

Organizational CX Assessment



Explore, analyze, and improve your ability to deliver great customer experiences.

ASSESSMENT

The arrival of the “age of the customer” has led organizations at an increasing rate to place a focus on improving the customer experience they deliver. However there is little in the way of roadmaps for developing a successful approach to launching a successful CX initiative. The most common approach is to assume that putting a Voice of Customer (VoC) program in place is the same thing as managing the customer experience. While a VoC program is a critical cornerstone of a CX program, VoC and CX are not the same thing. In every organization, there are dozens of distinct factors that impact the quality of every customer interaction. A thorough, detailed Organizational CX Assessment will make sure you can identify all of them, understand how they relate to each other, and shine a new light on areas of your business that need improvement or hold hidden CX potential.

This comprehensive organizational review will reveal the detailed insights and information you need to:

- **Identify and address company-wide barriers** to quality customer experiences—from broad cultural and executive support challenges to specific training and communication issues.
- **Uncover new opportunities for CX improvements** by finding hidden CX enablers and assets inside your organization.

- **Develop a comprehensive, integrated CX roadmap** that identifies and unifies all the pieces of your organization that contribute to CX results.
- **Create an actionable, phased plan** for improving and accelerating CX efforts across every part of your organization.
- **Reveal gaps and weaknesses in your existing VoC program** that may be limiting your ability to turn customer feedback into business results.

The MaritzCX Organizational CX Assessment provides a detailed review of your entire organization—including all of the elements that can impact your CX outcomes:



Leadership



VoC Program



Culture



Training



Customer Communication



Customer Support Systems



Hiring



Employee Communications



Service Standards



Resource Allocation

ORGANIZATIONAL CX ASSESSMENT DETAILS

The Organizational CX Assessment is an in-depth consulting engagement for organizations that are working to create a more comprehensive and advanced CX program. It includes resources, expertise, and documentation that work together to identify all of the areas in your organization that impact customer experiences—and provide detailed, actionable insights and recommendations to improve your CX roadmap.

ENGAGEMENT SCOPE

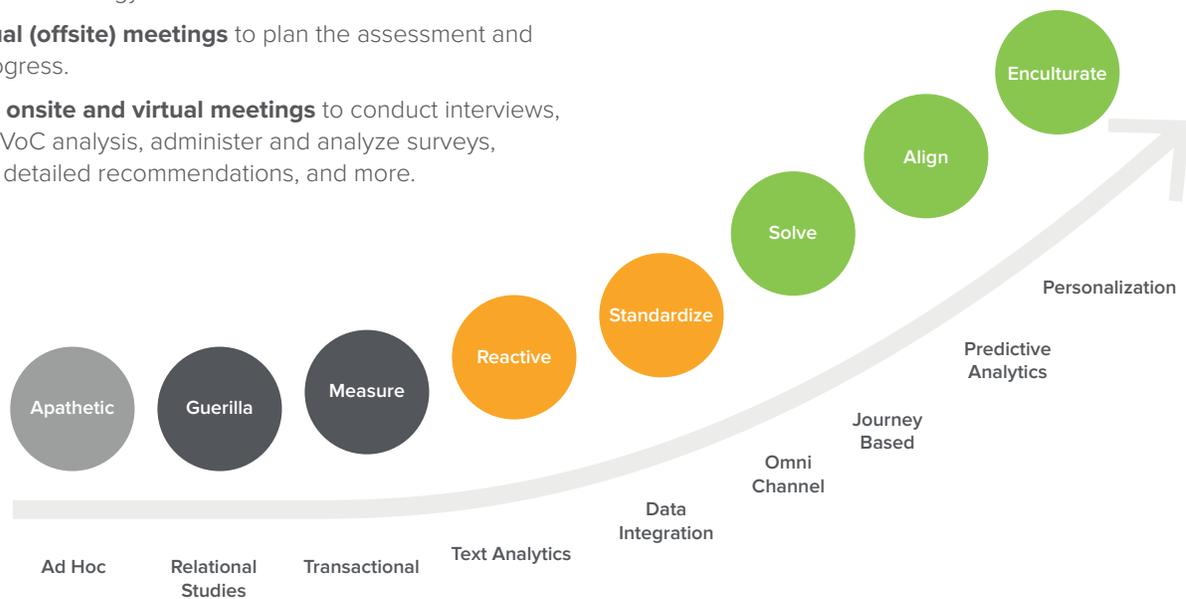
A typical Organizational CX Assessment engagement requires approximately two months and includes:

- **Two Senior CX Consultants** who work together to conduct a thorough CX review of your entire organization. This typically includes a lead consultant and a quantitative analysis expert.
- **One Software Engineer** to program and implement surveys and other technology tools.
- **2-3 virtual (offsite) meetings** to plan the assessment and track progress.
- **Multiple onsite and virtual meetings** to conduct interviews, perform VoC analysis, administer and analyze surveys, develop detailed recommendations, and more.

KEY DELIVERABLES

As part of the Organizational CX Assessment process, your MaritzCX team will create a detailed final report that includes:

- **Detailed insights and recommendations** based on best-in-class practices for every area in your organization that impacts customer experiences.
- **A list of organizational recommendations** that are organized into a series of logical, actionable phases and steps.
- **A detailed roadmap** for creating a more complete and cohesive CX program that drives the financial outcomes you're seeking.



Accelerate the Evolution of Your CX Program

A comprehensive Organizational CX Assessment will accelerate your journey toward a more advanced and effective CX program—where delivering world-class experiences to every customer becomes an integral part of your corporate culture.

Get the Organizational Insights You Need to Build a Better CX Program

To request an assessment or to contact MaritzCX, call **385.695.2800**

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. MaritzCX is the combination of the Allegiance award-winning CX platform and Maritz Research strategic consulting services. **For more information, visit www.maritzcx.com.**