

WALKER Listening Architecture

- ✓ Overall listening system architecture, aligned by journeys and customer personas
- ✓ Recommended cadence, methodologies, metrics, KPIs for listening posts
- ✓ Prioritization of listening posts and roadmap to full deployment
- ✓ ROI and impact statement for each potential listening post

Typical Investment: \$40,000*

*Price assumes Walker paper (add 25% mark-up if on Qualtrics paper)

