



www.savvyx.com



760.534.4770



support@savvyx.com

Transform Your Company into a Relationship-Centric Value Experience

The SavvyX Blueprint

Before you read...

The SavvyX Blueprint is robust, replete with information and practical actions to guide your company's transformation. It is all necessary - AND it is going to take time to implement.

While each element of the Blueprint will be helpful, the real key is the degree of your employees' participation in the transformational process. Their level of understanding and engagement will determine how quickly each step of the Blueprint is achieved. Secondly, employee performance must be facilitated by the right systems, processes, and technology. Lastly, the corporate culture plays a significant role in that relationships must be paramount, as well as innovation and empowerment to solve challenges and the willingness to create 'unexpected outcomes' along the way to delivering stellar value experience.

Remember the goal of this process is to not only be customer-centric operationally but to go further by becoming relationship-centric to deliver optimal value on every level, throughout every role and touchpoint. This transformation applies to, for and with every employee, regardless of whether their responsibilities are traditionally customer-facing or not.

Additionally, customer-centricity applies to both your external future and current customers, partners and stakeholders AND your 'internal customers' - your employees. The only way to true success is to consider and support each person as the individual they are in relationship to your company.

Together, your company's leadership, employees, and teams will personalize your relationships with all your audiences to, ultimately, 'humanize' your operations and performance into one seamless value delivery experience.

SavvyX

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Welcome to your company-wide transformation...



This is the full SavvyX Blueprint for digital transformation, organized into a single document as an overview for 'at a glance' reference.

All too often, B2B marketers in corporate environments are pushed to generate leads; one of the unfortunate consequences of that focus is businesses can get too removed from their customers, focusing on upgrading transactional efficiency but leaving the human connection out of it.

Additionally, by being too committed to existing systems, your company (and bottom-line) is boxed into departmental objectives and goals. Customer-centricity is a 'yaya' buzzword. And the customer service and support teams are the only ones focusing on delivering value through a quality experience.

As a side note, digital transformation has gone mainstream in that companies are now working to digitize their operations; however, digital transformation and digitizing operations are two different concepts. It is not enough to simply 'get digital'; the premise behind digital transformation is relationship-, or customer-, centricity as an operational foundation.

The other pattern that often exists in enterprises is that the emphasis becomes solely on external customers when, in fact, the internal customer - the employee - is the only way connection happens with the buying customer. There must be at least equal focus on the employee experience for successful value delivery transformation.

There are consequences that come from being distanced from your customer (both external and internal). By not hearing, seeing, knowing your customer and their needs today, you are not positioned to deliver continuous value enhancement. In either case, your customer(s) will likely go where they can get that experience.

Our real-world experience has enabled us to distill the transformational process and elements needed into an experience blueprint you can use to address (or even avoid) the above patterns. Whether your company is established and looking to leverage current relationships or just starting out, you now have the roadmap to be the Savvy (relationship-centric) experience that will set you apart in your market.

To Your Savvy Transformation ~

Lynn and the SavvyX Team



A handwritten signature in black ink that reads "Lynn" in a cursive script.

The SavvyX Blueprint Overview



These are the key elements of the blueprint. It is deceptively simple at this level but, as Michelangelo said, true sophistication is in simplicity.

There are five key steps to knowing yourself, your customers, and your market to develop and deliver Savvier experiences. Interestingly, they are 'front-loaded' to break the inertia and create momentum. Once transformation has been mobilized, monitoring, and refining for improvement becomes part of the corporate culture.

Iterate

Using discoveries for continuous, ever-evolving experience improvement

Measure

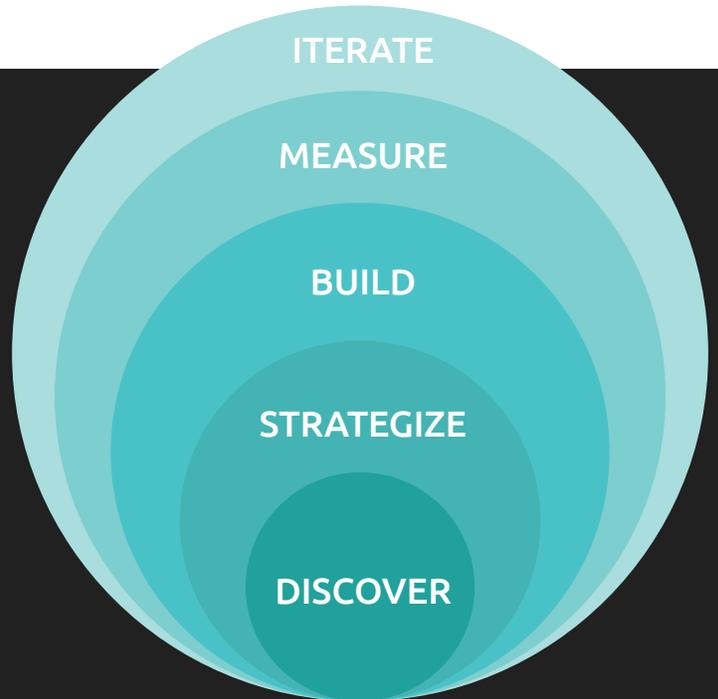
Using data to effectively measure progress, successes, and momentum.

