



FOR EMPLOYEE & CUSTOMER EXPERIENCES

that **drive revenue,**
retention and **brand image.**
We provide the **power** of
a clear **strategic path.**

We help companies gain competitive advantage and drive innovation, to increase revenue, retention and loyalty, by leveraging the power of positive employee and customer experiences.

Strategic Consulting – where insight meets action and implementation.

We take a direct, decisive approach to assess and identify your needs and align them with your goals. We then co-create with you a customized, actionable solution that we can either implement for you or recommend how to achieve best results.



We specialize in cutting through the clutter to provide direct solutions for client challenges.

Disruptors in business do not maintain the status quo. They look for reasons and opportunities to shine for their customers, which in turn makes the company outshine their competition.



Customer Experience

Providing consistently good CX can be challenging. We bring clarity on where to start and how to deliver, so your customers stay with you for the long term.



Employee Experience

Brand ambassadorship begins on the inside of a company. We help you improve employee engagement, which ultimately drives positive customer experience.



Communication

Clarity of communication to customers and employees is not easy, yet is essential for strong leadership. We help you deliver your message and mission in a clear and compelling manner.



Loyalty

Loyalty from customers and employees must be earned, respected and cultivated. Loyalty breeds retention and revenue. We can help at every step of the way.

OUR CLIENTS CALL US WHEN they want to:

CX - Customer Experience

- Assess how they may be driving customers away (churn)
- Win back important clients lost to a competitor
- Improve customer service & conflict resolution
- Boost customer loyalty and create brand ambassadors
- Expand into a new vertical or launch a new product/service
- Re-engage inactive clients or customers
- Maximize visibility and impact at upcoming major events or trade shows
- Communicate and engage better – marketing collateral/content/video
- Assess customer feedback for growth opportunities



*Brand ambassadorship
begins on the **inside**
of a company.*

– Denise Graziano

EX - Employee Experience

- Increase employee satisfaction and retention
- Promote or hire many new managers
- Address employee climate survey results that have suffered
- Assess why senior top performers have been lost to competitors
- Correct non-compliance with critical company procedures
- Acquire or merge with another company or during other rapid growth
- Recognize individual employees or formulate an incentive or rewards program
- Communicate difficult news or enterprise changes
- Improve communication across generationally diverse workforce.

To learn how we can work with you to co-create and implement a customized plan of action to drive revenue, retention and brand image for your organization, please contact our CEO Denise Graziano directly at denise@grazianoassoc.com or 203-254-0195.

HOW WE GET RESULTS FOR OUR CLIENTS:

- Insightful assessments of current CX & EX practices
- Internal/External Corporate Communications
- Sales & Marketing Materials
- Promotional Products and/or Apparel
- Event/Trade Show Consulting
- Employee Engagement to reward and retain top talent
- Client Appreciation Programs to drive retention and loyalty
- Social Media Consulting to build engagement and visibility
- Sales Training for a consistently delivered message
- Award and Recognition Products: for clients, vendors and/or employees
- Video Development: video content to engage audiences
- Web Design Consulting: for content, messaging and visual consistency
- Focus Groups and Client Interviews for essential insights and feedback

*Leading organizations nationwide call upon us as a trusted partner in meeting their goals, on time, on budget and on promise. (Representative List below)
Contact us at 203-254-0195 to see how we can create results for your organization.*



Morgan Stanley



Hilton

Yale

RUGER

Marriott

Fairfield
UNIVERSITY



LifeCare

VISIT
NEW HAVEN



SENECA



nVerpix

We are a woman-owned company.

*2017: Celebrating our 25th year
of serving clients.*

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