to design intuitive solutions that are rooted in empathy and driven by insight.

### 02 Agile collaboration

Our agile approach to work enables continuous improvement, faster validation cycles and diverse problem-solving, leading to more meaningful and measurable outcomes.

### 03 Relentless excellence

We deliver exceptional experiences each and every time, with precision, care and steadfast commitment.

### 04 Connected accountability

We build a culture of trust and open dialogue, where individuals take ownership of outcomes and remain focused on delivering value at every step.

## Our offerings

We offer end-to-end support to help clients build customer experiences that are seamless, strategic and sustainable.

### Advisory

#### Assess

- CX maturity assessments
- Journey audits and benchmarking
- Voice of the customer analysis
- Tech landscape evaluation

#### Advise

- Experience strategy and roadmap
- Go-To-Market strategy
- Business growth strategy
- Process optimisation
- Digital interventions

### Enablement

#### Design

- Experience and service design
- Digital experience optimisation
- Initial prototyping and CX testing

#### Adoption

- Governance and execution
- Digital interventions
- KPI tracking and continuous improvement





## Business impact we deliver



Increase loyalty and customer lifetime value through personalised, consistent experiences



Reduce costs by improving resource utilisation through data-led decision-making



Drive revenue by aligning CX strategies with business goals



Improve operational efficiency by integrating platforms, people and processes



Turn every touchpoint into a competitive advantage across the customer journey

At Grant Thornton Bharat, we help businesses move from efficient to transformative by empowering people, harnessing technology and streamlining operations. Our CX advisory services are designed to drive loyalty, efficiency and growth by aligning every experience with business outcomes.





## We are Shaping Vibrant Bharat

A member of Grant Thornton International Ltd., Grant Thornton Bharat is at the forefront of helping reshape the values in the profession. We are helping shape various industry ecosystems through our work across Assurance, Tax, Risk, Transactions, Technology and Consulting, and are going beyond to shape a more **#VibrantBharat**.

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