AXIM™

CX Analysis.

Contact Center Experience Assessment™

Contact Center Experience Assessment™ (CCXA™) is a CX analysis tool. It measures the operating effectiveness of a contact center's CX delivery.

Why? The biggest reason for poor CX is operational inefficiency yet it is rarely measured, and, it massively impacts customer experience.

A CCXA™ measures the efficiency of your CX operations: the people, structures, processes and tech that drive your CX delivery. It identifies inefficiencies and recommends operational improvement areas that will uplift customer satisfaction, reduce effort and improve service delivery.

Deliver better customer experience more efficiently

A CCXA™ helps contact centers more effectively operationalize CX.

Today businesses receive $3 return for every $1 they spend on CX. They look to the customer for the dollar returns, but often overlook how operating efficiency can increase or compress RoI.

A CCXA™ identifies how a contact center's CX environment can maximize the customer experience. We baseline CX metrics and understand customer journeys. We undertake a Voice of the Environment study: an audit of the contact center environment from customer-centricity to transformational technology. Then proprietary algorithms apply our CX effectiveness benchmarks to define the operating efficiency of the CX environment, the major deficiencies that impact CX, and the target areas to more effectively operationalize. We can even overlay a cost benefit analysis to quantify the business return of these target strategies.

Five ways a CCXA™ could help your business

1. Baseline the efficiency of your contact center CX environment – Identify what is performing and underperforming, and how it can better impact CX.

2. Improve customer interactions and cut costs – See where sales and retention can be improved by better operational CX delivery.

3. Increase the return on CX investment – Optimize your operational efficiency to maximize the impact of new CX tools and technologies.

4. Uplift your key CX metrics – Deliver a more efficient operational base that grows satisfaction and advocacy, improves service quality and reduces customer effort.

5. Enhance employee engagement – Understand the big challenges and problems they have to deliver customer experience.

CCXA™ in the real world

Context

A leading healthcare firm had acquired a competitor and needed to baseline the CX delivery of their contact center prior to merging them into the organization.

Methodology

The CCXA™ engagement baselined the CX delivery in the contact center. Benchmark data was applied to assess this delivery against the industry. Analysis was focused on the maturity of the CX capability to identify critical weaknesses. Then a competitive context of market trends was overlayed. The results were combined with a separate technical study of the contact center technology to provide recommendations and priorities.

Findings

The CCXA™ highlighted a series of focus areas to improve operational efficiency and bring the new contact center into alignment with the high CX delivery standards in the existing contact center environment. It identified:

- Gaps in CX delivery around the customer journey and the associated contact center technology;
- Technical gaps in system integration that created CX bottlenecks;
- Challenges in disparate customer data and content management.

The key recommendations focused on a balance between digitally enabled touchpoints and traditional channels that would leverage the knowledge and empathy of live agents at the right time for the customer.

Developing CX maturity

By understanding the CX baseline of the acquired business unit, its CX capability and weaknesses can be addressed and developed. As the business unit is brought into the main organization the adoption of new processes, systems, leadership and culture can be measured on the impact it has on the ability to deliver better CX and ultimately drive increased customer satisfaction, retention and more revenue.

CCXA™

1. **CX environment audit**
   - Understand organizational structures
   - Understand strategic goals
   - Review KPIs

2. **Voice of the Environment**
   - Key management
   - Operations staff
   - Front line agents

3. **Insights**
   - VoC
   - Journey maps
   - Touchpoints

4. **Onsite (CC)**
   - Observe use of tools and processes

5. **CCXA™ Report**

To deliver better CX, contact **info@aximglobal.com**

Axim specializes in Enterprise Communications Transformation, from cloud to legacy to CX. We have evaluated, designed, virtualized and rationalized 100's of Enterprise Communications and applications systems. Axim is one of the few companies to integrate cloud consolidation and digital application rationalization. And our experience spans all major CCaaS and CRMaaS providers, SI resellers and CC Manufacturers. Learn more visit **aximglobal.com**

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