

CX Expert

The following is a brief preview of the **CX Intensive Expert Workshop**, in the complete workshop you will:

- Learn what CX can do for you
- Assess where you and your organization currently stand
- Learn what your CX potential is and what you need in order to shine

NICE
CX Intensive

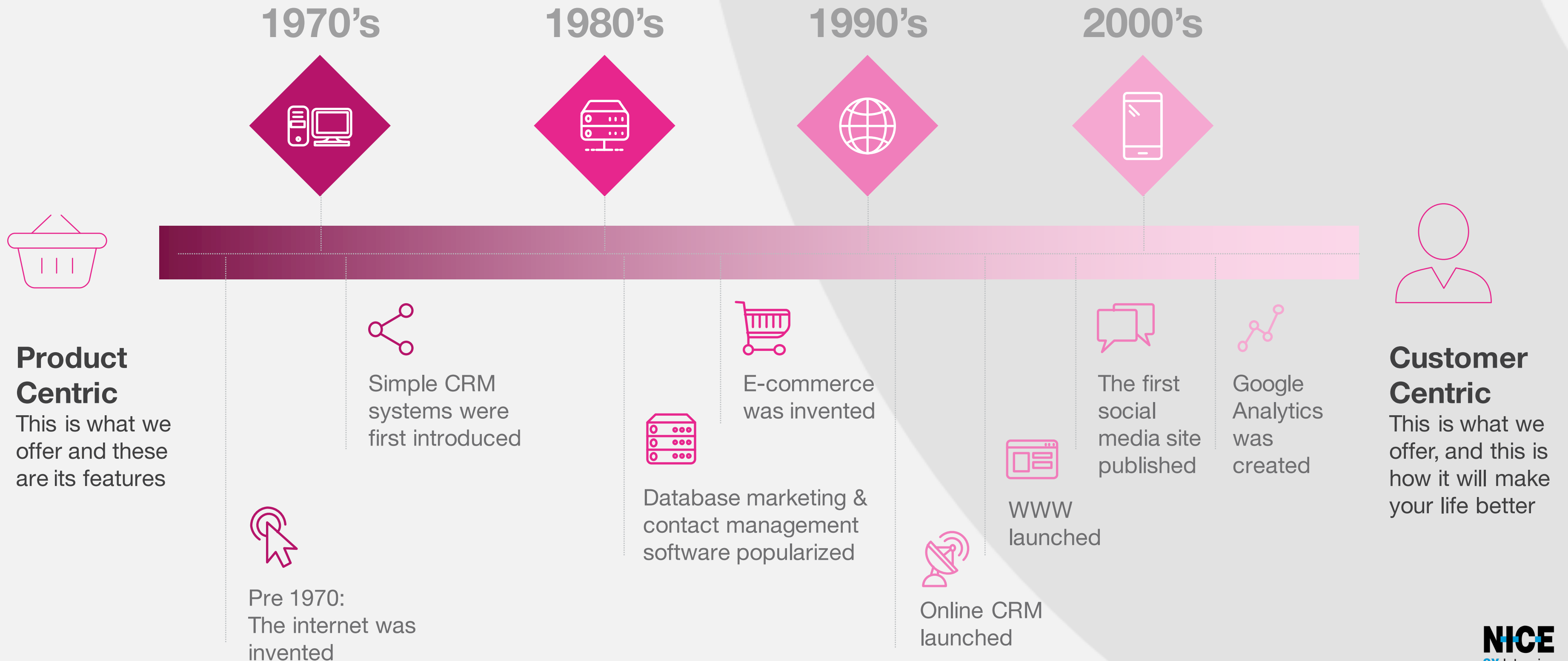
OUR KNOWLEDGE AND TOOLS - YOUR SUCCESS



**People don't
buy products;
they buy better
versions of
themselves**

The evolution of technology is enabling buyers to make more educated purchases while not compromising on their needs or values

