



C U S T O M E R E X P E R I E N C E S T R A T E G Y

Welcome.

Experience the Difference of Strategic Customer Journey Design

In a world full of choices, a great customer experience is what truly sets a brand apart. It's about more than just good service. It is the complete journey a customer takes with you, from their first interaction to long after a purchase. A well designed experience makes every touchpoint feel seamless, personal, and memorable, turning customers into loyal advocates.

At our agency, we focus on designing customer experience strategies that align every part of your business with your customers' needs. We blend research, empathy, and smart design to map out journeys that are both intuitive and delightful. This overview explains our approach and our belief in creating experiences that build lasting relationships.

Why Does Customer Experience Strategy Matter?

A strong customer experience strategy is intentional, consistent, and human centered. It ensures that every interaction a customer has with your brand is positive and reinforces their decision to choose you. This strategy becomes the foundation for everything you do, from marketing to support.

Effective customer experience strategy:

- Builds deep customer loyalty and reduces churn
- Creates positive word of mouth from happy customers
- Unites your entire team around a shared customer focused vision
- Turns every touchpoint into an opportunity to strengthen your brand

Our goal is to design a customer experience that not only meets expectations but creates genuine delight. We aim to build a framework that supports long term growth by making your customers feel valued, understood, and connected to your brand at every step.

Approach.

Human. Seamless. Memorable.

At our agency, we believe that an exceptional customer experience is built with intention, not by accident. Every business has a unique relationship with its customers, and a one size fits all approach simply doesn't work. Here's how we tailor our process to you:

- **Empathy:** We start by putting ourselves in your customers' shoes to understand what they truly want and need.
- **Cohesion:** We connect the dots between every touchpoint, ensuring a smooth and consistent journey from start to finish.
- **Simplicity:** Our team focuses on removing friction and making every interaction feel intuitive and effortless for your customers.
- **Partnership:** We see ourselves as an extension of your team, working together to create a strategy that is both visionary and achievable.

Here is a brief look at how this philosophy shapes every customer experience strategy we design.

Step 1 Discovery.

Understanding Your Customer's World

Purpose

A great customer experience is built on a deep understanding of both your business goals and your customers' needs. This first phase is all about listening and learning, so we can see the full picture of how people interact with your brand.

Methods

We begin with collaborative workshops and one on one interviews with your team. We also use customer journey mapping sessions to visualize the process. During this stage, we dive into questions like:

- What does a successful customer relationship look like for your business?
- Who are your customers and what are the real problems they are trying to solve?
- What are the key moments, both positive and negative, in their current journey?
- Are there specific brand values or service principles that should guide every interaction?

What We Collect

- Background on your business mission, objectives, and known customer challenges
- Details on your products, services, and the entire customer lifecycle
- Existing customer feedback, reviews, surveys, and support ticket data
- Insights from your team about common customer pain points and successes
- Any current process maps, journey diagrams, or brand guides you already use

Your Role

Your active participation is essential. We ask you to be open and share your knowledge of your business and your customers. Access to team members and existing data helps us build a complete picture.

Result

A shared foundation: at the end of this phase, we deliver a detailed Discovery Report. This document outlines our key findings and insights, creating a clear and agreed upon foundation for designing your customer experience strategy.

Step 2 Research.

Mapping the Current Customer Experience

Purpose

To build a better future, we first need to fully understand the present. This phase is dedicated to mapping your customer's current journey from their point of view. We identify every interaction, big and small, to see what is working well and where there are opportunities for improvement.

What We Do

- **Journey Visualization:** We create clear, visual maps that show every step a customer takes, from the moment they first hear about you to becoming a loyal advocate.
- **Touchpoint Analysis:** We examine each point of contact, including your website, emails, customer service calls, and physical locations, to assess its impact on the overall experience.
- **Feedback Review:** We dive into existing customer feedback from surveys, reviews, and support conversations to uncover patterns, pain points, and moments of delight.
- **Internal Discovery:** We speak with your team members across different departments to understand the internal processes and perspectives that shape the customer experience.

Deliverable

You receive a detailed Customer Journey Map and an Experience Audit report. This document will highlight key findings, pinpoint specific friction points, and identify the most impactful opportunities for strategic improvement.

Your Role

We ask you to review these documents with us. Your feedback is essential to validate our findings and help prioritize the areas that will make the biggest difference for your customers and your business goals.

