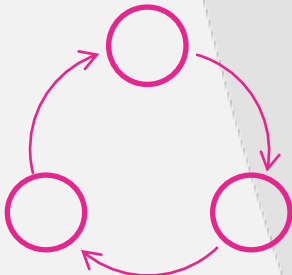


LAUNCH WORKSHOP

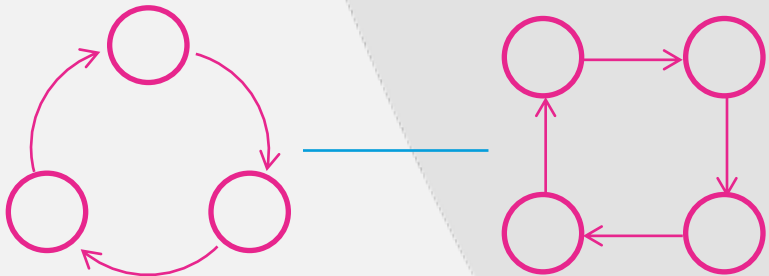
The following is a brief introduction into the CX Intensive Launch Workshop. In the complete workshop you were learn how to take your CX strategy from thought to strategy to implementation in order to experience a successful launch.

3 levels of analysis when designing a CX program

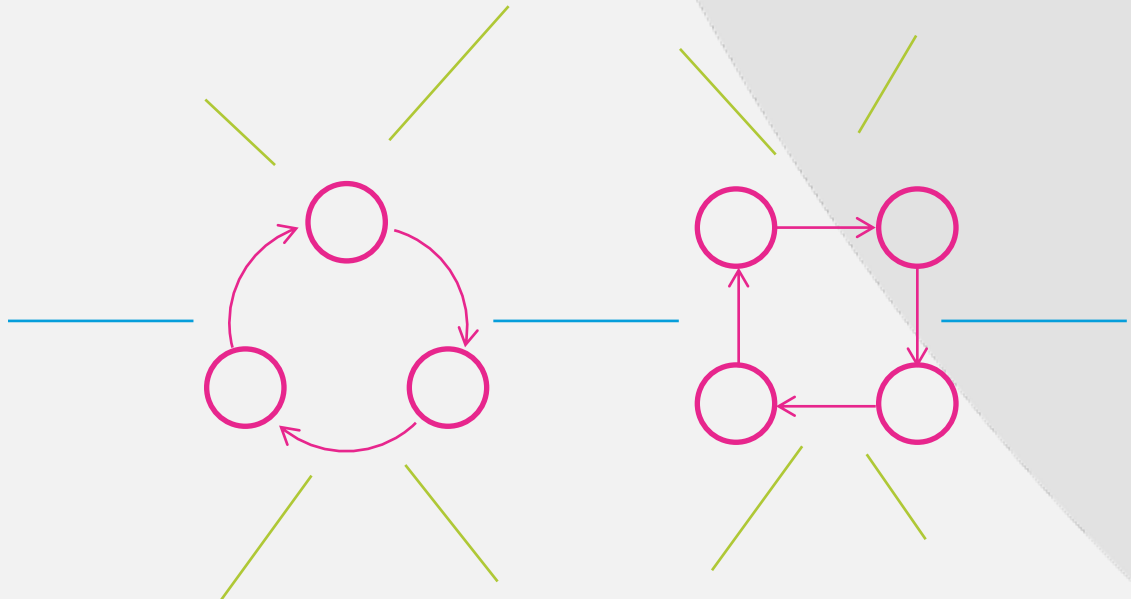
Overall lifecycle



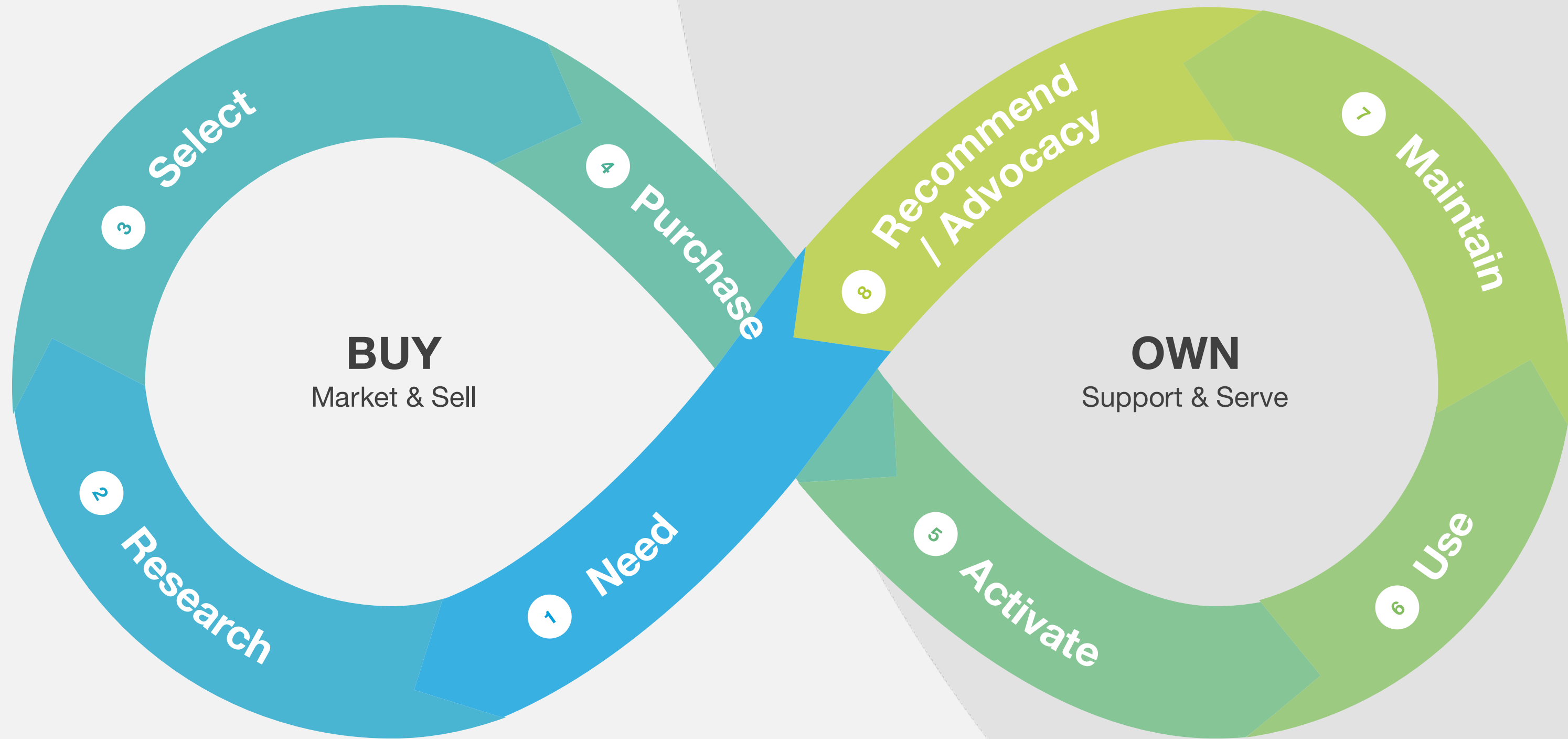
The journeys that bring the lifecycle together



The related touchpoints that build that journey



The Customer Lifecycle



The lifecycle is potentially never-ending, if advocacy and loyalty can be maintained.

How Does a Specific Journey Impact Your Overall Objectives?

Questions to ask yourself in regards to each journey:

1. What is the goal or potential outcome of the journey?
2. Where do I feel or know I am not meeting my full business potential?
3. How did my customer arrive to the journey within the lifecycle?
4. What actions and touchpoints might be included in the journey?

PART II: HANDS ON LAUNCH PLAN AND EXECUTION

Program Strategy

**Program Plan &
Outline**

**Project
Implementation**

**Service and Recovery
Processes**

**Internal
Communications**

**Rewards and
Recognition**

**Coaching and Target
Setting**



**Program
Strategy**



Launch



**Coaching and Target
Setting**



**Program Plan &
Outline**

CX Program Rollout – Key Deliverables



**Rewards and
Recognition**



**Project
implementation**



**Service and
Recovery Procedure**



**Internal
Communications**

Program Strategy

- What are the goals and objectives of your program?
