



CX First Step Consultation



Create a smart, effective organizational foundation for your CX program.

FIRST STEP

Before you can build an effective, unified CX program, you have to make sure every part of your organization is properly structured and aligned for CX success. The MaritzCX First Step is a one-time engagement designed to help you take that crucial first step—before you start investing in specific CX assessments and initiatives.

Whether you're building a new CX program from scratch or overhauling your existing program, the First Step consultation will make sure you begin your efforts with a strong, optimized organizational foundation in place. That means a team of specialized MaritzCX experts will work directly with your senior management team to:

- **Harmonize and align your organization's CX goals**, so you can focus your CX efforts and resources where they will have the biggest impact on business outcomes.
- **Create an effective corporate governance structure** to facilitate a cohesive, unified CX program across your entire organization.
- **Resolve potential organizational barriers** that could hinder the success of your CX program.
- **Discover potential new CX opportunities** you can target and convert into business results with new CX initiatives.
- **Identify critical resource needs and gaps**, so you can make adjustments that accelerate the progress of your CX efforts.

- **Create an annual customer experience plan**, for your organization to follow.
- **Identify all areas of the organization** which play a key role in building a CX plan.



First Step Consultation

The First Step consultation will help you create an organizational foundation and governance structure that are optimized to support your CX program.

FIRST STEP CONSULTATION DETAILS

The First Step consultation is a basic, self-contained consulting engagement for organizations that are beginning the process of creating a new CX program or overhauling their existing program. It includes specific resources, expertise, and deliverables that work together to harmonize and align organizational CX goals, set up effective corporate governance structures, and identify specific CX resource needs and gaps.

ENGAGEMENT SCOPE

MaritzCX First Step consultation includes:

- **One Senior CX Consultant** who works directly with your senior management team to help create an effective, aligned organizational structure for your CX program.
- **One Project Manager** who coordinates meetings, timelines, document creation, and other project details.
- **One virtual (offsite) meeting** to launch the project and set initial goals and expectations.
- **Two to three onsite meetings** at your facility to gather information, meet with senior leadership, and make recommendations.
- **Time identifying appropriate hours** of work gathering and analyzing information, making recommendations, and preparing final documents and deliverables.

KEY DELIVERABLES

As part of the First Step consultation process, your MaritzCX team will create the following leave-behind deliverables:

- A document that identifies a set of **focused, aligned, and unified CX goals** for your organization.
- **A project charter and roadmap** for the development of your CX program.
- **A specific list of resources** you will need to design and implement a successful CX program.
- A framework for your **annual customer experience improvement** plan.

A CX Consulting Partner You Can Trust













MaritzCX provides industry-leading consulting services, best practice methodologies, and proven expertise for many of the world's largest, most successful companies. Find out how we can do the same for your organization.

Start Building the Organizational Foundation for Your CX Program Today

To request a consultation 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.**

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