



Intelligent Customer Experience | Consulting Services | CX Advisory Services

CX Exploration workshop

Accelerate your connected CX ecosystem

The CX Exploration workshop is an accelerated discovery approach that focuses on the core capabilities required to design and deliver a connected CX ecosystem. Developed to help organizations identify key aspects and business areas that require deeper evaluation across their CX strategy and delivery landscape.

In a rapidly changing world, we need to, more than ever, step back and look at things from new perspectives.

Our Customer Experience Advisory Services help our clients do just that, creating powerful connections between business, employees, and customers.

We provide a new perspective into the changing world of CX, helping our clients remain relevant by leading, understanding, personalizing, engaging, automating, and optimizing every aspect of these connected customer journeys.

We work globally with clients from all industries to provide focus across the critical elements required to transform the way they view, plan, and deliver CX.

This accelerated, highly interactive facilitated exploration workshop, focuses on the core competency areas that are critical to developing highly effective CX capability; covering a broad spectrum of elements that make up the vital CX discipline, across the business, people,

process, and technology. The CX exploration workshop rapidly provides a unique perspective by gaining general insight into the organization's current situation, as well as identifying specific and thematic areas for more detailed focus and evaluation.

Clients see the results immediately and receive an overall report identifying strengths and weaknesses, which importantly includes the next steps and recommended actions identified to help mitigate or start to improve these areas.

This workshop specifically helps organizations identify where to focus attention on the components required to deliver exceptional customer experiences, in fact not just what to develop, but more importantly the organizational competencies required to do this successfully.

Regardless of whether your organization is at the initial stages of evaluating how to improve your customer and employee experience, or if you are seeking to further advance and develop these capabilities, NTT Ltd. supports you by leveraging our unique research and experience in the field of CX optimization.

In today's rapidly changing world NTT Ltd. helps organizations through a structured and accelerated engagement model to manage the outcome required, as they navigate the increasingly complex set of challenges related to developing a connected CX ecosystem.

Top 6 factors that will reshape CX during the next 5 years

Customer analytics:

Customer analytics is a way to focus attention in the areas that matter most. Analytics #1 factor reshaping the CX industry, with AI tracking to overtake.

Artificial intelligence:

One third (34.9%) forecast that 26% - 50% of their CX activity will become automated within the next two years. Robotic process automation: 59.5% believe AI/Robotics will positively impact CX by enabling customer insights and intelligence.

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Mass personalization:

Personalization and customization capability has surged from 50.3% to 76.8%.

Digital integration: Top technology initiatives being prioritized by CX teams: data analytics, digital transformation, customer journey management, and AI.

Workforce optimization:

Over half (50.6%) are leveraging employee self-service systems to support EX and improve productivity.

Source: NTT 2020 CX global benchmarking report

The common challenges to realizing connected CX ambitions:

Lack of Strategy:

CX remains the boardroom's top indicator of strategic performance. However, often there is no clear leadership responsibility for developing an organization-wide CX strategy, which is critical yet still lacking in many organizations.

Disconnected journeys:

Whether it be omnichannel or multi-channel, creating connected, consistent, and context-driven customer journeys delivered through an integrated technology ecosystem is still a major challenge for many organizations.

Data Confusion:

Data brings together the various touchpoints within a customer's journey, providing a lens to understand the various blockages and bottlenecks to improve; and ultimately sets the foundation for CX delivery. Many organizations have structural challenges with unsuitable data and analytics to achieve this.

Competing technologies:

In a rapidly evolving discipline it is difficult to identify and review the best technologies to future proof operational optimization. Traditional technology procurement models are being challenged as organizations increasingly move to adaptive, consumption-based usage and ownership-based models.

Expertise gaps:

As emerging automation, analytical approaches and technologies grow in prevalence, there is an increasing lack of specific skill sets within many organizations, for example in the areas of, robotic process design, data science, and digital content management.

Siloed dysfunction:

Approaching CX from a traditional siloed approach is not sustainable. Organizations need to adopt a broader connected and replicable business model for industrialized and optimized development.

Accelerated change:

The ability of an organization to rapidly adapt, align, and adopt new working models and practices, showcasing accelerated transformation agility - can increasingly define and differentiate it. Many organizations are still struggling to achieve the speed of change required.

Return on Investment:

The inability to determine the real value and Return on Investment (ROI) for CX projects and initiatives, is compounded by the lack of organizational cohesion and the comparison of disparate types of CX adoption, measurement and technologies, and their ability ultimately, to measure business outcomes.

81.6% agree CX offers a competitive edge, while 58.0% consider it a primary differentiator...

yet just 14.4% say CX forms a crucial part of organizational strategy.

Source: 2020 NTT CX Benchmarking report

How we deliver:

