Customer Experience Advisory Services

Intelligent CX defined, designed and delivered across the customer lifecycle
In a rapidly changing world, we need to, more than ever, step back and look at things globally from a new perspective.

**Satisfied customers through connected journeys**

Maintaining customer relevance in complex and changing environments means adapting your business model to a value-based approach. You need to deliver value through improved customer experiences; working across all touchpoints, from digital self-service and contact centers, through to face-to-face and automated AI/robotic interactions. You need a partner with the expertise to help enable employee and customer centric business strategies, across the full customer experience lifecycle.

**Our approach to your connected customer**

Creating consistent and connected customer journeys is challenging, however, a clear customer experience strategy creates trust and loyalty among customers and employees alike, ultimately improving business performance. We have the expertise to help you to define your challenges and required outcomes, develop and design your required customer experience capabilities and deploy your connected customer journeys:

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**NTT’s customer lifecycle ecosystem**
CX advisory transformation framework

These are the transformation areas we help you to focus on:

- **Understand** how to engage your customers & employees by adopting an experience-centric business strategy, supported by the required organizational capabilities.
- **Optimize** your performance with proactively designed customer journey management.
- **Personalize** your customers experience through advanced customer analytics and innovative insight frameworks.
- **Engage** your customers with value-based connected omnichannel solutions.
- **Automate** using advanced process workflow automation, robotics and AI.
From e-commerce, to the experience economy, we are entering the era of the dynamic experience ecosystem.

Exceptional times require exceptional experiences

Adapt
Immediate urgency tempered with a longer term perspective
Continuity to sustainability

Adopt
Balance the business experience, employees and customers
Connect and communicate appropriately

Align
In a time of crisis compliance, continuity & control are key however
Consistency and connection will differentiate

Accelerate
Reactive needs to move to realistic as soon as possible
Calibrate by quickly developing impact metrics

Our approach to your customer experience journey helps define the challenges that you face. Discover key global trends through our Global CX Benchmarking report, which will support the design of a tailor-made approach and initiatives for you. We develop the best-fit solution and delivery models to help you either deploy or operationalize them through our Managed Service approach. We deliver a compelling and sustainable customer experience strategy with robust delivery capability to make it happen.
CX Maturity
Evolving a CX Strategy is about viewing the big picture – the ability to deliver a compelling, sustainable & successful customer experience.

Customer Experience is comprised of everything your customer touches, hears or sees from your organization and the perception that it creates.

CX is seen as a clear competitive differentiator and the top driver of digital transformation, with 82% of organizations stating that CX offers a competitive edge and 58% saying it's their primary differentiator*, but how do you prioritize investment to maximize revenue and customer loyalty to achieve this?

When organizations need to quickly evolve the maturity of their CX strategy and delivery capability, the CX Maturity Model (CXMM) helps identify the current position and creates a target state blueprint to accelerate the delivery of exceptional customer experiences.

*Source: NTT's Customer Experience Benchmarking report
Whether you are looking to create a CX approach for your organization, translate existing strategy into operational delivery, or validate your current thinking, the CXMM provides a practical, strategic transformation planning approach that assesses your CX capability against a set of strategic and delivery-focused criteria - creating an action plan to help define and deliver your CX strategy.

A highly interactive journey leveraging global insight to develop actionable CX outcomes in 5 steps over 2 days.
Regardless of your organization’s current CX maturity, you need to create a single vision of the future and develop a clear plan for how to get there; CXMM helps you quickly map a sustainable approach to evolving customer centricity and a strong CX culture within your organization.

Key outcomes

- compare your organization to global CX data and best practice
- gain consensus across broad business functions to improve CX
- create detailed perspectives on both strategic & delivery capability
- identify your current and target state CX maturity positioning
- develop a tailored CX transformation roadmap
- deliver an actionable blueprint for CX projects and initiatives
- leverage an accelerated approach to CX transformation planning

READ MORE
Creating innovative, compelling, and consistent customer experiences starts with adopting a customer journey management approach that is driven by strong aligned design principles.

Our highly collaborative approach, developed over the last decade, focuses on providing our clients with suitable frameworks, tools, knowledge, and skills transfer to develop the capability for continually improving their own customer journey management and journey maps through an **accelerated eight step approach**.

We often talk about developing a “north star or guiding star” when it comes to encapsulating an organizations CX ethos, however it is equally important to be able to translate this with a simple journey guide to attain it. A clear set of guiding principles and design protocols that translate the vision and ethos into tangible and achievable actions and behaviours, across all aspects of the customer lifecycle and all types of interactions will create innovative customer journeys.
Human Augmented CX
Humans are inherently technological beings, we possess the ability to make and use tools to enhance and complement what we do, when providing comfort, resolving complexity and advising on valuable decisions. The influence of human augmentation is not new, however in an increasingly technology saturated world its role is dramatically impacting the human condition, particularly how we interact with each other and access information in progressively complex ways.