Step 3 Strategy.

Designing the Future State Experience

Purpose

With a clear understanding of the current state, we now shift to intentionally designing the ideal future. This phase is about creating a blueprint for a customer experience that is seamless, memorable, and perfectly aligned with your brand promise.

Activities

- **Mapping the Ideal Future State Journey:** We co create a new journey map that visualizes the ideal path, removing friction and introducing moments of delight.
- **Defining Experience Principles:** We establish a set of core principles that will guide every customer interaction and empower your team to make consistent, customer first decisions.
- **Pinpointing Key Moments and Initiatives:** We identify the most critical touchpoints and define the specific projects and changes needed to bring the new experience to life.

Our Approach

We focus on creating a vision that is both aspirational and practical. Every recommendation is grounded in customer needs and designed to deliver measurable business value.

Your Role

You collaborate with us to review the proposed future state map and initiatives. Your feedback is crucial to ensure the vision is ambitious yet achievable, and that it truly reflects your brand's commitment to its customers.

Step 4 Concept.

Developing the Strategic Roadmap

Purpose

This stage is where the vision for your new customer experience becomes a clear and actionable plan for your organization.

Our Team in Action

- **Prioritizing Initiatives:** We collaborate to identify which improvements will have the greatest impact on your customers and your business, focusing on a mix of quick wins and long term goals.
- **Defining Ownership:** We help outline which teams or individuals will lead each initiative, ensuring clear accountability from the start.
- **Building the Timeline:** A visual roadmap is created to show the sequence of projects, key milestones, and a realistic timeline for implementation.

Key Considerations

- Does the plan focus on the initiatives that solve the most critical customer pain points?
- Are the first steps clear and achievable to help build momentum?
- Does the roadmap align with your company's overall business priorities?
- How will we measure the success of each initiative as it is completed?

Your Role

Your involvement is critical to ensure the plan is practical. We work with you to review the proposed roadmap, confirm priorities, and align the plan with your team's capacity and resources.

Step 5 Rendering.

Activating Your New Customer Experience

Purpose

This is where the strategy moves from paper to practice. We work alongside your teams to roll out the new initiatives and create tangible improvements for your customers.

Our Implementation Approach

We use a collaborative, hands on approach, working directly with your project teams to manage initiatives from kickoff to completion. We focus on clear communication and agile methods, allowing us to adapt and learn as we go.

Key Implementation Activities

- We support pilot programs to test new processes and experiences in a controlled environment before a full company wide launch.
- We coordinate with your technology and operations teams to make the necessary system and workflow updates.
- We develop clear project plans and success metrics for each initiative to keep everything on track and measure our progress.
- We help design and launch the new experiences, ensuring a smooth and positive transition for your customers.

Empowering Your Team

A great strategy only works if your team is ready to deliver it. We focus on internal communication plans and create training materials that equip your employees with the knowledge and confidence they need to bring the new customer experience to life.

Your Role

Your role as a champion for this change is vital. We look for your active support in communicating the vision internally, removing roadblocks, and providing feedback on pilot programs as they launch.

Step 6 Presentation.

Measuring and Optimizing for Long Term Success

The Review

In our dedicated performance reviews, we provide a transparent look at the results. For each key area, we present:

- A clear report on the key metrics we are tracking, such as customer satisfaction and effort scores.
- Direct insights gathered from customer feedback, surveys, and support conversations.
- Real stories and examples from your team and customers that show the strategy in action.

Our Promise

We view customer experience as a living part of your business, not a one time project. Our promise is a partnership focused on continuous learning and adaptation to ensure the experience you deliver is always improving.

Your Role

- Take time to absorb the performance data and our shared insights.
- Ask questions about what the numbers mean for your long term business goals.
- Provide your perspective on the results and help us prioritize the next set of actions.

Moving Forward

Your feedback directly shapes our next steps. We will use these insights to update the strategic roadmap, refine our focus for the upcoming quarter, and ensure our efforts continue to deliver meaningful results for your customers and your business.

Step 7 Revisions.

Establishing a Framework for Continuous Improvement

Purpose

A successful customer experience strategy is not a destination, but a continuous journey. Our goal in this phase is to build a practical framework that embeds customer centric thinking into your company's DNA. We are committed to collaborating with you to design a governance model that fits your unique culture, turning one time projects into a sustainable, ongoing practice of listening, learning, and improving.

