

# Customer Experience Retained Advisory

## Overview

Guiding Executives who seek **Tangible Business Growth** by improving Customer Experience

## Approach

An ongoing relationship with an **Experienced, Seasoned Advisor** who's "been there, done that"

### PAIN POINTS & CHALLENGES

01



#### CX Influence

Difficulty gaining internal buy-in for CX programs  
Responsible for and challenged on proving ROI  
Aggressive deadlines to produce results from CX programs  
Lack of maturity in overall CX and VOC programs

02



#### CX Career

Newly responsible for CX after promotion / org changes / reductions  
Political environment makes asking questions risky  
Team has mixed levels of CX Experience / Skills

03



#### CX Results

Declining customer metrics  
Repeated, stubborn customer pain points  
Unclear reasons for declining revenue

### ADVISORY ANSWERS

#### Tie CX to Tangible Results

Leveraging prior examples & experiences  
Providing a roadmap for you to develop a clear path to ROI and reduce your initiative risk



01

#### Outside Guidance

External safe place for all questions...even the risky & the awkward  
Outside voice with decades of experience asking you the right questions and offering answers



02

#### Metrics Guidance

Clear understanding of customer metric shortfalls and a roadmap to improve customer experience  
Access to "Best of" ideas from prior experience



03



# Advisory Options

		Coaching	Retained Advisory	CXOaaS
<b>Coaching</b>	On Demand Customer Experience Coaching for Executives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Customer Experience Baseline</b>	Review existing Customer Insight & Action Strategy	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Review existing Customer Journeys	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Review existing CX ROI approach (Tangible Business Results)	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Review existing Customer Technology	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Provide advice on AI opportunities for Customer & Employee Experience	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Advise on Improved VOC & Customer Approach LISTEN: Customer Listening Post & Analytics   ACT: Closed Loop Feedback Processes   ENGAGE: Inspire & Coach Employees	-	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	<b>AI for Experience</b>	Provide advice on AI opportunities for Customer & Employee Experience	-	<input checked="" type="checkbox"/>
<b>Customer Experience Strategy</b>	Link CX & Tangible Business Results	-	-	<input checked="" type="checkbox"/>
	Align customer experience strategies to business objectives	-	-	<input checked="" type="checkbox"/>
	Equip team to create customer journey maps	-	-	<input checked="" type="checkbox"/>
<b>Customer Data &amp; Analytics</b>	Equip team to create customer insight / feedback mechanisms	-	-	<input checked="" type="checkbox"/>
	Equip team to develop customer experience dashboards	-	-	<input checked="" type="checkbox"/>
	Identify opportunities to improve customer experience	-	-	<input checked="" type="checkbox"/>
	Recommend customer technology improvements	-	-	<input checked="" type="checkbox"/>
<b>Customer Culture</b>	Collaborate with other executives to ensure a seamless customer experience	-	-	<input checked="" type="checkbox"/>
	Establish customer-driven employee engagement & employee experience	-	-	<input checked="" type="checkbox"/>
	Collaborate with product teams to ensure products meet customer needs	-	-	<input checked="" type="checkbox"/>
	Call listening & 1:1 coaching (agent, team lead)	-	-	<input checked="" type="checkbox"/>
<b>Talent*</b>	Candidate identification & interviews	*	*	*
<b>Monthly Investment</b>		<b>\$5000</b>	<b>\$11,000</b>	<b>\$20,000</b>
Minimum Contract Duration (months)		(6) 1 Hour Sessions	6	6

\*EX4CX recruiting fee is 20% of Year 1 Salary + On Target Bonus for any hired employees identified and/or interviewed by the EX4CX team