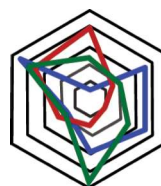


YOUR CX TECH STACK IS CRITICAL TO DELIVERING CX ROI & RESULTS

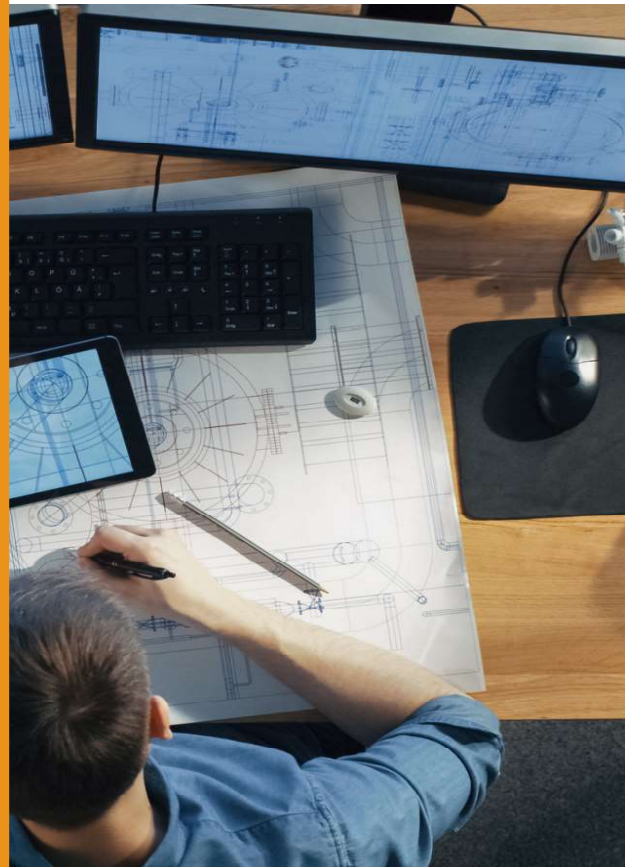


Customer Results
Results Matter



Delivering Customer Experience Driven Business Results At Scale (CX ROI) Demands An Integrated Customer Focused Technology Architecture, The CX Tech Stack

THE 3 ESSENTIAL LAYERS OF YOUR CX TECH STACK



YOUR CX TECH STACK COMPRISES THE TECHNOLOGIES THAT ENABLE & SUPPORT YOUR CUSTOMER EXPERIENCE INTERACTIONS

CX DESIGN & VISUALIZATION

DESIGNING THE EXPERIENCE

The most immature of the three layers are the tools for **Designing 'Digital First But Not Digital Only Multichannel Experiences'** including creating Journey Maps, Persona, Audience, Segmentation, Personalization Models and Experience Designs. Including showing how these Designs map to the actual Operating Model elements that activate and deliver experiences (People, Process, Orgs, Products & Services, Partners & Technologies).

CX EXECUTION

DELIVERING EXPERIENCES FOR BUSINESS SUCCESS

CX is all about **Delivering or Executing Experiences**. CX Execution is the most mature and robust CX Tech portfolio. Encompassing digital experience, email, mail, print, mobile, contact center, social, chat, IM, branch, store, kiosks and ATM's, robotics, intelligent experiences, machine learning, VR/AR, IOT sensing environmental, API enabled experience ecosystems, middleware and on.

CX MEASUREMENT & IMPROVEMENT

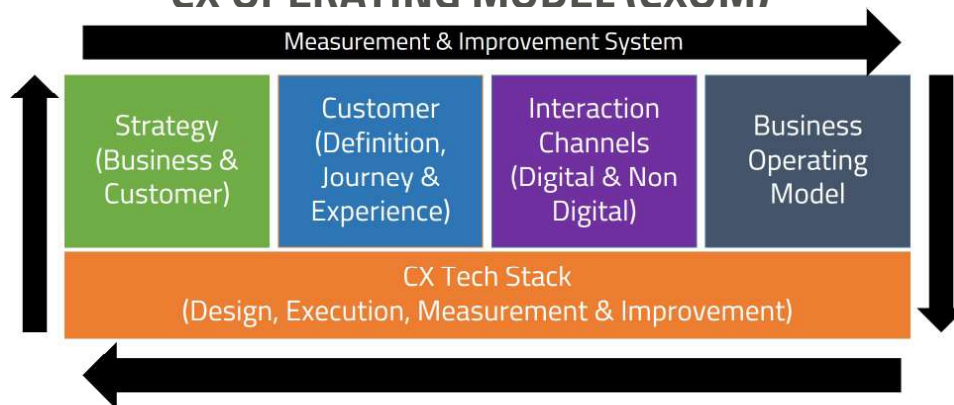
MEASUREMENT FOR IMPROVEMENT

In today's Agile business world the need to quickly get experiences to market but adjust to meet constantly changing, personalized, segmented customer expectations make it critical that experience and operational measurement tools exist, integrated with your Operating Model to continuously feed and drive improvement in experiences. Measuring Voice of Customer (VoC), Voice of Partner (VoP), Voice of Employee (VoE) to Voice of Analytics (VoA) and Digital Insights to 'measure everywhere act anywhere'.

