

**Anchor Excellence**

LEADERS ENABLING LEADERS

# Anchor Experience

To develop and implement an effective and sustainable consumer experience involves several steps, a committed leadership and a dedicated workforce. The experience considers the entire journey, multiple interactions and understanding the complexity of navigating the emotional roller coaster of aged care.

AnchorExperience will take your organisation on a journey, provide you with the insights and the analysis to understand what great consumer experience looks like and how to translate the knowledge and vision into your operating procedures and embed them in your culture.

Getting ahead often requires pressing pause, stepping back and taking stock of where you are and where you want to be. With the added influencing factors including your completion and operating in a highly regulated environment.

## Why AnchorExperience?

- Gain insights and information that will assist you in defining your consumer experience
- Alignment of your strategy and overarching business plan
- Rethink annual planning to start with the consumer experience rather than silo based individual priorities
- Create a path that is clear for your organisation to follow on how the work will be led and managed
- Develop a company-wide agreement of the framework, policies and procedures for your consumer experience journey
- Map the touch points that comprise the customer experience journey
- Provide a set of tools to drive accountability based on your customer experience journey
- Build out and educate the competencies required in providing a great consumer experience





## Whats Involved?

- AnchorExperience applies the business excellence framework to review your end to end consumer experience processes
- Our team translates boardroom vision into action at the front line through workshops, stakeholder consultations and co-design, mystery shops and competitor analysis, education (face to face and Online) and the alignment and implementation of process, policy and procedures

## What are the benefits to AnchorExperience?

AnchorExperience can provide you with the knowledge and tools to delight your consumers and enhance their journey **with you**.

In working with us, you will benefit from having a trusted relationship with a team of leaders who are committed to working with, and enabling you and your teams. We will leave a legacy of enhanced capability and also become an extension of **your team**.

### Contact Us

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