Quisine Analytics

Strategic Customer Experience Continuity Plan

1. Executive Summary

As Quisine Analytics prepares to scale into the Vancouver market, maintaining consistent and reliable customer experience across all locations is a critical mission. However, the company currently faces a Customer Experience Continuity Index (CXCI) of only 75%, well below the target of 90%. This shortfall is primarily due to misalignment between key departments, Culinary Development, Supply Chain, Digital Marketing, and Customer Service, which are operating in silos, resulting in delayed product rollouts, mismatched messaging, and inconsistent customer touchpoints.

This Customer Experience Continuity Plan identifies the root causes of breakdowns in service delivery and proposes a set of cross-functional strategies to ensure smoother coordination, clearer communication, and more agile feedback integration. By aligning internal workflows to the customer journey, Quisine can create more reliable experiences, build stronger brand trust, and increase both operational efficiency and customer loyalty.

2. Understanding the Satisfaction Gap

Touchpoint	Departments Involved	Continuity Breakdown
Product Launch Timing	Culinary, Supply Chain, Marketing	Mismatch between availability, promotion, and delivery readiness
Customer Feedback Loop	Customer Service, Culinary, Digital Marketing	Slow or inconsistent incorporation of feedback into menu innovation or campaigns
Order Fulfillment & Stock	Supply Chain, Customer Service	Delays in updates on out-of-stock items or substitutions during high-demand periods
Localized Promotions	Marketing, Culinary, Regional Ops	Promotions not aligned with actual menu or inventory status at certain locations

3. Root Causes of Discontinuity

- Siloed data and insights: Each team works in its own tools or systems
- Unaligned timelines: Product development, marketing, and supply chain operate on different clocks
- Inconsistent feedback integration: Customer complaints or suggestions don't flow back into decision-making fast enough
- Lack of cross-functional SOPs: No shared playbook for launch timing, communication, or recovery plans

4. Tactical Recommendations to Increase Newcomer Satisfaction

A. Establish a Customer Journey Alignment Board (CJAB)

- Cross-functional group with reps from all major departments
- Meets biweekly to review experience points, promotion readiness, and issue escalations
- Owns the CXCI metric collectively

B. Synchronize Launch Timelines via a Shared "Experience Calendar"

- Includes product rollouts, inventory milestones, campaign starts, and regional events
- Visible and editable by all leads via shared tools like Asana, ClickUp, or Trello

C. Implement a Centralized CX Dashboard (Power BI or Tableau)

- Tracks key customer metrics by region (e.g., NPS, wait time, fulfillment rate)
- Flags gaps in delivery and lets teams collaborate on live data

D. Introduce "Rapid Recovery Protocols" for Disruption Events

- Predefined steps for when a campaign fails, menu item sells out, or supply delay happens
- Ensures all departments act in sync to communicate, substitute, or compensate

E. Loop Feedback Directly into Innovation

- Weekly summary of customer reviews tagged by dish or location
- Shared in a digestible format for Culinary and Marketing
- Enable agile test-and-learn changes based on live experience data

5. Implementation Recommendations

Phase	Timeframe	Action Items
Phase 1	Week 1–2	Form CJAB, choose platform for shared calendar and dashboard
Phase 2	Week 3	Map 6-month launch and campaign timeline; start tracking key cross-dept. metrics
Phase 3	Week 4–5	Test rapid recovery protocol on a minor rollout event
Phase 4	Week 6	Integrate customer feedback loop into culinary sprint planning
Phase 5	Ongoing	Review CXCI monthly; scale practices to new region (Vancouver)

6. KPI Targets & Expected Outcomes

Metric	Current	Target	Impact
Customer Experience Continuity Index	75%	≥ 90%	Improved trust, fewer complaints, consistent delivery
Cross-Department Issue Resolution Speed	~3–4 days	≤ 24 hrs	Faster experience recovery and team accountability
Launch Alignment Score	~70%	≥ 90%	Smoother customer rollouts and less confusion
Feedback Integration Frequency	Monthly	Weekly	Agile response to customer voice

7. Conclusion

Quisine Analytics is at a pivotal moment expanding to new regions while managing complex service operations. The brand's ability to deliver seamless, consistent customer experience hinges on internal alignment across departments. This plan proposes not just procedural changes, but a cultural shift: moving from reactive silos to proactive collaboration.

By implementing shared systems like the Customer Journey Alignment Board, real-time CX dashboards, and experience calendars, and embedding clear accountability for recovery and feedback, Quisine can significantly improve its Customer Experience Continuity Index from 75% to ≥ 90%. More importantly, it can build a service delivery model that scales with trust, efficiency, and agility.