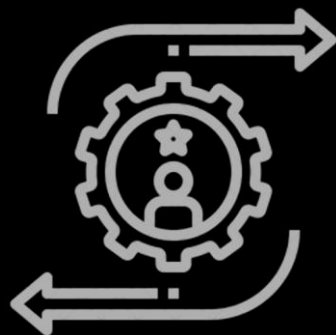




EX*cellerate*

Transform your customer and staff experiences

1

ASSESS



First, we gather all the information we need to understand where your business is on its transformation journey, where it's positioned on our CX/EX benchmark, and what you and other stakeholders believe the ideal future state should look like for your business, staff and customers. Key deliverables:

- **Experience assessment report** – we analyse your current customer/staff touchpoints and identify potential CX/EX problem areas
- **CX/EX benchmark and scorecard** – we use our knowledge of customer experience to position your business on a CX/EX scorecard
- **Stakeholder alignment** – we talk to stakeholders across your business in marketing, IT, finance etc to understand current CX/EX objectives, projects and needs

We also start to understand your current technology infrastructure and prepare for the next stage: **SHARE**.

2

SHARE



We use what we've learnt from **ASSESS** to host a tailored workshop with your team - sharing relevant case studies and demonstrations (where possible, using your data) to bring transformation ideas to life. We also show you how organisations are using AI and other CX technologies to:

- **Improve customer and employee experiences** – how are other companies using AI (beyond chatbots) to reshape and reimagine their customer and employee relationships?
- **Reduce costs** – how are companies building and proving business cases for new technology like AI?
- **Improve efficiency** – what difference does CX, EX and AI really make, how fast? And what's the tangible impact on customers and staff?

Together, ASSESS and SHARE will give your team the knowledge and confidence they need to begin making the right transformation decisions for your business, staff and customers.

3**EXcellerate PLAN**

Building on **ASSESS** and **SHARE**, we work with your stakeholders to build an **EXcellerate experience transformation plan** for your business:

- **Deployment timeline**– what CX/EX technologies to pilot/prove/deploy, ensuring ‘biggest bang for your buck’ aligned to your strategy
- **Scale** – how, when and where to roll-out and ramp-up
- **Human impact** – what considerations need to be made for staff adoption/use?
- **Business impact and ROI** – what are the potential risks/rewards as your business follows the transformation journey?
- **Storyboards and demonstrations** – where possible, we bring the plan to life using highly visual storyboards from **Storyteller*** and customised demonstrations using your data. The aim is to show how AI and other tools will be used to improve and reshape future customer (CX) and employee (EX) experiences.





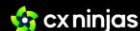

EXcellerate

Transform your customer and staff experiences

1 ASSESS

2 SHARE

3 EXcellerate PLAN

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🕒 5 DAYS

£5k




2 SHARE



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🕒 1 DAY

£25k




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🕒 1 MONTH*