AXIM™

CX Operational Governance

Maximize your customer experience delivery.

75%
of businesses say improving the customer experience is a top priority.

40%
cite complexity as the greatest barrier to doing it*.

Billions are spent on improving customer experience each year. Yet churn has never been higher or price more important. How do businesses deliver more effective customer experience, chose the right strategies, technologies and tools, and increase their RoI? Axim has created CX Operational Governance. It helps focus customer experience delivery to the greatest effect, by identifying the biggest CX challenges, the most critical capability gaps and important CX management priorities. Then it outlines the strategies and solutions to deliver them, so businesses can proliferate the right technologies and tools, most effectively.

Axim brings stronger governance to your CX delivery.

We employ Evaluata™, a web enabled CX assessment tool. It is driven by:

1. The voice of your employees – Evaluata™ is a web based tool that assesses your CX capabilities and focuses your CX strategies.

2. A wealth of CX intelligence – Evaluata™ draws on the strategies of the CX leaders to identify where CX investment has worked most effectively.

3. Algorithms and AI – They assess your key CX challenges and outline the strategies to meet them; identify fixes to your critical CX capability shortfalls; and highlight solutions to your biggest CX management priorities.

What could it mean for your business?

- Identify the critical improvements to your CX capability.

- See new solutions to your big customer experience challenges.

- Bring market leading CX thinking to your CX strategy.

- Deliver better experiences to your customers.

- Bring greater focus to customer experience transformation.

* Forrester/NA

Evaluata™ in the real world

Context

A global pet food manufacturer needed to accelerate its customer experience transformation program, but recognized that more rapid evolution would come by focusing its strategy.

Solution

Evaluata™ identified the big barriers to effective transformation. There was no polestar: they lacked executive support and a clear vision for the future state. Customer focus was centered on problem resolution not insight or understanding. Data was siloed and not co-ordinated across the business. And technology was business- not customer-focused.

Impact

Evaluata™ also identified what it saw as the critical strategic CX priorities and the headline approaches to realizing them.

Build a customer experience core –

High level executive support: to unite the business behind CX and break down silos.

A CX vision: to galvanize the business around a clear future state.

Cultural depth: to create a customer service and customer metrics culture.

Operationalize around the customer –

It proposed rethinking the operating model using customer journeys not business process, becoming insight-rich through the voice of the customer, and valuing proactivity over reactivity.

Be data smart not data obsessed –

It outlined a data strategy driven by less, higher quality data, focused to a single customer view, and made available to any customer-facing person or machine at any time. And it recommended fast data over big data.

Consumerize technology –

It advocated customer experience technologies be the core focus of the technology strategy, and the integration of technologies around a key customer demand and a major driver of revenue growth for CX leaders: seamless omni-channel.

Learn how CX Operational Governance and an Evaluata™ capability assessment could benefit your business, contact Mark Quesenberry at markq@aximglobal.com

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Voice of the employee

– Rate CX priorities
– Assess CX capabilities across technology, data, operations and marketing

Algorithms harness a CX intelligence bank

– They draw on the strategies of CX leaders and the DNA of great customer experience
– They recognize the maturity lifecycle and the most effective CX maturity strategies

Personalized report

– Key CX challenges and how to approach them
– CX capability shortfalls and potential fixes
– CX maturity gaps and where to mature fastest
– CX management priorities

Regular audit

– Frequently monitor CX management to constantly refresh CX strategy

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Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit **www.aximglobal.com**

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