It’s a myth that automation and digital transformation will result in less focus on human contact. In fact, the reality is although digitalization and automation will increasingly remove the mundane and transactional tasks, the human workforce will have to manage more complex engagement and often emotive interaction, this means adopting new skills, technologies and working practices to optimize their operational capability.

Ultimately, the value of human interaction is critical to providing support and guidance during key moments of truth in the customer lifecycle, resolving complex issues, providing advice or even reassurance, however to do this people will increasingly need appropriate support mechanisms.
Augment

Human augmentation of CX is about improving people's experience and using technology for good.

**Augmenting the vital human component to elevate experience**

Human Augmentation focuses on how technology can be used to augment human capability, as opposed to simply replacing humans, it enhances and elevates the value of the human component, whilst leaving the basic transactional and complex time-consuming work to the automated workforce.

By placing humans at the center of the CX ecosystem the appropriate use of technology can be leveraged to connect people to contextual, content rich and customized information sources, either during employee interactions or customer driven self service transactions.

Rather than removing human interaction simply for cost reduction, organizations need to understand how to maximize the value of human intelligence, creativity, emotion and empathy combined with the right technology, to increase immediate and lifetime value.
Augment

CX Design that delivers enhanced human capability by enabling intelligent technology, to elevate experiences.

By adopting a human-centered and human-augmented CX perspective, we help you design valuable experiences that maximize your human component and technology investments.

Deliver operational productivity and ensure that you retain the critical human touch.

Provide your customer-facing employees with the skills and tools they need to delight your customers. Employees are looking for simple, intuitive tools to carry out tasks, provide insight and stay connected with colleagues and customers, across multiple channels and touchpoints; regardless of where they are located or what device they may be using.

Automation of content and context derived across other channels, real-time analytics recommendations, and dynamic knowledge management capability will accelerate their performance, productivity, and ability to deliver elevated and valuable experiences.

Ensure that when designing your customer journeys, an individual-centred approach is used to deliver integrated and intuitive interactions with technology intercepts that augment the customers' ability to self-manage.

Many people are increasingly finding digital technology intrusive, whilst remote working and changing social constructs mean feelings of isolation are increasingly common. It is vital to recognize that human contact is important to customers, when selecting the right tools for them to engage with your organization. Do not use technology intrusively or as barrier when human contact is required.
Omnichannel Optimization
Optimize
defining your omni-channel vision

Our CX advisors can help you unravel the omnichannel puzzle, visualize your future omnichannel strategy and develop a roadmap for achieving exceptional customer experiences.

Many organizations are spending both their budgets and time trying to evolve their multichannel strategy, at the risk of negatively impacting customer experiences. Nearly one-third (31.5%) do not have a formally defined channel management strategy. Less than 1/4 have defined their omnichannel proposition*. It’s time to stop relying on generic omnichannel industry definitions and start becoming masters of omnichannel value-based thinking to optimize your organization’s CX strategy.

Designed to help organizations create an achievable channel deployment roadmap built on value realization, appropriateness and capability. The omnichannel optimization workshop helps shape the future of your omni-value channel strategy, providing clarity on how to deliver priority and value across an optimized channel landscape. It creates the starting point to design and deploy a full omnichannel service delivery capability.

1. Identify your current channel connections
2. Visualize your current channel landscape
3. Map your planned future channel connections
4. Map out your desired future channel landscape
5. Evaluate your plan using our channel value calculator
6. Run a value-based diagnostic of your channel integration
7. Create your roadmap for value-based channel delivery
8. Generate your channel evolution strategy
9. Maximise your investment in technology

*Source: NTT’s Customer Experience Benchmarking report
Contact Center Development
Develop

Understand the current state of your contact center and take an accelerated approach to optimizing its future state capability.

For many organizations today, the contact center still represents a core delivery channel for assisted and supported interactions. Our Contact Center Development Model (CCDM) focuses on this function and helps our clients develop a transformation blueprint, ensuring that operations continue to remain relevant and deliver value within the changing organization.

The CCDM provides a strategic, practical, transformational planning approach that assesses a contact center’s competence and capability against key operational and strategic criteria.

