



# Customer & Operations Commercial



## What we do

We support our clients by helping to create richer, longer-lasting customer relationships that generate growth and increase shareholder value, all while being mindful of the ever-changing demands of the modern customer.



## How we deliver

Our team assists clients in various ways, including:

- Improving the customer journey by helping to build and implement customer programs that truly engage and lead to desired business results
- Transforming the marketing function to meet customers' needs via streamlined processes, technologies, and predictive marketing tactics to enable interactions
- Helping companies fulfill their market promises with clean role definition and more capacity for their sales organization to go wider and deeper with prospects/customers
- Changing the customer service experience by designing new and enhancing existing customer service experiences through an insight-led and data-driven approach



## Where we've made an impact

A professional association known for providing education, certification, and advocacy was looking to become an indispensable career-development partner to its members. To help achieve this goal, our team helped identify ways to grow membership, designed a member-centric operating model, and established the foundation for additional service offerings. As a result of our efforts, greater and more personalized customer engagement was achieved and the organization aligned around a more seamless user experience.



## Who we hire

Candidates pursuing a bachelor's or master's degree in business, finance, marketing, strategy, economics, analytics, communications, or a related field



## Ways we work

We work in a team setting and on projects that have the potential to take us on-site to client locations.



**To succeed in today's markets, businesses must reimagine the products, services, and experiences they provide to consumers and migrate to customer-centric business processes enabled by digital transformation.**

