

# SHAPING THE CUSTOMER DRIVEN ORGANIZATION



## SCAN

**Reveal your starting point.**  
Using the academically grounded KALEPA Customer Canvas, we assess your CX maturity. This shows where you stand today and what steps you need to take.



## DESIGN

**Map the journey, set the course.**  
We design outside-in customer journeys, create service blueprints, and define OKRs and KSI's that align with your business ambitions.



## SELECT

**Prioritise what matters most.**  
Through an impact analysis, we identify, qualify and prioritise key actions – and translate them into a clear transition plan.



## IMPLEMENT

**Drive change, deliver results.**  
Using the North Star methodology, we roll out quick wins and strategic projects, embedding them in your organisation with smart change management.



## IMPROVE

**Keep growing, keep engaging.**  
We ensure continuous and structural improvements that elevate both customer and employee engagement for long-term success.