prodware

Customer Experience consulting

CX and digital transformation
Why it's important your customer
experience strategy meets best practice

The Power of Emotion

Why is Customer Experience or Customer Centric approach important?

A positive customer experience not only results in making your customers happy, but it also leads to revenue generation. Satisfied customers will promote your business, they'll refer it to their friends and colleagues and become advocate of the offer on the social media!

The way you refer to customer experience and the place it gains in the daily activity of the company has a profound impact on how you look at your business as whole.

emotional motivators 🔗 purchase behavior

😊 → ❤️ = $

✓ buy more
✓ follow advice
✓ pay attention

✓ visit more often
✓ care less about price
✓ spread the word

When looking into today's economy and the companies who successfully transformed their business; we can identify the embrace of a Customer Centric strategy supported by Digital Transformation.

But what is the best approach?

Here are some key statistics from the *IT and CX Collaboration survey* from CXPA:

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How can your organization better utilize best practices, such as collaboration to reduce cycles?

CX experienced professionals say their top challenge is the pressure to execute quickly on digital CX transformation goals. 58% acknowledge that this pressure has resulted in errors or poorly designed CX that impact customers.

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How involved are your IT colleagues in customer journey mapping exercises and experience design efforts?

92% of those surveyed say they have been impacted by poor collaboration. The most common outcomes of poor collaboration are:
• poor CX
• missed deadlines
• failing to match original specs

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What tactics might you implement to better involve customers in your digital transformation?

Just 27% of respondents said their digital transformation goals are rooted in customer data and co-created with customers.

Attraction

Your business journey from Strategy to Adoption with Prodware

Customer Experience
Implementation of a customer centric approach is a process that puts the customer at the heart of the business activity. Start from the basics with a customer journey mapping workshop conducted by our CCXP certified professionals.

Digital Transformation
Any customer centric strategy needs to be supported by a digital transformation program that aims to transform the business insights into tangible actions. With end-to-end innovative solutions, based on Microsoft platforms, we are able to deliver best in-class interaction channels.

Change Management
Your employees are the key to ensure your business adoption. Integrate Change Management as part of the project lifecycle accompanied by our change management team using PROSCI based methodology.
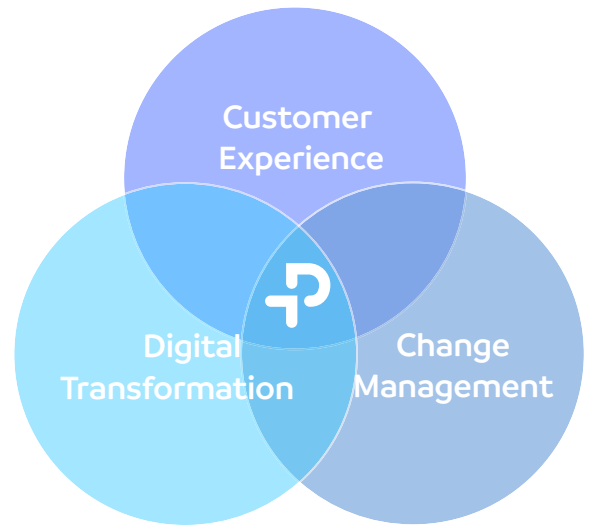
Strength

Innovative CX

Innovation is at the heart of Prodware, we help companies design the business processes of tomorrow. Working with selected startups and our own R&D teams to develop best in-class CX solutions that harness key technologies such as: Big Data, Machine Learning, IoT, BI, Bots, etc.

Customer Experience Consultancy

With hundreds of customer relationship management implementations globally, Prodware has expanded its services to bring Customer Experience expertise to the table. Because we are members of the CXPA organization, our CX consultants are CCXP certified and can deliver the expected best practices to our customers.

Microsoft global partner

Once again, Prodware has been recognized within the Inner Circle, which builds on our deep and constructive relationship with Microsoft. Inner Circle members perform to a high standard of excellence by delivering valuable solutions that help organizations achieve increased success and as a result help to inform the Microsoft roadmap.

prodware innovation center

CXPA | Customer Experience Professionals Association™

2019/2020 INNERCIRCLE
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Curiosity

Speak to Prodware about starting your own customer experience journey, harnessing digital transformation.

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