**Over the next three months**, develop a vision of your company’s desired future state customer experience and the changes needed in the end-to-end customer value chain to realize that vision. Then build a roadmap that breaks building the future state into meaningful parts and establish the governance to drive the transformation.

**UNDERSTAND**
- the current state experience
  - Document where and how customer interactions occur today across human, physical and digital channels.
  - Look at this from the customer’s point of view vs. an internal, operational point of view.
  - Explore the current pain points and where the breakage is.
  - Understand the ways of delivering the most value and best outcomes for your customers.

**IMAGINE**
- the desired future state
  - Use your data and customer insights to develop a unified vision of how the omni-channel customer experience will come to life.
  - Put customer intent at the center of your decision making and remember that customers are in control of when, where and how they engage with you.
  - Use your data and customer insights to develop a unified vision of how the omni-channel customer experience will come to life.

**IDENTIFY**
- and prioritize the gaps
  - Compare current and future state interactions and identify where touch points need to be improved and new capabilities created.
  - Prioritize the areas that are the most urgent priority, based on the nature of the capability, the number of customers it impacts, or its importance as a foundation on which to build.
  - Select the critical metrics that you will use to understand your progress.

**IDEATE**
- a roadmap that breaks implementation into meaningful parts
  - Given your organizational objectives, budget, existing initiatives, etc., decide the most appropriate way to break the transformation into logical parts.
  - Remember this could be building all 7Ps for one part of the organization at a time or focusing on one ‘P’ at a time across the organization.

**GENERATE**
- a detailed plan for the first focus area
  - Create an implementation plan for the first omni-channel initiative.
  - Identify resource requirements and sourcing.
  - Create a transformation program office to anchor progress, ensuring connectedness across the business, alignment to objectives and effective measurement of key success metrics.

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