



Create powerful connections with

# **Managed Customer Experience**



We help secure your transition to the cloud through simplifying the management and operation of your Customer Experience investment.

**We bridge the gap in skills, knowledge and capabilities, then look to enhance your technology and business functions, keeping you connected to your customers.**



## Service overview

**Managed Customer Experience is designed to simplify the management and operation of your Customer Experience investment, enhancing your technology and business functions, keeping you connected to your customers.**

Customer Experience (CX) has been on the rise as a sustainable business strategy to attract, retain and grow customers in market places where brand differentiation and customer loyalty are key. Customers' demands and needs are evolving, and increasingly the expectation is to deliver immediate and on-demand services, through the mechanism of the customer's choice.

Cloud transformation in CX has helped enterprises stay ahead of the competition and meet the evolving needs for customer engagements. Enterprises can break away from slow upgrade cycles, inflexible workflows and difficult to deploy features, transforming their practice to a flexible, data-rich and digitally-led operating model.

For clients that are looking to manage this transition, greater demands are placed on the business in terms of time, skilled resources and knowledge on how to optimize the new capabilities, which has greater emphasis as complexity increases.

This new model has brought about new opportunities, but realization of the benefits cannot always be managed alone.

Managed Customer Experience bridges the gap in skills, knowledge and capabilities, enabling clients to deliver on their CX requirements and meet the challenges of their customers in a rapidly evolving, competitive environment.

Business benefit	How our solution delivers
<b>Reduced operational complexity and cost</b>	We take a proactive role in the management of the CX environment, to enable an efficient and effective service, with skilled resources, system monitoring and applied automation. We rapidly troubleshoot, resolve and provide continued service improvement.
<b>An agile and responsive CX practice</b>	Deliver differentiated experiences to customers with assistance by NTT, and gain access to critical skills, consulting services and tools to help you build innovative and rich client experiences, allowing you to stay ahead of evolving clients needs.
<b>Optimized service operations</b>	When customer interactions are critical, identification of potential issues can be uncovered before they occur.  Automated testing of end-to-end inbound customer experiences for availability, functionality and call quality factors can be tested to avoid impact to customer experiences.
<b>Global consistency, governance and compliance</b>	Standardized, optimized and automated operations of cloud environments, continuously refined through proactive analytics. Adhering to ITIL Standardized Managed Services Operations (SMSO) process framework.
<b>A complete service including voice, globally</b>	The inclusion of NTT's Cloud Voice for CX reduces the number of vendors with a natively integrated voice service globally available, running on NTT's Tier 1 global IP network.

Companies that are growing their business are three times more likely to view CX as a primary differentiator and 50.6% more likely to have customers at a promoter level.

NTT Global CX benchmarking report 2021

**'Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, Cloud systems integration and Managed Services Expertise.'**

**Managed Services**

### Assured connections with Managed CX

When your customers must have the best possible experience each and every time without issues.

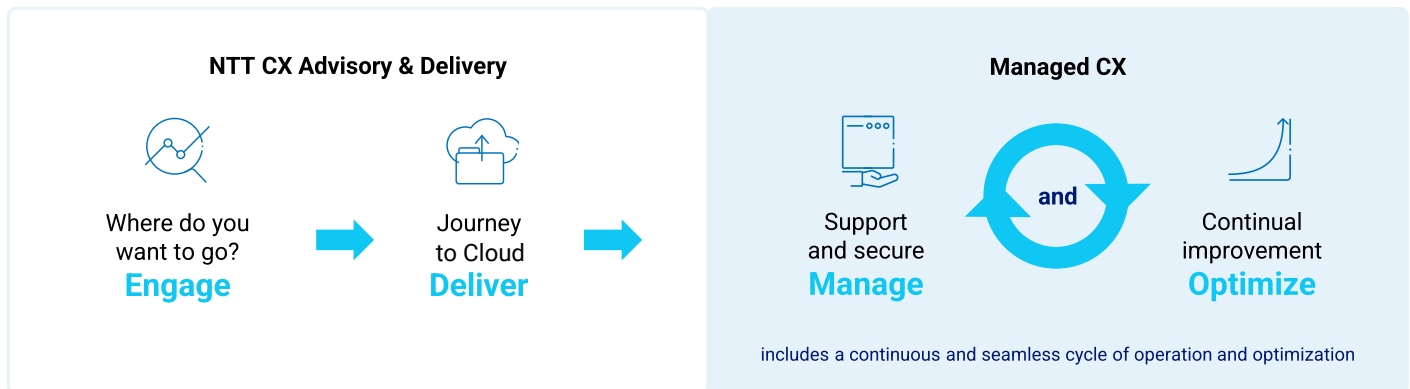
Managed CX helps mitigate the cloud migration risk, impact and cost, utilizing our skills and resources to ensure your communications with your customers are always a success.

