



## EXPERIENCE AND CUSTOMER RELATIONSHIPS

### Vision

**Companies owe their very existence to their customer relationships: customer centricity guides their organization.** The income generated is but a consequence of the attention they pay their customers and not a finality in itself. **Good customer relationships erase the complexity of the structures and tools of major groups.** That said, companies are made up of men and women who deserve the same attention in terms of fluidity of processes, intuitiveness of the working environment, etc. The experience of some depends on the efficiency and working conditions of others.

The customer relationships model is built on:

- **Customer journeys** based on uses (end-to-end), contact points, commitment, and behaviors (predicted or observed),
- An extended **omnichannel experience** for positive and adapted interactions,
- Centralization of **customer knowledge** (collected, internal, technical, external, deduced data, etc.),
- **Customer intelligence** (segmentation, scoring, equipment appetite, etc.) at the service of strategy (winning new customers, boosting customer loyalty, etc.),
- **Fluid business processes**, mirroring customer journeys, to benefit **collaborators' efficiency** and process seamless,
- **Cross-corporate control** (orga-process-tools) and **steering** to guarantee coordinated and faultless customer service,
- Opening up to partnerships to augment the **customer promise**.

The customer-corporate relationship will have achieved its aim once **mutual trust, recommendation and loyalty** have been permanently established.

### Beliefs

**The customer relationship is not a separate area, it is expressed throughout the entire organization.** Now, almost all activities in the value chain are exposed to the customer, the notion of "front" is disappearing, **the era of the omni-front requires a perfect control of the understanding of customer needs and a transversal coordination of the company.**

The **customer journey personifies the brand's "story telling"**, its DNA, thus exposing itself to the customer who will have been previously segmented, quantified, analyzed, characterized, profiled, ...

**Thinking about the customer experience**, necessarily collaborative and multidisciplinary in its design, requires **questioning the effort to be made on each value component of the experience with an end-to-end vision of the journey**, in particular by making sure to position the specific added value of the human being.

**The customer relationship is inseparable from the processes** linked to customer interactions:

- Optimization and digitalization provide the necessary fluidity, efficiency, immediacy and availability,
- The Human vs. Digital equilibrium takes advantage of the **mix-phygital model**.

**Finally, the obsolescence of business models comes with the impoverishment of the service provided** (inclusive services which we hope will not be used, lack of advice on uses, excessive marketing as if it was necessary to convince people at any cost, abandonment of an unprofitable part of the portfolio, ignorance of customer complaints, ...).

**Howard Partners' expertise covers the following areas of Customer Relationship Management: Customer Knowledge, Customer Segmentation, Range of Offerings, Business Effectiveness, Continuous Improvement, Customer Experience and Service Culture.**





Philippe  
AUTHER



Stéphane  
BALIGAND



Olivier  
CUISINIER



Charles  
DEFFAINS

Howard Partners is above all a human adventure, that of 4 **co-founders**, coming from different renowned consulting firms, driven by a common vision and ambition, that of **autonomy, embodied by Howard Roark\***.

*“When an intuition is renewed, it’s more than an intuition, it’s absolutely a project”*

Aude de Thuin  
Founder of « Women in Africa »

### A humanistic vision

The Howard Partners consultants have developed a profoundly humanistic vision and learnt to practice what they preach. They perceive new technologies as accelerators of an inevitable and profound societal transition.

### An eminently holistic approach to problems

“Human Ahead” is proof of Howard Partners ambition to understand its customers’ projects in a holistic manner, i.e. by incorporating all levers, whether strategic, business, organizational or technological, with the goal of anticipating impacts on humans: collaborators, senior executives, shareholders, and citizens alike.

### “Human Ahead” methodologies

Howard Partners develops methodologies, based on the know-how of leading consulting firms, while also incorporating practices derived from socio-dynamics and tools to identify and measure the impacts of decisions made by companies in terms of balance of power, wealth, environment, and society.

### Howard Partners, a partner at the service of companies facing major issues due to technological and societal disruption:

- Support the societal transition of companies.
- Give new meaning to companies.
- Balance ethics and data.
- Turn regulations into opportunities.

### Senior Advisors, sources of inspiration and innovation



Diana  
BRONDEL



Denis  
JACQUET



Céline  
MAS



Thomas  
SORREDA

### Howard Partners, at the heart of an ecosystem, to respond to the complex issues facing senior executives:

- The Howard Partners consultants are proud of their profession and are working hard to support this “back to basics”. They regard themselves as **“orchestra conductors”**, i.e. people who understand the business issues facing senior executives, can pinpoint what’s “niggling” them, and **build “taylor-made” operational solutions** by activating a multitude of skills.
- To that end, Howard Partners leads an **ecosystem of experts**.

#### Benchmarking



#### Ideation and Gamification



#### Technological Innovation



#### Training and Coaching



### \*What’s behind the name?

Howard Roark, the main character in the novel “The Fountainhead”, was an architect living in New-York at the turn of the 20th century. Passionate about his profession, he embraced his own vision of a new way to build, going against current trends. Reaping the full benefits of the advent of reinforced concrete, his works are described as innovative.