A TECH ENABLED CX OPERATING MODEL IS ESSENTIAL TO DELIVER BUSINESS RESULTS



TO DELIVER TANGIBLE CX BUSINESS RESULTS YOU NEED TO ACTIVATE A CX OPERATING MODEL (CXOM)



CX is the discipline, capabilities, techniques and tools to deliver what are increasingly personalized '**Digital First But Not Digital Only Multichannel Experiences**'.

You don't do CX for its' own sake, CX must deliver business results.

'Doing CX' is increasingly moving from 'CX As Art' to 'CX As Science' (Predictable, Measurable, Repeatable & Investable).

Start with your **Business Strategy** and goals and how that translates into **Customer Strategy** & goals.

Then you must deeply **Understand your Customer** including their 'Outside In' perceptions of their **Experiences** and **Journeys**.

Journeys & Experiences which actually 'land' on your business via your **Interaction Channels**.

Interaction Channels that allow you to deliver your unique Products, Services, People, Processes, Organizations, Systems, Partners, Technology and Data. This is your **Business Operating Model**.

Continuous improvement is driven through Listening and Enterprise Feedback Management (EFM) **Measurement and Improvement Systems** supporting real-time responses and systemic improvement

Delivering winning experiences and meeting your business goals increasingly relies on your Customer facing technology, your **CX Tech Stack**

THERE IS A CLEAR NEED TO APPLY CX TECHNOLOGY FOR BUSINESS RESULTS BUT CONFUSION REIGNS



ACROSS ALL INDUSTRIES WE HEAR THE SAME CX TECH CHALLENGES

“It’s so confusing! there are too many technology options. How do I assess them and select the right ones for me?”

We know the feeling. In Nov 2018 Gartner identified ‘1000 technology companies with a CX / VoC message’ and that number continues to grow. The CX Tech Stack is a model and tool designed to help you think through what you need, identify and evaluate specific options and strategies and how they align with other enterprise architecture commitments you have like Salesforce, Oracle, SAP, Adobe, Cloud etc.

“What’s really new and different after all we have been delivering customer experiences for years?”

“Beware new names for the same old stuff”. But there are new tools arriving & improvements in older tools you need to evaluate. ‘Measurement and Improvement’ is the fastest growing area and ‘Experience Execution’ technologies continue to be revolutionized with Analytics, Mobile, Cloud, Intelligent Digital Experiences, Artificial Intelligence, Machine Learning, VR/AR, IOT environmental and API enabled Apps. We know them and can help you understand what is really on offer.

“How does the CX Tech Stack help make CX Pay?”

One of the criticisms of the CX discipline historically is it has not directly assured business results, i.e. ‘how does CX pay?’. As CX moves from ‘CX as Art’ to ‘CX as Science’ one key CX Science attribute is enhanced, integrated technology applications to Design, Deliver and Measure your ‘Digital First But Not Digital Only Multichannel Experiences’ delivering business value.

“Everyone seems to have something to sell, where do I go to get help”

That’s what we do. We help you, our customer, navigate this increasingly complex world. While we sure have friends in the CX technology world we are transparent about those relationships and our primary focus and commitment is to you, our client. We have helped people just like you elevate their own business results through CX Technology. Helping you the way you want and need. Isn’t that what “Great CX” is?

CX TECH STACK = CX TECHNOLOGY FROM DESIGN THRU EXECUTION & MEASUREMENT

A QUICK REFERENCE OF MANY OF THE CAPABILITIES SUPPORTED AND SOLUTION PROVIDER EXAMPLES

'1000 TECH VENDORS WITH A CX MESSAGE'

CX Design & Visualization

Support the design of the 'digital first but not digital only, multichannel experience' including activating operating model elements and key cx metrics and measures

Elements

Persona, Segment, Audience. Database Journey Maps (including Interactions) Operating Model Design (inc Interaction Channels, People, Process, Product, Service, Partners, Apps, Data, Technology) Multichannel Experience Design