### Managed CX delivers

- Proactive identification of user experience
- Automated quality assurance testing
- Broad service monitoring of availability, functionality and quality factors
- Monitoring utilization patterns to address and remediate service quality and performance issues
- Optimize customer experience

NTT as a partner, provides the skill and capability to customize and integrate CX solutions, to deliver unique and long-term strategic value to your organization.

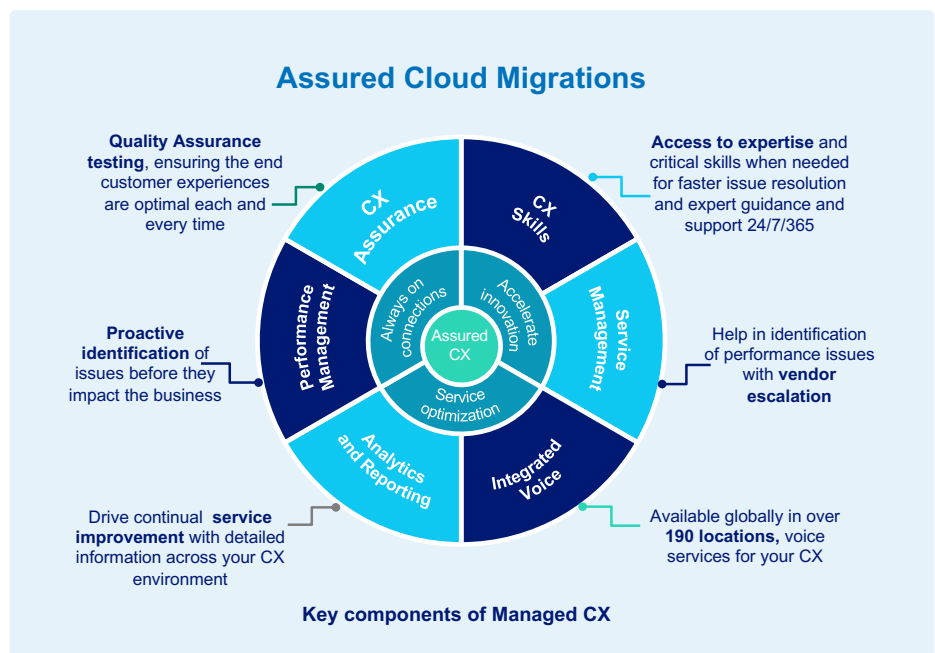
### Our end-to-end approach to accelerate your journey to cloud



### Key service features

Delivering our clients an assured CX service is the prime goal of Managed CX. NTT has developed and designed this service to simplify, optimize and ensure the efficient running of the CX environment and support your teams when required.

With over 35 years of experience, our teams have built a comprehensive understanding of CX and what it takes to manage, optimize and deliver, differentiated customer experiences.



**Managed CX delivers an end-to-end service to provide an integrated and standardized Managed Service across your Customer Experience environment**

**Our service operations platform**

Real-time management insight. We provide reporting and analytics to provide insight into performance levels. Coupling this with monitoring and automation our service has the full wrap with information-based service optimization.

Client success management and adoption services. We help you extract maximum value from your CX solution by understanding usage, identifying areas to optimize and driving efficiency to help you reduce costs and maximize platform usage.

Simplifying management operations. Built on industry best-practice (ITIL, ISO20000) our tooling, monitoring and automation capabilities, simplify the day-to-day operations so you can focus on your business objectives. We manage the vendor relationship to ensure swift response times.

Global delivery capability. Access to highly skilled engineering resources available 24/7/365. Delivering faster resolution through a global pool of technical and specialized experts, across multiple technologies.

Client service management. Omnichannel service desk, ITIL aligned processes and state of the art tools provide consistent self-service insights into the status, health and performance of your environment. Enables our team to be an integrated element of your IT operations strategy.

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[Find out more](#)



