

Discover. Design. Deploy.

Customer-driven innovation that creates a competitive edge

ENGAGING CUSTOMERS IN CO-DESIGNING THE CUSTOMER EXPERIENCE

There may be no greater source of competitive advantage than to be able to anticipate customer needs, or uncover an underserved market you could quickly address. Managed well, customers have no shortage of needs to discuss—and ideas to share to help guide you toward solutions before your competitors even imagine them.

MAPPING THE CUSTOMER JOURNEY CX WORKOUT

Journey mapping is one of the hottest concepts in the world of CX. But most Journey Mapping solutions are static, episodic exercises that are far-removed from customers, themselves. But what if you could involve customers in the Journey Mapping process directly? Better yet, what if you could engage them in telling their stories with real-time, media-rich, mobile tools? With CX Workout, you can. CX Workout allows customers and employees to provide feedback through videos and images, ratings, comments, and more. This generates actionable insights in about half the time of traditional methods. CX Workout then allows you to continue the conversation with customers through online discussions and polls so you can co-design solutions that exceed their expectations in the moments of truth that matter most.

MANAGING THE CUSTOMER EXPERIENCE MARITZCX

MaritzCX combines award-winning technology, data and research expertise, industry experience, and comprehensive expert services and program management. With over 40 years of experience bringing customer success to some of the largest brands in the world—supported by data collection centers around the globe—MaritzCX can deliver compelling CX outcomes. The MaritzCX platform is unmatched in the industry, delivering omni-channel data collection, reports and dashboards, text and social analytics, case management, action planning, data mining, predictive analytics, open APIs, and integration with other business-critical systems. In fact, the MaritzCX big data architecture allows customer input from virtually any source to be incorporated into the platform and analyzed for more holistic insights.



A recent Forrester Report found that only 2% of companies are set up to “identify, deliver on and measure moments” in the customers’ experience.

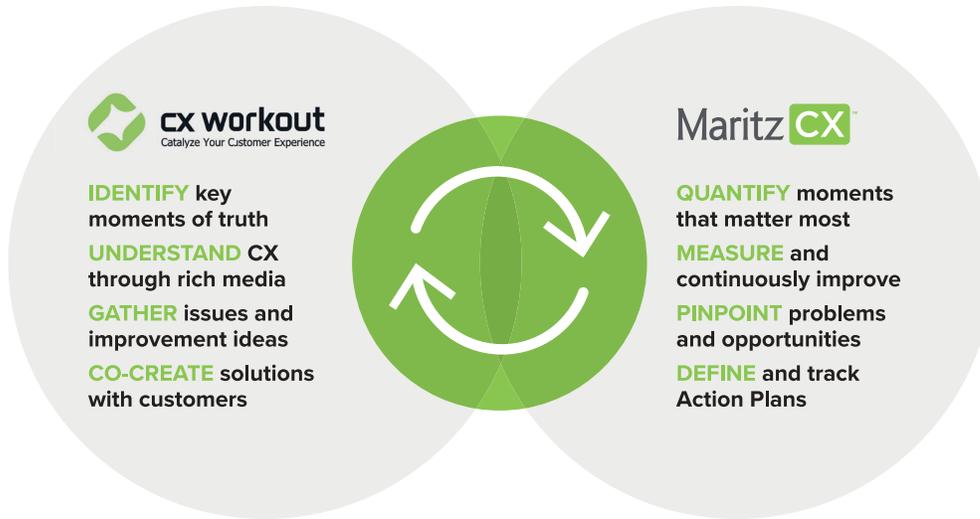
CUSTOMER EXPERIENCE MEETS CUSTOMER JOURNEY

Digital customer journey mapping and a comprehensive CX platform that can turn the resulting insights into action make for a powerful combination. With these tools at your fingertips, you can put the customer at the heart of your efforts and drive results like never before.

FILLING THE “GAP” IN THE INDUSTRY

 <ul style="list-style-type: none"> • Comprehensive market research and expert services • Data collection centers • CX benchmarks • Open, partner-friendly architecture and ecosystem • CXEvolution maturity framework • Journey mapping services expertise 	 <ul style="list-style-type: none"> • Customer experience journey mapping that involves customers directly • Capabilities to go beyond journey mapping to customer experience co-creation • Mobile-enabled collection of rich multimedia customer insight • Online customer community discussion forums and polls • Real-time customer feedback and reporting 	<p>CUSTOMER-DRIVEN INNOVATION IN HALF THE TIME AND AT HALF THE COST</p> <p>Imagine your customers as ethnographic researchers sharing video and image files, ratings, and comments that bring their experience to life. Then feed this valuable insight into a comprehensive CX platform where it can be analyzed and used to improve customer experiences and deliver benefits to the bottom line.</p>
--	---	--

CX Workout and MaritzCX Support the Entire Insight and Improvement Process for CX Pros



Learn more by visiting our web site at www.maritzcx.com and www.cxworkout.com

To demo a product or to contact MaritzCX, call

North America +1 385.695.2800 | maritzcx.com | Asia Pacific +61 (0) 2 8397 8131 | maritzcx.com | UK & Ireland +44 (0)1494 590 600 | maritzcx.co.uk | Germany +49 (0)40 369 833 0 | maritzcx.de

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. **For more information, visit www.maritzcx.com.**