



BUSINESS GROWTH SERVICE PACKET

Customer Strategy

Turn customer experience into an operating system - not a slogan - with standards, recovery, feedback, and retention built into the journey.

This packet is designed to help you understand:

What the engagement can include, the business outcomes it is built to support, how market pricing compares, and what happens next.

Best fit for

- Businesses with inconsistent service across employees or locations
- Teams that need clearer customer standards and escalation rules
- Organizations seeing complaints, cancellations, or repeat-service gaps
- Leaders who want service quality tied to retention and revenue

TSSi approach

Strategy should create action. We focus on practical systems, human-led conversations, measurable next steps, and tools your team can continue using after the engagement.



WHAT IS INCLUDED

Customer Strategy - Scope of Work

Final scope is customized after the strategy call. Depending on the engagement, the packet can include the following components:

- Customer journey and touchpoint mapping
- Service-standard and expectation review
- Voice-of-customer and feedback process design
- Complaint, escalation, and service-recovery framework
- CSAT, NPS, CES, repeat-business and retention measurement guidance
- Customer communication standards for phone, email, text, and in-person service
- Onboarding, handoff, check-in, and post-service experience review
- Retention-risk moments and win-back opportunities
- For team engagements: service coaching, scenarios, and accountability tools

How we work

TSSi begins with diagnosis before recommendation. We look at the current process, the people responsible for it, the customer or prospect experience, and the measurements that should guide the next move.



INTENDED OUTCOMES

What This Work Is Designed to Improve

No consultant can guarantee a specific revenue result. The goal is to strengthen the systems and behaviors that influence growth, service quality, follow-up, and decision-making.

- A clearer, more consistent customer journey
- Fewer avoidable service breakdowns
- Better recovery when something goes wrong
- More usable customer feedback and performance measures
- Stronger retention, referrals, and repeat-business opportunities

1. Diagnose	Clarify the goal, current process, performance gap, and available data.
2. Design	Build the practical strategy, scripts, process, tools, and measures needed for the gap.
3. Implement	Apply the plan through coaching, execution support, or a defined action sprint.
4. Measure	Track activity, outcomes, and next actions so decisions are based on evidence.



2026 MARKET COMPARISON

Comparable Investment Ranges

These are market-comparison ranges from publicly posted U.S.consulting, workshop, audit, and outsourced-service pricing. They are **not TSSi price quotes**. TSSi investment is scoped after discovery based on complexity, customization, access to data, implementation level, travel, and duration.

Engagement type	Typical market range	What the range usually reflects
Solo owner / individual	\$250-\$750	Focused CX advisory or diagnostic session; scope varies by customer journey complexity.
Team up to 15	\$1,500-\$7,500	Live customer experience workshop or facilitated working session.
CX / retention project	\$3,000-\$15,000+	For deeper journey redesign, loyalty/retention strategy, analysis, and implementation guidance.

Why ranges are wide: a one-time advisory call, a customized team workshop, a multi-week strategy project, and done-for-you execution are different products. The number of stakeholders, channels, locations, deliverables, and level of implementation all affect price.



READY TO BUILD THE RIGHT GROWTH PLAN?

Book a Strategy Call

We will use the call to understand your goals, identify the biggest gap, and determine the right scope before any proposal is created.

BOOK YOUR STRATEGY SESSION

<https://calendly.com/devinannhwhite/strategy-session>



WHAT TO HAVE READY FOR THE CALL

- Your primary business-growth goal for the next 90 days
- Where the process currently feels inconsistent, slow, or unclear
- The team members who own the work today
- Any CRM, sales, marketing, customer, or calling data you can reasonably share
- What you have already tried and what happened