The Governance Structure

- We make specific recommendations for creating a cross functional team or council to champion CX initiatives.
- Defining roles, responsibilities, and clear lines of ownership for different parts of the customer journey.
- Establishing a regular rhythm for reviewing customer feedback, tracking key metrics, and prioritizing improvement efforts.

Ensuring Practical Application

Before we finalize the model, we make sure it is designed to work in the real world of your organization:

- Across all key departments, from marketing and sales to product and support
- Within your established business planning and budgeting cycles.
- In a way that empowers front line employees to surface issues and ideas.

Ensuring Flexibility

We verify the framework is built to evolve along with your business:

- During periods of rapid growth or organizational change.
- As you launch new products, services, or enter new markets.
- In response to shifting customer expectations and behaviors.

Your Role

Provide honest feedback on the proposed governance model and help us understand your internal dynamics. Your commitment to championing this framework is essential for securing the buy in and resources needed to make continuous improvement a reality.

Step 8 Delivery.

Your Customer Experience Toolkit, Ready to Launch

What You Receive

A complete package of strategic resources designed for immediate use, including:

- **Editable source files** for the strategic roadmap, customer journey maps, and personas.
- **Exported formats** like PDF files and presentation decks for easy sharing across your organization.
- **Actionable project briefs** for your highest priority initiatives, designed to help teams get started quickly.
- **A customer experience playbook** outlining your core principles, service standards, and key messages.
- **Implementation guides** with practical tips for a successful rollout and notes to support your project teams.

Ongoing Support

- Hands on guidance for your teams as they begin implementing the first and most critical initiatives.
- Continued partnership with our team for quarterly reviews, roadmap adjustments, and strategic coaching.

Protecting Your Investment

We recommend establishing a robust Voice of the Customer program to ensure you are always listening. Our team can guide you in setting up the right key performance indicators to track progress and demonstrate the business impact of your customer experience efforts.

Beyond the Strategy.

Customer Experience Strategy for Impact & Growth

A proven customer experience strategy is the foundation for sustainable growth.

As your organization and customer needs evolve, we partner with you to develop:

- Customized employee training programs to embed customer centric skills and mindsets
- Design and launch of new signature customer experiences or service offerings
- Expansion of your Voice of the Customer program to capture richer insights
- Development of customer loyalty and retention programs that build lasting relationships
- Strategic guidance for digital transformation projects focused on improving the customer journey

Our goal is to ensure your customer experience becomes your most powerful competitive advantage and a true driver of business results.

Case Studies.

Campaign Copywriting Design in Practice

Case Study: B2B Logistics Company

- **Challenge:** The shipping process was a "black box" for their clients, causing constant anxiety and flooding the support team with tracking requests.
- **Approach:** We developed a self-service client dashboard that provided real-time shipment tracking, predictive delay alerts, and one-click problem-solving tools, giving clients full visibility.
- **Result:** This strategy cut "Where is my shipment?" calls by 15%, freed up the service team for complex issues, and drove a 15% increase in contract renewals.

Case Study: Pet Supply Brand

- **Challenge:** The brand was stuck competing on price in a crowded market, seen as a transactional vendor with no long-term customer loyalty.
- **Approach:** We shifted their model from selling products to being a wellness partner by launching a membership that included 24/7 vet telehealth and personalized health plans.
- **Result:** The brand successfully moved customers to a higher-margin subscription, boosting customer lifetime value by 25% and creating a powerful differentiator.

Case Study: Software Company (SaaS)

- **Challenge:** High customer churn was driven by poor user adoption; the powerful software was too complex for employees, so clients never saw the promised ROI.
- **Approach:** We designed an experience focused on rapid "value realization," using role-specific onboarding paths and in-app guided tutorials to make the software less intimidating.
- **Result:** Daily active usage of the software increased by 20%, which in turn directly reduced customer churn by 30% at renewal time.

Insights.

The Strategic Blueprint for Lasting Loyalty

The Strategic Core of Your Message

Thoughtful customer experience strategy is about more than just being friendly or fixing problems. It is the intentional design of every interaction a customer has with your brand, ensuring each touchpoint is consistent, effortless, and valuable. When your customer experience is strategically developed, it moves beyond simple transactions to build genuine, lasting relationships.

