

# Customer Experience Management

## Objective

FLAG's aim is to provide a seamless journey for all customers who are using our services. Understanding that not all journeys are the same for all customers, FLAG has defined a tiered Customer Experience Management structure. This structure is based on three pillars.

## FLAG's Customer Experience Strategy Pillars

### Value Driven:

Understanding the Customer Journey and the shortest path to where the value is.

### Service Mindset:

A dynamic view from Customer's Perspective. Advocating recalibration to enhance the experience with FLAG.

### Engagement:

Building long-term relationships, promoting a harmonious customer journey at every step.

## FLAG Customer Experience Management Structure

### Pearl Level

is the most encompassing. Customers with high-capacity services, who have agreed to embark on a long-term journey with FLAG may be assigned a dedicated support from a Customer Experience Manager. This will be a person focused on customer success, ensuring FLAG is providing best customer experiences.

### Coral Level

is for those customers that require occasional specialist support for a specific requirement, they will be channelised to FLAG Customer Success Management Team who will take ownership of the case until a solution or response is given to their satisfaction.

### Aqua Level

is FLAG Default Customer Experience which covers any customer journey with Account Management and Service Delivery Management, 24x7 Service Assurance Support (Service Desk) and access to FLAG Self-serve portal.

### **Default Customer Experience**

Customers will receive account management, service delivery, service desk support and have access to the FLAG self-serve portal.

### **Medium Touch Customer Success Management Team**

Per-case extended support for specific customer requirements.

### **High Touch Customer Experience Management**

Dedicated business hours support from an assigned Customer Experience Manager.

If you would like to know more about the customer experience level you are being provided, please contact your FLAG Account Management Team.