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<tr>
<th>Operational</th>
<th>Strategic</th>
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<tr>
<td>2. People</td>
<td>2. Customer Experience</td>
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<td>4. Technology</td>
<td>4. Architecture</td>
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<td>5. Information</td>
<td>5. Customer Insight</td>
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<td>6. Reporting</td>
<td>6. Strategic value</td>
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The CCDM was developed to allow organizations to create their own maturity roadmap, identify priorities, projects and initiatives to help achieve their future business outcomes. Contact center industry and best practices captured from our Global CX & Contact Center Benchmarking Report are provided, along with our experience gained from over 200 client CCDM workshops completed.
Digital transformation has changed the way in which organizations structure and use data in order to gain greater insights to shape and achieve their business goals. Become a data-driven organization by creating actionable value from multiple data sources to inform and improve customer and employee experiences. Harnessing robust data & analytical practices to maximize business opportunity, create greater operational efficiency and reduce risk - is seen as the top factor likely to reshape CX capability over the next 5 years*

We help you understand and define the capabilities required for your organization to deliver data driven CX. It’s important to consider the core disciplines required to harness the evolving power of data. To support this, our evaluation model covers skills and capability, governance, data types and the platforms required to manage and analyze data.

Our unique approach helps you quickly obtain valuable insight and perspective to support transforming the way you view, manage and leverage data. Understanding your current and target state position across the required core competencies that span strategy, people, process and technology, helps you identify a set of tangible key actions required to accelerate the evolution of your organizations capability.

This vital insight combined with ideation and best practice evaluation, delivers a roadmap to embed data & analytics practices, across all aspects of your organizations CX strategic planning and operational delivery.

*NTT's Customer Experience Benchmarking report
Delivering intelligent CX is increasingly driven by extracting data across all points in the customer journey, leveraging real-time insight of customer behaviours, sentiment and ultimately, how an organization harnesses advanced analytics and AI to influence the differentiation and effectiveness of the products, services and experiences it creates.
CX Automation
A core element of CX strategy and operational delivery today is the use of AI and robotics to automate transactions to increase efficient interaction with customers. Our CX Automation Accelerator (CXAA) helps our clients understand the potential of automation and identify the best process and interaction candidates for development.

Understand the AI continuum

Our workshop takes clients on a journey through our automation continuum to assess their capability across the required development and delivery competencies. This allows us to identify the current and target state for each of these competencies and share use cases and opportunities that help bring CX automation to life.
Comparative Benchmarking
Awareness of what good practice looks like in your own sector and across the CX discipline in other industries, is increasingly being used by CX leaders to understand trends and influences that are becoming vital to shaping leading CX organizations strategy and delivery.

Benchmarking is fundamentally about learning by comparison, identifying gaps in performance and adopting best practice techniques, that can be used to drive effective change in customer contact management.

The **CX Benchmarking Comparison Service** offers your organization the opportunity to benchmark your CX approach and operations. We compare your bespoke results from single/multi sites, regions, in-house or partner operations against industry, global and regional benchmarks. A detailed report provides insight into performance improvement opportunity and highlights alignment and achievement.

**Compare**  
Gain market insight and identify strategic priorities

**Contrast**  
Unique insight into CX industry trends and analysis regarding CX provided by the latest [**NTT Ltd. Global CX Benchmarking report**](#).

**Calibrate**  
FIND OUT MORE —
Many organizations are now adopting a cloud-first approach as part of their holistic business and customer experience strategy, to be able to deliver a return on investment quickly while providing the technical capability and adaptability that the market demands.

Migration to the cloud is much more than a technology or technical transition. **Cloud migration can transform the entire organization.** It can accelerate innovation and enhance every business function and needs to be planned and executed efficiently based on best practice principles and conducted at an organization-wide level.

Our Journey to the Cloud framework drives repeatable outcomes and supports clients with cloud adoption.
CX Exploration
An initial structured discussion that helps identify where your organization wants to focus its CX improvement initiatives, and how we can best support you to achieve them.

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

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

The CX Exploration workshop is an accelerated discovery approach that focuses attention on the components required to deliver exceptional customer experiences. Evaluating the core capabilities required to design and deliver a connected CX ecosystem, it helps organizations identify key aspects and business areas that require deeper evaluation across their CX strategy and delivery landscape.
Evaluate your current CX capability

**Workshop outcomes**

- Benchmark how your organisation compares
- Target key themes for focus
- Identify a recommended set of achievable actions
- Receive an immediate insight report
- Gain consensus across broad stakeholder groups
- Accelerate your CX ambitions in under 2 hours

*The CX Exploration workshop* will not provide all of the answers your organization needs to deliver amazing CX, however it will certainly make sure that you are focused on asking the right questions to design and deliver exceptional CX, regardless of where you are in your journey.
Get in touch
Book a complementary CX exploration workshop
To get started and quickly see how our CX Advisory services can help accelerate your CX ambitions

book a complimentary "exploration workshop"
Get in touch

In today’s complex and fast-moving world, we recognize the challenge of keeping pace with customers’ changing behaviours as well as the proliferation of technologies that connect them to the business. We provide integrated and accelerated CX advisory capabilities, helping create new perspectives for delivering connected and valuable experiences for our clients’ customers.