



## Connecting Employee, Customer & Partner Experience

Motivate, engage and reward people...it's what we do best.

### COMBINED INDUSTRY EXPERTISE

Together, MaritzCX and Achievement Awards Group (AAGroup) combine decades of industry expertise in delivering holistic CX programs for customers. Data from customer interactions is fed into a robust CX platform, where it is not only used to generate actionable insights, but identify and reward those responsible for customer success. As the work of these customer advocates is acknowledged and valued, they deliver even better customer experiences. Thus begins a virtuous cycle, where employees and partners who deliver outstanding customer experiences are motivated to deliver even more.

### OPTIMISING EMPLOYEE, CUSTOMER & PARTNER ENGAGEMENT

With more than 35 years in the CX industry, AAGroup provides solutions that motivate, engage and reward people. People are our business and understanding them is our expertise. From rewarding employees and motivating loyal partners, to developing, recognising, rewarding and retaining loyal customers, AAGroup is all about engaging the people who make business work. We understand the central role employee and partner engagement play in customer success – and can show you how to successfully integrate these elements into a comprehensive CX program.

### MANAGING THE VOICE OF THE EMPLOYEE AND CUSTOMER EXPERIENCE

The MaritzCX software platform and CX-centric services give businesses strategic customer experience insight and guidance using a software engine that turns customer feedback into a competitive advantage. Optimising the customer experience means employees will understand what customers think, feel and say. And it means feedback programs and closed loop processes will be embedded into the operational DNA of the organisation. When this is done, employees will act faster to rescue faltering customers, and will be better able to predict when customers are likely to leave—and intervene while there's still time.

### TWO OF THE BEST JOIN FORCES

Together, MaritzCX and AAGroup provide end-to-end customer, employee and channel engagement programs with an unparalleled degree of integration—bringing decades of customer, employee and partner engagement experience to your bottom line.

**Customer-centric companies are 3X more successful at driving significant financial improvement and customer retention than companies that are not customer-centric.** CXEVOLUTION STUDY, 2015, MARITZCX

**PEOPLE ARE OUR BUSINESS...IT'S WHAT WE DO BEST**

Employees. Channel partners. Customers: They are all people. And understanding people—specifically, what motivates them, is what drives us. Our combined CX solutions deliver comprehensive ROI reporting and tracking and offer a holistic CX program resulting in customer and partner retention, increased employee productivity and revenue growth.

**VOC + VOE + VOP = CX \$**

Motivate, engage, and reward your employees and partners, and customer success will be the natural result.

**Employee Loyalty**  
Engage employees with custom programs that include motivational incentives, regular reporting and feedback mechanisms, informative communications—all leading to positive results and ROI.

**Customer Loyalty**  
Define your customer behaviour targets, analyse your brand and market, segment your base, and then take advantage of our comprehensive services to execute customer loyalty campaigns of any size or geographical distribution.

**Channel Loyalty**  
Segment channel partners based on value and potential, analyse your partner lifecycle and opportunities and then design and launch a tailored program that motivates partners with meaningful rewards, ranging from merchandise and travel to high-end privilege awards, adrenaline rush experiences and incentive gift cards.

**Maritz CX**

**Managing the Voice of the Employee and Customer Experience**

- CX software & survey platform
- Voice of Employee survey and dashboard
- Comprehensive market research and expert services
- Reporting, data mining and text analytics
- Case management and action planning
- 1.6M platform users
- Scalable, SaaS platform that's big data-ready
- 72 languages
- Industry expertise

**GREAT CUSTOMER EXPERIENCES START WITH PEOPLE**

Success is about weaving the voice of every stakeholder—customers, employees and partners—into the fabric of your business.

To demo a product or to contact MaritzCX call

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MaritzCX believes organisations 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 organisations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**

Achievement Awards Group knows that success depends on people. And understanding people – particularly, what motivates them – is at the heart of every human performance solution we design. Combining the latest findings in motivation theory and neuroscience, we design, develop and deliver CX solutions that are comprehensive, impactful and produce real returns for our clients. **For more information visit [www.awards.co.za](http://www.awards.co.za).**