Example Solution Providers

CX Suite Touchpoint Mapping Uxpressa

CX Execution

Execution or Delivery of the journey and experience within and across channels

Elements

Digital Experience Web & Mobile Chat, Contact Center, eMail, IM, SMS Social Media, Kiosk/ATM, Field, Store / Branch / Office, Outdoor Intelligent Agents, Chatbots, Robots, RPA IOT, VR/AR, Print, Mail, Multichannel Management

Example Solutions

[24/7]AI	Artificial Solutions	Google	IPSoft	NCR	Samsung
Acquia	Cisco	Huawei	LinkedIn	Nice Systems	Sitecore
Adobe	Diebold	IBM	Magento	Oracle	Sprinklr
Alphabet	Facebook / WeChat	Infor	Microsoft	Rulai	Twitter
Apple	Genesys	Instagram	Mulesoft	Salesforce	Verint

CX Measurement & Improvement

Measure the experience driving both immediate response and systemic improvements, action and track action.

Elements

Listen, Analyze, Visualize, Act, Action Mgmt
Voice of Customer (VoC)
Voice of Partner (VoP)
Voice of Employee (VoE)
Voice of Business (VoB)
Voice of Analytics (VoA - Digital & Non)

Example Solutions

Adobe Analytics	Encompass-CX	Medallia
Clarabridge	Foresee/Verint	Pointillist
Clickagy	InMoment	Qualtrics / SAP
Confirmit	inQuba	Satmetrix / Nice
Eloquant	MaritzCX	Stratifyd

CONTACT US AT CXTECH@CUSTOMERRESULTS.COM FOR MORE INFORMATION AND OUR PLAYBOOKS FOR IDENTIFYING CX TECH STACK GAPS AND SELECTNG CX TECH

5 USES FOR YOUR CX TECH STACK TO HELP DELIVER CX AND BUSINESS RESULTS



APPLYING THE CX TECH STACK IS A CRITICAL WEAPON IN YOUR CX ARSENAL

'LANDING' & ACTIVATING JOURNEYS AND EXPERIENCES

Designing experiences that have real business impact requires you to understand how your Journey & Experience interactions relate to your CX Operating Model. Especially the technologies that deliver direct customer experiences or support human enabled experiences.

SUPPORTING NEW CX TECHNOLOGY PLATFORM ACQUISITION & PLATFORM UPGRADES & REPLACEMENT

Understanding the elements of your current CX Tech Stack, how they relate to your Customers' current and future requirements and how new solutions being considered will meet those needs and align with your current technologies ensures discipline and rigor to replacing old technologies and adopting new tech innovations.

ACCELERATING & IMPROVING CX INITIATIVES & ENABLING AGILE BUSINESS

A clear and agreed upon representation of your CX Tech Stack aids cross organizational decision making, supports workable and actionable experience design, enhances decision quality, supports compatibility of architectural components, avoids costly mistakes and enables high quality Agile business.

IDENTIFYING ENTERPRISE ARCHITECTURE CAPABILITIES & GAPS

The CX Tech Stack is a subset of your Enterprise Architecture. Including those elements to Design, Deliver and Measure your experiences. Adopting a standard approach for CX Technologies, tightly aligned with your Enterprise Architecture, will help expose architectural gaps and capability and compatibility challenges.

IMPROVING YOUR CX OPERATING MODEL & MEASUREMENT FOR IMPROVEMENT

You can't deliver great experiences without a clear understanding of your CX Operating Model and you cannot improve what you don't measure. Both Measurement and Improvement rely today on evolving CX Tech, specifically Listening, Analytics & Action Tech, one of the largest areas for CX Tech Stack innovation today.



**THE RIGHT CX
TECHNOLOGY
COMPONENTS IN
YOUR CX TECH
STACK WILL HELP
DELIVER EXPERIENCE
EXCELLENCE AND
BUSINESS RESULTS**

“IT STARTS WITH OUR NAME “CUSTOMER RESULTS”.

**YOU CAN BE ASSURED YOU CAN TRUST US
TO HELP YOU DELIVER THE BEST CX DRIVEN
BUSINESS RESULTS & THE BEST DIGITAL FIRST
BUT NOT DIGITAL ONLY MULTICHANNEL
CUSTOMER EXPERIENCES & CX CAPABILITIES”**

GRAHAM CLARK

**FOUNDER, CHIEF CUSTOMER EXPERIENCE OFFICER & DIGITAL
TRANSFORMATION LEADER**

experience activated by your



CONTACT US

tel. (+1) 646.452.4509
email. success@customerresults.com

CONTACT OUR LEADER & FOUNDER PERSONALLY

mob. (+1) 404.660.1609
email. graham@customerresults.com
twitter @gclark2712
skype grahamvclark