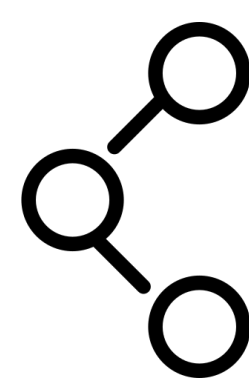


Location World is an Automotive IoT company that improves customer efficiency through telematic fleet management and connected car solutions. They currently operate in nine countries with a base in Ecuador and are the **fastest growing** connected car company in Latin America



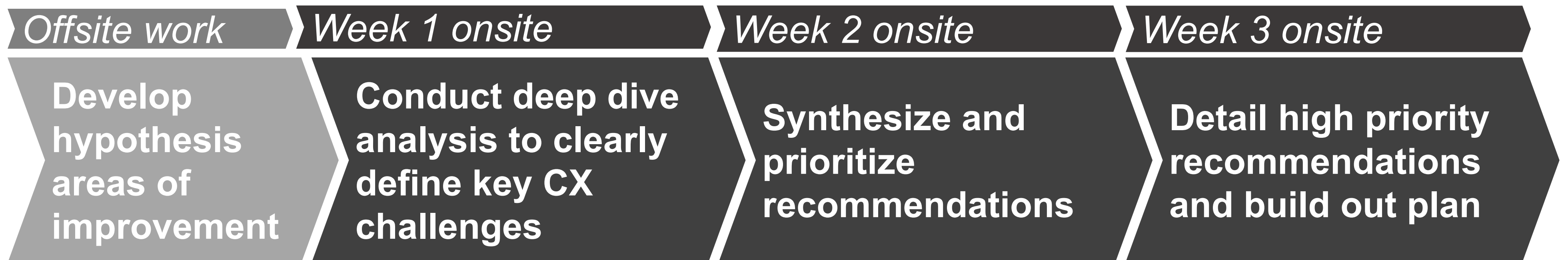
## Project Objective

Increase **customer lifetime value** through a customer transformation plan consisting of two workstreams

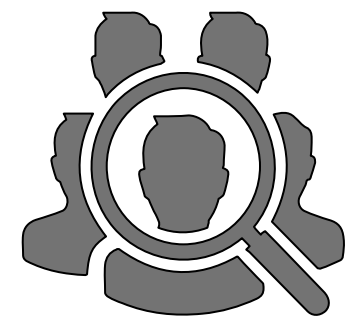


**Customer experience (CX) strategic initiatives** on how to make Location World operate as more customer centric  
**Analysis of CarSync Fleet product** to identify quick-win improvements that cater to customer needs

## Our Plan and Approach



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



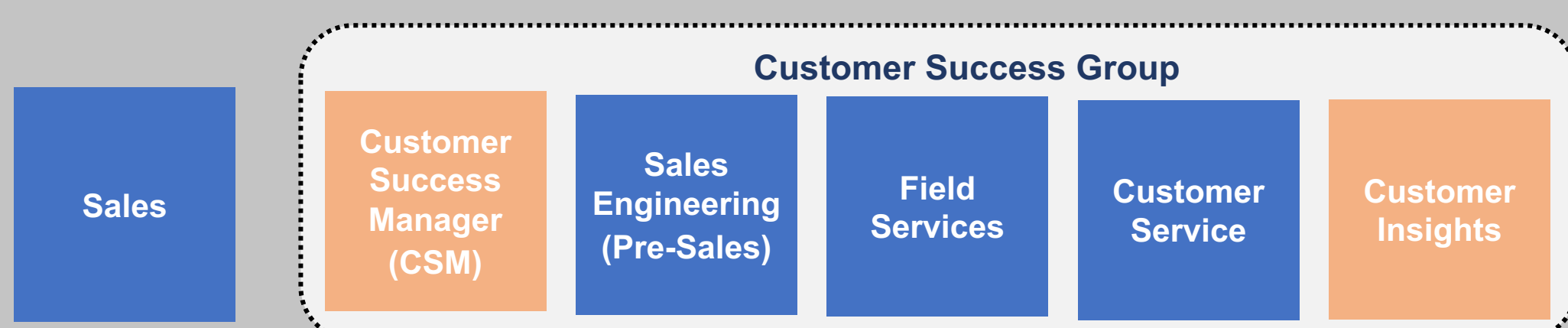
Extensively explored product, identifying **15 improvement areas**, of which **6 became specs** to be reviewed in the next sprint

## 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**

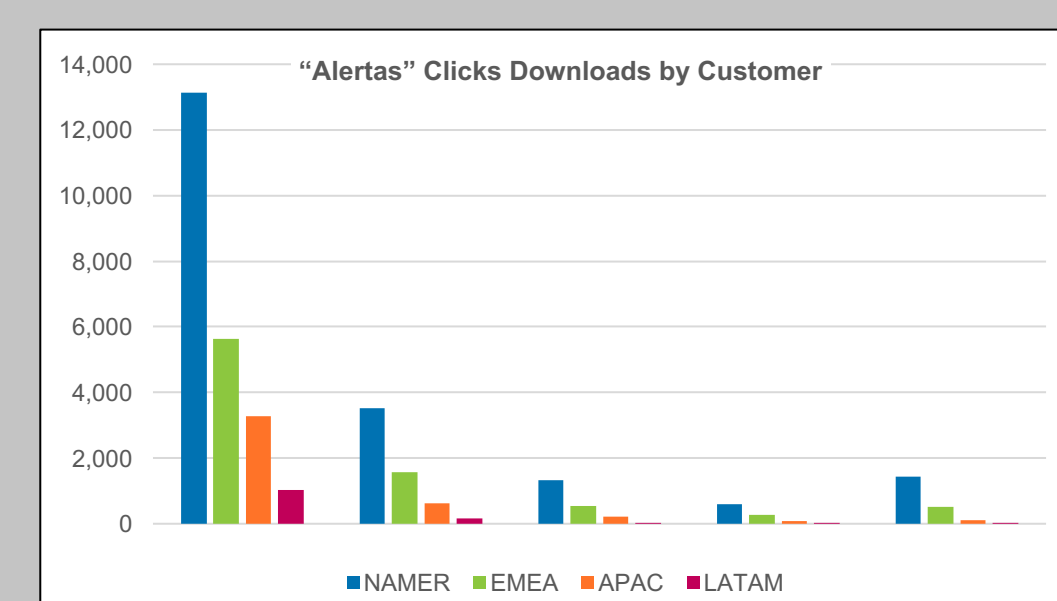


**Define and articulate more balanced product strategy**



### 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**