- Your KPIs - How will you measure success?
- What type of CX program do you plan to implement?
- Who are the stakeholders and team members?
- What are the phases of your program?
- What customer journeys, touch points and channels will you address?
- How will you market your CX program?
- What technical solutions does your program require?

A hand holding a blue pen is positioned over a document with technical drawings. The entire image is overlaid with a semi-transparent blue filter. A white diagonal shape is present on the right side of the image.

**Are you ready
for launch?**

Too many integrations? Prioritize based on your needs and potential impact



	MARKETING ANALYTICS	ONLINE & MOBILE ACTIVITY ANALYTICS	SPEECH & VOICE ANALYTICS	CRM	FINANCE
Revenue					
Increase Customer Value (ARPU)	X	X	X	X	X
Boost New Customer Acquisition	X	X		X	
Increase Average Order Value	X	X		X	X
Increase Overall Sales	X	X		X	X
Business Unit Performance:					
Increase Cross And Upsells	X			X	X
Increase Business Unit Sales		X			X
Overall Satisfaction:					
NPS		X	X	X	
CSAT		X	X	X	
Loyalty:					
Increase Customer Satisfaction	X		X	X	
Increase Customer Lifetime Value	X		X	X	X
Increase Customer Retention	X		X	X	
Advocacy:					
Increase Recommendations	X	X		X	
Increase Positive Reviews		X		X	
Operational Efficiency:					
Customer Service Costs				X	X
Improve Product Offering	X	X			X
Improve Inventory Management		X			X
Improve Operations Efficiency		X		X	X
Improve IT Performance		X			

**JOIN THE CX INTENSIVE
LAUNCH WORKSHOP AND GAIN
THE KNOWLEDGE AND TOOLS
TO HELP YOU ASSESS YOUR
NEEDS, SIMPLIFY YOUR
LAUNCH PLAN AND
STREAMLINE YOUR EXECUTION**