

# Customer Experience The Game Changer

## Terragni Consulting (P) Ltd.

Pioneers in the country  
in the field of customer  
experience and  
customer centricity

Approach and  
methodologies that  
ensure co-creation &  
implementability

Expertise in experience  
assessment, insight  
elicitation & analytics  
that help you generate  
value from, and for,  
your two key assets —  
your customers and  
your people

**Interested ?** Contact me  
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### Consulting on:

Experience Assessments  
(Customer, Employee,  
Channel, Vendor)

Customer Insights

Touchpoint Assessment

Customer Centricity  
Assessment

### Our Workshops:

Customer Experience Basics  
Customer Centricity Basics  
Customer Journey Mapping 101  
Customer Experience Vision

## It's a proud moment for us!

Our customer Reliance Money {ADAG}, at the  
recently concluded "Asia Customer Festival";  
Singapore, was recognized with

**"Customer Gamechanger -Asia's Best Customer  
Experience"** award.

The other finalists were Shangri-La Hotels and  
Globe Telecom.

In the words of Dr. Andreas Weigand ,Chief  
Scientist at Amazon and Jury Chairman; **"This  
award recognizes the conceptualization and  
execution of a superior Customer Experience  
Strategy, which translates into demonstrable  
and tangible competitive advantage, revenue  
and customer engagement in the market  
place"**

Terragni and Reliance co-created an industry  
first, a customer segmentation strategy, which  
moved away from standard approaches to  
segmenting customers and instead chose to  
segment and target customers based on their  
experiential needs, thus being able to target  
precisely the right kind of customer experience and engagement being sought by diverse  
customer needs.

Customer engagement and revenue that Reliance has seen post this shift has validated this  
game changer approach. In a market where price alone has been the traditional arbiter of  
decision making, the new approach is bringing a shift in this perspective.

Would you like to know more on this case? To know how, Irrespective of you being B-B or B-  
C, a superior Customer Experience can be your significant competitive differentiator ?

How may we partner you in being a game changer in your industry? Do mail/call.....


