



Advocacy Board

Integrate the voice of the customer into every fiber of your company culture

Companies worldwide invest more than \$1 billion annually in customer experience measurement—yet continue reporting that they struggle to create a comprehensive view of customer feedback. While the CX team analyzes rich data and implements program improvements, the remainder of the organization remains mostly siloed, compounding the problem of limited CX visibility.

Companies must be motivated by the customer, whether in the creation of marketing messages, financial investment decisions, or the frontline customer interaction. The industry needs to promote the real-time customer voice and connect the customer experience to every department, which is why MaritzCX created Advocacy Board™ – the live customer feedback display built to bring real-time customer comments to levels of the organization.

CONNECTING THE ORGANIZATION TO THE CUSTOMER

Advocacy Boards highlight the current customer pulse through a system that displays live customer feedback on your big screen TV's throughout the organization. The design is customized to filter the system for region, inappropriate comments, or other identified filter views. Each board is developed to drive smarter CX decisions, encourage a customer-first mentality, and make the customer voice a common source of information before any form of strategic decision-making occurs. By activating the CX program in such a visual way, frontline and executive teams can see real-time voice of customer comments, bringing the customer experience to life and strengthening CX visibility for each department.

Advocacy Board will help your organization:

- Connect your organization to the customer
- Encourage a customer-first mentality
- Feed real-time customer feedback to employees
- Create more unified teams breaking potential silo's
- Drive smarter and more strategic CX business decisions
- Develop a customer-centric culture

DRIVE CX VISIBILITY WITHIN EACH DEPARTMENT

Advocacy Board is the first of its kind in the CX industry and provides a new opportunity for organizations to drive CX visibility. It was built for big business operations and is supported by the industry-leading enterprise CX platform. Advocacy Board was built specifically for displaying CX feedback from the platform, so companies do not have to build their own feed or develop a solution outside of MaritzCX.

“An Advocacy Board makes CX an integral part of the company – it is the channel that connects often siloed teams to the bigger picture and builds confidence in CX investment dollars.”

– David Blakers, Managing Director, MaritzCX

Speak with your account representative today and begin driving CX visibility at all levels.

To demo a product or to contact MaritzCX:

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MaritzCX believes organizations should be able to see, sense, and act on the experiences and desires of every customer at every touch point, as the interaction occurs. 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.**