Technology enables enterprises to better focus on customer needs



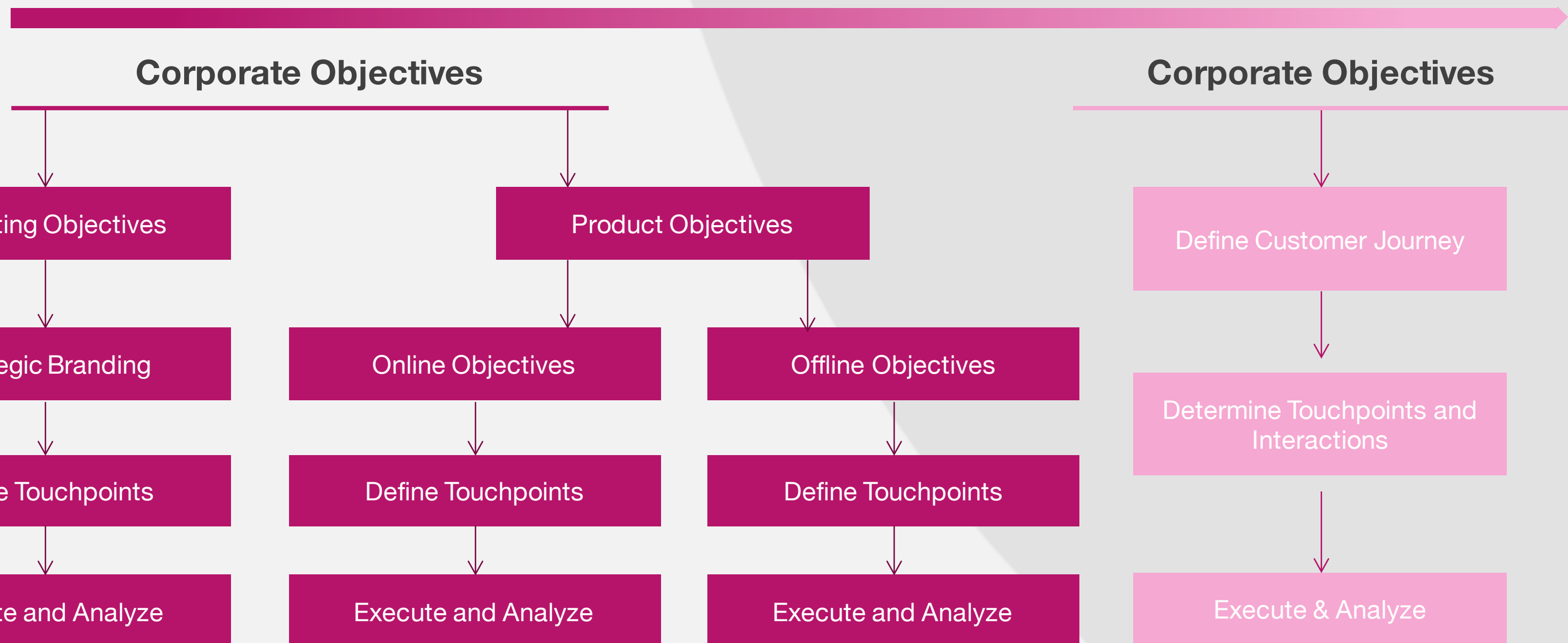
Most successes made from customer journeys require an evolution towards customer centricity



Product Centric
(silo based organization)



Customer Centric
(integrated organization)



Everyone perceives and executes CX differently



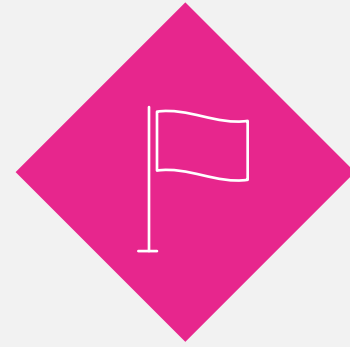
Philosophical

Are you talking about implementing a CX strategy but have not put it into action yet?



Silos

Are some of your business units individually practicing a CX strategy?



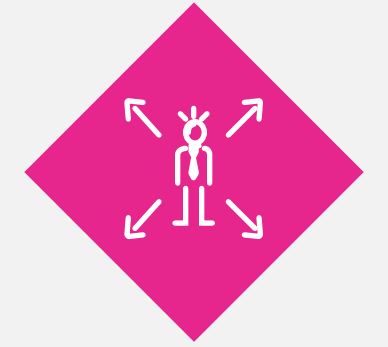
Eventual

Is there a process required in order to deal with customer experience related matters?



Minimal Stakeholders

Are there a limited number of internal stakeholders that are currently a part of your CX program?



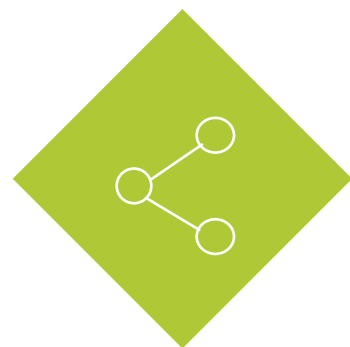
Hawthorne Effect

Is the awareness of a CX program influencing employees to implement the program?



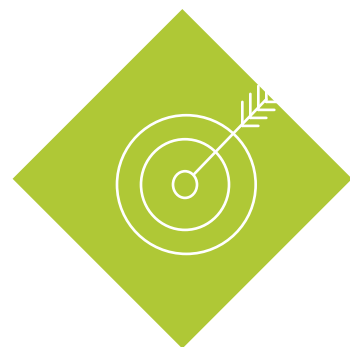
In-Action

Have you started strategizing and implementing your customer experience strategy?



Holistic

Is your customer experience journey holistic and consistent across all departments and touchpoints?



Immediate

Is your customer experience strategy always on, operational and ready for action?



Multiple Stakeholders

Are many different departments and stakeholders already onboard with your CX program?



Scores and Rewards

Are employees tracked, scored and rewarded based on CX performance?

Each individual has their own unique CX persona based on their position, experience and goals.



**SO,
WHERE DO
YOU
STAND?**

**What is your CX
persona?**

**What are your CX
Perceptions?**

**How do these align
with your business
goals?**

**JOIN THE CX INTENSIVE
EXPERT WORKSHOP,
EXPERIENCE OUR
KNOWLEDGE, UTILIZE OUR
TOOLS AND YOU CAN TURN
INTO THE CX LEADER YOU
ASPIRE TO BE**