Location World is an Automotive IoT company that improves customer efficiency through telematic fleet management and connected car solutions. They currently operate in nine countries with a base in Ecuador and are the fastest growing connected car company in Latin America.

**Project Objective**

Increase customer lifetime value through a customer transformation plan consisting of two workstreams:
- **Customer experience (CX) strategic initiatives** on how to make Location World operate as more customer centric
- **Analysis of CarSync Fleet product** to identify quick-win improvements that cater to customer needs

**Our Plan and Approach**

<table>
<thead>
<tr>
<th>Offsite work</th>
<th>Week 1 onsite</th>
<th>Week 2 onsite</th>
<th>Week 3 onsite</th>
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</thead>
<tbody>
<tr>
<td>Develop hypothesis areas of improvement</td>
<td>Conduct deep dive analysis to clearly define key CX challenges</td>
<td>Synthesize and prioritize recommendations</td>
<td>Detail high priority recommendations and build out plan</td>
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- Reviewed best practice reports and internal documents around internal processes and organization
- Conducted over 15 interviews with internal teams and 7 interviews with a diverse set of clients consisting of over 30 stakeholders
- Extensively explored product, identifying 15 improvement areas, of which 6 became specs to be reviewed in the next sprint

**Recommendations**

CX transformation plan consisted of 15 initiatives that included 4 deep-dives across a three year timeline

**2 High-Impact Deep Dives**

- Introduce a customer success group that oversees post-sales process
- Define and articulate more balanced product strategy

**2 Quick-Win Deep Dives**

- Invest in standing up user-behavior metrics to inform product prioritization and decision-making
- Introduce mechanisms for product team to talk to customers to keep abreast of key pain-points