Build

Leveraging what you know to meet your customers' dynamic needs.

Strategize

Strategy reduces friction and optimizes customer-centric experiences.



Discover

Find your starting point and assess the 'now' as a baseline for change.



What does being Savvy mean for enterprise?



The root definition of the word 'Savvy' is to know and apply wisdom to a particular situation.

In terms of relationship-centric business, to be Savvy means to innovate, transform and translate your brand value in fresh, meaningful, relevant terms to attract and retain both internal and external customers.

Using what you know about your audiences and your market is the key to long-term sustainability.

Sustainability and, by association, market leadership depends on delivering a Savvy relationship-centric experience as the only differentiator that matters. In today's 'new normal' especially, solution providers are chosen based on being already known to the buyer... that is, decision-makers tend to prioritize buying from those providers with whom they already have a relationship.

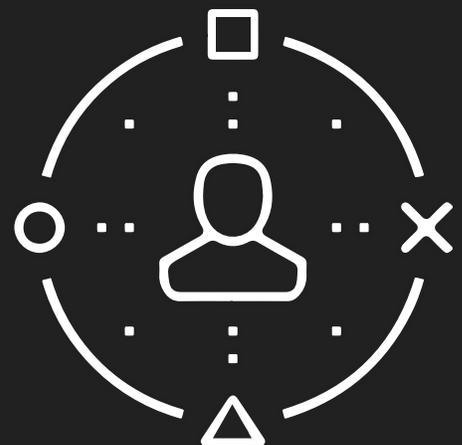
It really is about who you know – and the quality of those relationships – when it comes to buying or staying with a business solution.

Why focus on experience?

As the only differentiator that matters, the experience you deliver to your customers - external and internal – must be uniquely personal (and, ideally, delightful and memorable) to your brand and your relationships.

By focusing on experience as the outcome, all other factors are necessarily addressed in your transformational process. Just as you cannot bake a cake without the ingredients, you cannot deliver a relationship-centric experience without addressing every facet, performance target, and position within your company.

Your focus on customer and employee experience becomes the unifier throughout your company as well as the basis of your relationships.



The foundation of any business is knowing who you are as a company, including your vision, goals, personality and how to talk about it to different audiences (employees, Board members, potential and current customers, partners, and vendors).

Whether your company is established in business or a start-up, it is vital to understand and be able to articulate your unique purpose, personality, place in the market, and reason for being (or risk relationships and leaving money on the table). There must be clarity around your purpose, vision, values, and voice. Your corporate culture is the result of those elements in motion; if your culture is misaligned, this transformational process will surface issues to invite cohesive congruence.

Lastly, there is far more to your solution than saving your customer money; understanding the intangible benefits of your solution will change the conversations your employees have with your customers.

Many people think they already know their company; the following deliverables can be illuminating in a self-discovery process.

- **Company Vision, Mission, Purpose, Values**
- **Digital Brand Evaluation**
- **Company Identity**
- **Company DNA (Distinct Niche Advantage) / Value Proposition**
- **Brand and Corporate Messaging**
- **Intangible Benefits**
- **Company Tone & Voice**
- **Evaluate Corporate Culture & Champions**
- **Tone and Voice Guidelines**
- **External Influence Analysis**
- **Practical Tactics & Content Assessment**
- **Workflow & Outcomes Analysis**



Strategy – or the perspective gained by considering all the factors needed to deliver optimal value to your target audience(s) – maximizes your return on energy and effort by bringing people, process, and profit centers into alignment to compress the target achievement cycle.

Action without strategy is just doing. Strategy is the dynamic combined outcome of opportunity identification, marketplace analysis, core competencies, business model and future-thinking.

There is no one-size-fits-all approach for every enterprise – there is only the best process for your brand, customers, users, and infrastructure. The good news is that, as you deliver more intentional experiences, the outcome- and reward – will be more customers converting and staying longer (for increased revenue) and more employees staying longer (for increased performance and less recruiting / training expense).

Just as it's difficult for a surgeon to self-operate, it is challenging to begin the experience transformation process by knowing only what you know now – you need additional perspective. You need to be able to see your operations objectively. You need to be able to question the 'comfortable' assumptions you have about your market. You need to assess your current infrastructure, processes, workflows, and roles to determine the gaps as well as the opportunities. That often cannot be done from within.