Effective customer experience strategy design:

- Creates a consistent and reliable journey for your customers across all departments and platforms.
- Connects with your audience on an emotional level, building the trust that turns customers into advocates.
- Builds a powerful differentiator that price can't easily match, giving you a sustainable competitive advantage.

Common Mistakes in Customer Experience Design

Many businesses struggle because their customer experience efforts are fragmented and disconnected from the customer's real needs:

- **Siloed Touchpoints:** When the marketing, sales, and support teams don't communicate, the customer feels the friction and gets a disjointed experience.
- **Focusing on Internal Processes:** Designing systems that are convenient for the company but difficult for the customer.
- **Measuring the Wrong Things:** Obsessing over metrics like call times instead of customer satisfaction, which can solve a problem but leave the customer feeling rushed and unheard.
- **Operating in a Reactive Mode:** Only addressing customer issues after they happen instead of proactively identifying and removing points of friction.

Working with an experienced strategist ensures every customer interaction is intentional, meaningful, and aligned with your business goals, turning satisfaction into true loyalty.

FAQ's.

Frequently Asked Questions

How long does it take to develop a customer experience strategy?

Most strategies take 6 to 12 weeks, from our initial discovery call to the final roadmap. The timeline depends on your project's scope and complexity.

How involved will my team be in the process?

Your team is essential. We collaborate with them through workshops and interviews to build a strategy everyone feels ownership of and is excited to execute.

Do we get to provide feedback on the strategy?

Of course. The process includes dedicated checkpoints for your team's feedback and revisions, ensuring the final strategy is practical and perfectly aligned with your goals.

What kind of deliverable should we expect?

You will receive a clear strategy deck and a practical roadmap. This includes customer journey maps and actionable steps so your team knows exactly what to do.

Is the strategy customized for our business?

Absolutely. Every strategy is 100% custom. We build it from the ground up based on your unique customers and business challenges. No templates.

Do you help with implementing the new strategy?

Yes, we can. While the strategy is the main deliverable, we can also stay on to help guide your team through the implementation process.

Who owns the final strategy?

You do. Once the project is complete and the final payment is made, you have full ownership of the strategy and all materials we created for you.

Tips.

Tips for Making the Most of Your Customer Experience Strategy Design

- **Start with the Real Problems:** Be open about the friction points in your current process. The more candid you are about where customers get frustrated, the more targeted and effective the strategy will be.
- **Involve Your Frontline Team:** Your customer service and sales teams have a direct line to what customers are actually thinking and feeling. Their insights are invaluable for creating a strategy that solves real world issues.
- **See Through Your Customer's Eyes:** Great strategies are built on genuine empathy. Set aside internal assumptions for a moment and focus on what the customer's journey actually feels like, from their perspective.
- **Aim for Action, Not Just a Document:** A strategy is only useful if it can be put into practice. Focus on creating a practical roadmap with clear, achievable steps that your team feels confident they can follow.
- **Unify the Experience Across Departments:** Customers don't see your departments; they just see one company. Work to ensure the experience feels consistent and connected, from your marketing emails to your support calls.
- **Measure What Matters to the Customer:** Focus on metrics like customer effort and satisfaction, not just internal process goals. The objective is to build long term loyalty, and the right data tells you if you are on the right track.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Round Table created a customer experience strategy that put our customers at the heart of our business. The roadmap they delivered was clear, actionable, and has completely united our teams."

– Duane D., Detroit

"Round Table was the best investment we've made in our growth. They didn't just hand us a document; they gave us a practical framework that has already started building genuine loyalty with our customers. We are thrilled with the results."

– William B., Detroit

"Round Table Agency team has an incredible ability to listen to all our internal challenges and translate them into a simple, seamless experience for our customers. Everyone on our team now understands how their role contributes to the customer journey."

– Daniel I., Detroit

"The customer journey map they designed was a game changer for us. We finally understood where our customers were getting stuck, and fixing those points has led to a huge increase in retention and positive feedback."

– Denise A., Detroit

Thank you!

Your Path to Building Lasting Loyalty

Ready to turn your customers into your biggest advocates?

Here's our simple process:

1. **We Start with a Conversation:** Reach out so we can learn about your business, your customers, and your biggest experience challenges.
2. **We Design the Journey:** Our team maps out your customer's experience and designs a clear, practical strategy to make every interaction seamless and memorable.
3. **You Build Loyalty:** Receive a complete, actionable roadmap that your team can use right away to create better experiences and earn lasting customer loyalty.