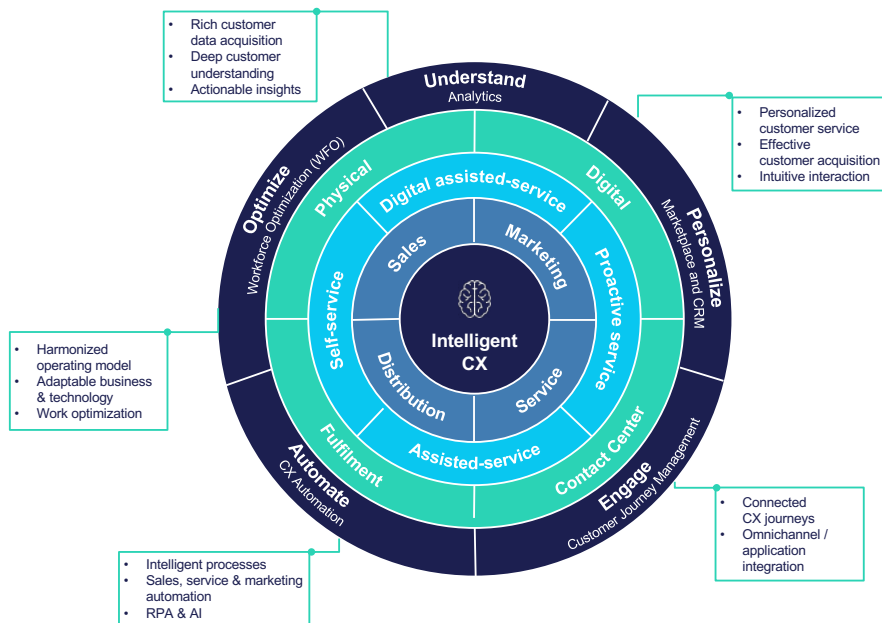


Figure 1: A connected approach to intelligent CX



Figure 2: CX Exploration capability results

How we deliver:

1. Evaluate your current CX capability

The CX exploration workshop provides a clear framework for evaluating core CX competencies at a high level, by looking at them through both strategic and operational lenses. (Fig. 1)

2. Review the core components of CX

Gain personalized insight into how your organization compares against general industry capability provided by a unique view, based on global CX benchmarking data. (Fig. 2)

3. Recognize areas that require development for successful CX delivery

This unique model will allow you to explore the organizational competencies to develop and deliver successful CX initiatives in the future and identify what to focus on areas that require attention to achieve this.

4. Understand key themes for focus

This a highly interactive workshop that can be run with representation by stakeholders from across your organization, to provide a powerful consensus across business functions. This collaborative approach provides a fast track consensus on the 'current' state scores for each topic.

5. Identify recommended actions for mitigation

Identify opportunities for CX improvement that will enhance your CX and organizational optimization using the Exploration model to assess the current capability of each one, and immediately identify a set of achievable recommended actions and approaches to help develop your CX.

6. Receive an immediate insight report

Each workshop delivers an immediate dashboard of your results, providing a concise view to support where to focus your attention, helping develop the organizational competencies required to deliver value-based outcomes. (Fig. 3)

7. Accelerate your CX ambitions

Providing a highly accelerated discussion framework for reviewing every aspect of your organization's CX capability. The workshop delivers a rapid approach to gain insight, leveraging best practice-based thinking to support business outcome realization.

Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, cloud, systems integration and managed services expertise.

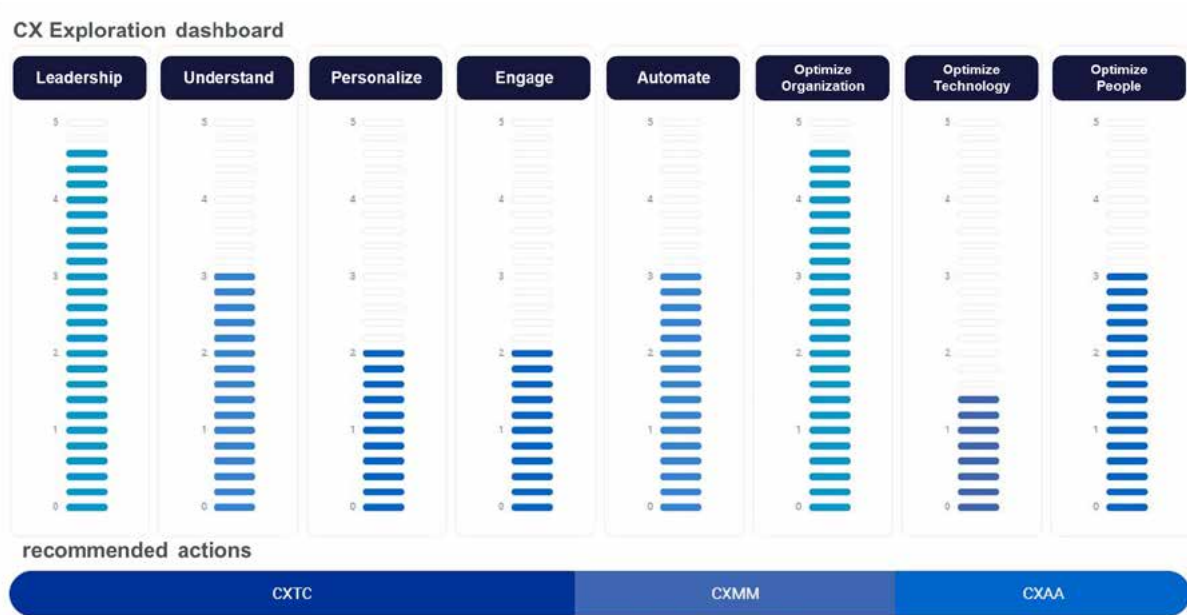


Figure 3: CX Exploration dashboard

Why NTT Ltd.?

Delivery expertise

We employ over 1000 dedicated CX experts around the world and 7000 people delivering bespoke outsourcing solutions.

Co-collaboration and leadership

NTT Ltd. significantly invest in AI & Robotics, as well as providing RPA directly to clients globally as a service. In collaboration with NTT Data, we augment our CX expertise and capability, leveraging research & development in this field.

Proven Methodologies

Proven CX advisory and deployment methodologies, we have the expertise to help our clients articulate their strategic CX ambitions and to support them in delivering connected experiences, underpinned by the right technology.

Deep customer understanding

The solutions we've deployed enable over 7 billion customer engagements each year, and over 10 years delivering CX and contact center solutions as-a-service.

Trusted

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