Good strategy yields tangible outcomes. Great strategy pushes existing comfort zones to upshift the game entirely.

- **Strategic Planning**
- **Action Mapping**
- **Roles & Responsibilities Review**
- **Resource Allocation**
- **Constraints Identification**



The only way to transform your experience is to know what you are currently delivering in terms of your digital brand presence, observable customer behavior, and the three pillars of experience.

Customers are the reason your company is in business so it only makes sense you must intimately know them to serve and delight throughout their experience. When you know your customers in a profound way, your company can position to meet their dynamic needs and conversations which, in turn, delivers continuous value to build your relationship and long-term brand loyalty.

Additionally, you need to understand your company behavior with regard to roles and responsibilities, system support for the current customer journey, performance expectations, and both customer and employee touchpoints.

By systematically building, or refining, current behavior and experience, new priorities surface based on the gap between where you are now vs. where you thought you were and want to go for growth. The Build, or implementation, step is what actually creates intentional transformation. It can be a very dynamic process as each shift or upgrade will affect the organization in various (possibly exponential) ways. As a result of using strategy, resistance is reduced, resources are allocated properly, and implementation can occur with as much simplicity for expected outcomes as possible.

- **Customer, Touchpoint and Experience Mapping**
- **Performance & Productivity Analysis**
- **System Support Review and Refinement**
- **Develop a Shared Vision and Communication Plan with Internal Stakeholders**
- **Gap Analysis Comparison**
- **Innovation vs. Renovation**
- **Map Future Experience Architecture**
- **Content / Asset Audit & Development**
- **Community and Social Media Marketing**
- **Sales / RevOps Process Review & Refinement**

STEP FOUR | MEASURE

This is the crux of your company's transformation - knowing and measuring the gap between where you are and where you want to be, with progress milestones and timeframes. Essentially, data is the key to insight. Line of business people need to have data accessible real-time and in understandable terms; technical people have the keys to unlocking the power of that data for enablement. When it comes to applied data empowerment, departmental or operational silos must be resolved.

Operational details support relationship-centricity including (and not limited to): reviewing roles and responsibilities, mapping the future architecture of your customer experience, and the steps your company will encounter (and the resources needed) throughout strategic implementation of your relationship-centric transformation.

STEP FIVE | ITERATE

Continuous experience improvement will become the dynamic 'status quo' that informs your brand development, operations, and relationships with both customers and employees.

True success is measurable; that is, key performance indicators and metrics need to be defined and monitored to show progress and achievement. By evaluating success

Use data to effectively measure progress, successes, momentum, resources, and action needed against Outcomes and Strategic Plan targets. Determine if any refinement is needed in data capture, metrics, data accessibility, or insight.

- **Key Performance Indicators**
- **Campaign Results**
- **Website Traffic**
- **Social Media Engagement**
- **Industry Metrics & Benchmarks**



throughout the process, you can then refine and iterate based on what you learn. Together, this evaluation and iteration form the basis of continuous improvement over time.

- **How to Evaluate & Iterate**
- **Change Governance**
- **Business Impact of Changes**
- **Measurements of Success**

So there you have it...the SavvyX Blueprint.

This is the actionable process of your company becoming relationship-centric. The SavvyX Blueprint represents the future of sustainable business in today's competitive and saturated marketplace. And the future is now.

It is our sincere intention this Blueprint gives you a fresh perspective about how to think about your company's relationships and orientation around them. Once you begin implementing the Blueprint, you will learn the limitations in your current systems as well as the potential opportunities waiting for you.

Now that you have this information in your hands, you face the choice of how you want to use it. It should be obvious as to how this

transformational process can revolutionize your company and your customer relationships. You have seen the Blueprint to follow in your company so, if you know your company needs to act and become more relationship-centric, you have everything you need to get started. You may feel comfortable in taking what you now know and implementing right away - if yes, that's great!

You may also realize you want to get support, accountability, and step-by-step guidance to implement the transformation to Savvy relationship-centric experience. In that case, we have your back - just see our services on www.SavvyX.com.

About SavvyX

SavvyX meets you where you are so your organization can be where your customers and employees are (and should be!) in their experience with your brand.

We help enterprises, innovators, and industry visionaries to innovate, translate, and transform their brand value in fresh, meaningful, relevant terms to attract and retain relationships. Our approach is strategic, combined with extreme focus, to accelerate transformation while experiencing deep shifts and measurable results. We believe in keeping the process easy because, when engaging with audiences, the SavvyX way leverages the known to get the desired result with less effort.