



CX Transformation Governance

Transform your customer experience more effectively.



50%
of businesses are accelerating their CX transformation.

80%
of digital transformations will miss the mark*.

Too many customer experience transformation programs fail: they don't deliver a competitive advantage or increase sales or build customer loyalty and value. Axim has created CX Transformation Governance. It helps businesses really transform not just introduce new digital thinking. It focuses on effective CX capabilities not just new technologies. And it puts executive leadership above CX management initiatives

Axim brings strong governance to your CX transformation.

We identify the depth of the transformation need by baselining your CX ecosystem and capabilities, by mapping your customer journeys, and listening to the voice of your customers. Then we employ Barometa™, a CX consultancy tool, to build a governance framework built around the 3 key elements of effective CX transformation:

1. A tight governance core –

We strengthen the core building blocks: leadership, vision, culture, structure and metrics.

2. An effective ecosystem –

We consolidate the critical capabilities that better operationalize the CX ecosystem.

3. Constant measurement and management – We identify the key metrics and use them to deliver on-going governance.

What could it mean for your business?

- Better, faster CX transformation.
- A more effective customer experience capability.
- Increasingly valuable customer experiences.
- Greater competitive advantage, sales and retention.
- Improved CX investment return.

Barometa™ in the real world

Context

A global IT company was introducing a new contact center platform. The success criteria went beyond cost-reduction and productivity. This new platform was to be central to their CX transformation. It had to accelerate their CX strategy; morph an IT-centric business into a customer-centric one; align a more personalized experience with greater employee efficiency; and be relevant to the millennial generation.

Solution

This was clearly CX transformation not a contact center transformation, so we utilized Barometa™.

Job 1 was to understand the depth of the transformation need by auditing the CX capabilities and ecosystem. This was supplemented by mapping the principal customer journeys, and talking to their customers. Then a CX transformation governance framework was built around the contact center migration.

Impact

The CX transformation framework created the conditions for a better and faster CX transformation. It focused a data consolidation strategy to enable a more contextualized customer experience. It also brought new potential to employee efficiency. And most critically it increased the chances of retaining the all-important millennial customers.

Learn more about CX Transformation Governance and what Barometa™ can bring to your customer experience, contact Mark Quesenberry at markq@aximglobal.com or visit aximglobal.com

The CX governance core

The critical building blocks that will galvanize effective CX transformation.

- Define a unifying CX vision
- Focus leaders on CX priorities
- Build a CX culture pan-enterprise
- Solidify short, mid and long-term targets
- Democratize success metrics

CX capability governance

The focal CX capabilities that will drive better and faster CX transformation.

- Create a data-led, single customer view
- Expand machine-driven CX technologies
- Grow hi-utility, personal, contextual service
- Strengthen self-service and proactive delivery
- Refocus content and knowledge management

The ongoing governance process

The defining metrics that CX transformation will be held accountable to, and will be measured and managed by.

- Quality operations
- Customer satisfaction
- Employee engagement
- Loyalty, churn and retention

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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