

# CUSTOMER EXPERIENCE ADVISORY BRIDGING THE BUSINESS AND TECHNOLOGY GAP



Effective encounters driving customer preference are motivating innovation in modern contact center environments. Improving Customer Experience (CX) depends on the correct mix of customer data, applying the right digital media at the right time, and obtaining accurate feedback that yields meaningful insight into the customer's perception of quality. Selecting the right approach and timeline is critical to delivering positive business outcomes from modernization, operational improvements, and functional enhancement.

## UNLOCKING VALUE AND DELIVERING IMPROVEMENT AND GROWTH

Maintaining customer relevance in a complex and changing environment means adapting your business model to deliver value through seamless customer and employee experiences. Through our Customer Experience Advisory services, we help you determine your customer experience strategy and develop actionable roadmaps to improve growth, customer retention, and increase wallet-share.

Our service offerings help unlock value and deliver improvement and growth:

- + **Unified Communication & Collaboration (UCC) Workshop** is designed for enterprises transitioning to a modern workplace where employees have the ability to work in the office as well as remotely. The workshop documents what capabilities are currently deployed, benchmarks their value, and identifies what the user community believes is highly valued and should be considered as requirements for the future-state solution .
- + **Contact Center (CC) Workshop** helps customers identify contact center features, functions, and capabilities that would be most beneficial for enabling greater efficiency, productivity, and operational effectiveness. The workshop illustrates where there is agreement across IT, contact center management, and the business for expanding and enhancing service delivery capabilities to maximize contact center performance.
- + **Customer Experience (CX) Workshop** assists organizations with contact centers wanting to develop and continuously improve their customer's experience journey. The workshop identifies the contact center's capabilities and determines how to provide agent and customer self-service via the most appropriate channels (e.g., voice, digital). Results from the workshop are used to guide near-term and future enhancements that will result in the greatest benefit to the enterprise and the individuals relying on contact center services.

- + **Modernization Workshop** helps customers who need to rapidly establish a pathway to achieve UCC and CC/CX transformation objectives and identify areas of interest most relevant to the enterprise. The workshop enables rapid profiling of key CX, CC, and UCC capabilities, establishes a view of the current state shortcomings, and identifies functionality that can be of significant value in the future state.
- + **Architectural Screening Workshop** helps organizations considering a move from legacy communication solutions to a modernized architecture environment and consists of a knowledge transfer session and a best-fit modeling analysis that helps customers understand the various service delivery models, cloud variants, and supplier facts and fallacies. The modeling analysis compares the customer's input in key areas (e.g., administration, security/compliance, functionality) to what is available in the marketplace and identifies which cloud architecture(s) should be considered the best fit for the enterprise.

## PROVEN. PROGRESSIVE. PURPOSEFUL.

- + CX Advisory Service consultants possess an average of more than 30 years of industry experience
- + In the past three years, CX Advisory Services has engaged more than 225 clients

## CONTACT CENTER TECHNOLOGY SOLUTION TRANSFORMATION

A large insurance provider's contact center services were managed and provisioned separately for their organization's three (3) contact centers. Their diverse requirements made it difficult for the company to interact with customers effectively. Customer Experience Advisory professionals led Communications Roadmap Planning workshops and determined a pathway forward for the customer to select a contact center technology solution that enhanced and enabled improved customer experience functional capabilities for each lto support the ultimate vision for omnichannel solutions for all customer communications.

## PRIVATE BRANCH EXCHANGE (PBX) SOLUTION TRANSFORMATION

An international machinery manufacturer struggled with growing pains from increased complexities through acquisitions and an end-of-life, premises-based Private Branch Exchange (PBX) solution. ConvergeOne's Advisory Services experts guided the customer to identify comprehensive communication solution requirements that aligned with corporate business objectives. As a result, the customer now has a clear architecture and set transformation requirements to evaluate providers and solutions effectively and efficiently on their ability to align with specific business outcomes.

# 80

2021

Net Promoter Score

 ConvergeOne

## TAKE THE NEXT STEP

The next step towards a robust, comprehensive communications framework and infrastructure is to [request a consultation](#) with ConvergeOne's CX Advisory Services.

Contact your National Account Manager or email us at [AdvisoryServices@ConvergeOne.com](mailto:AdvisoryServices@ConvergeOne.com)