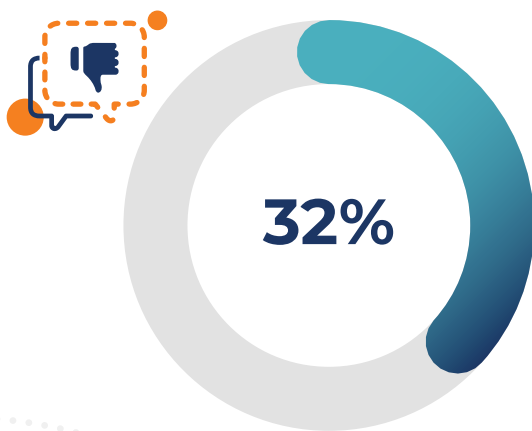


# CX ACCELERATE

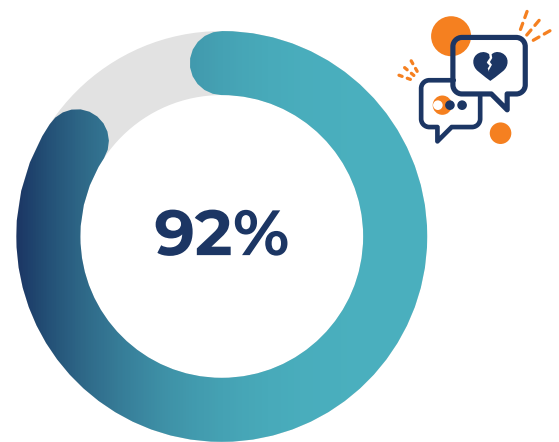


# Take your CX strategy to the next level to delight your customers and improve business performance

Customer behavior has changed like never before. Customers no longer base their loyalty on price or product; instead, they stay loyal to companies due to the experience that they receive. In their future CX report, PwC found that **"32% of customers would stop doing business with a brand they loved after one bad experience, while 92% would completely abandon a company after two or three negative interactions"**.



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The modern customer is sophisticated and has high expectations of the brands they interact with. They expect seamless digital-led experiences, personalized interactions, fast delivery of goods, self-service support, and consistent engagements across all interaction channels.

In fact, **"90% of customers expect consistent interactions across channels,"** according to SDL

Despite the efforts to deliver on customer expectations and brand promises, sometimes fall short of their CX strategy and execution due to resource constraints, legacy technology, or lack of a clear understating of their customer's needs and behaviors.



## An effective CX strategy increases retention, satisfaction, and revenue



**93%**

of customers are likely to make repeat purchases with companies who offer excellent customer service.

[\(HubSpot Research\)](#)



**83%**

of customers agree that they feel more loyal to brands that respond and resolve their complaints.

[\(Khoros\)](#)



**5%**

Increase in customer retention rates can increase profits by between 25% and 95%.

[\(Bain and Company\)](#)

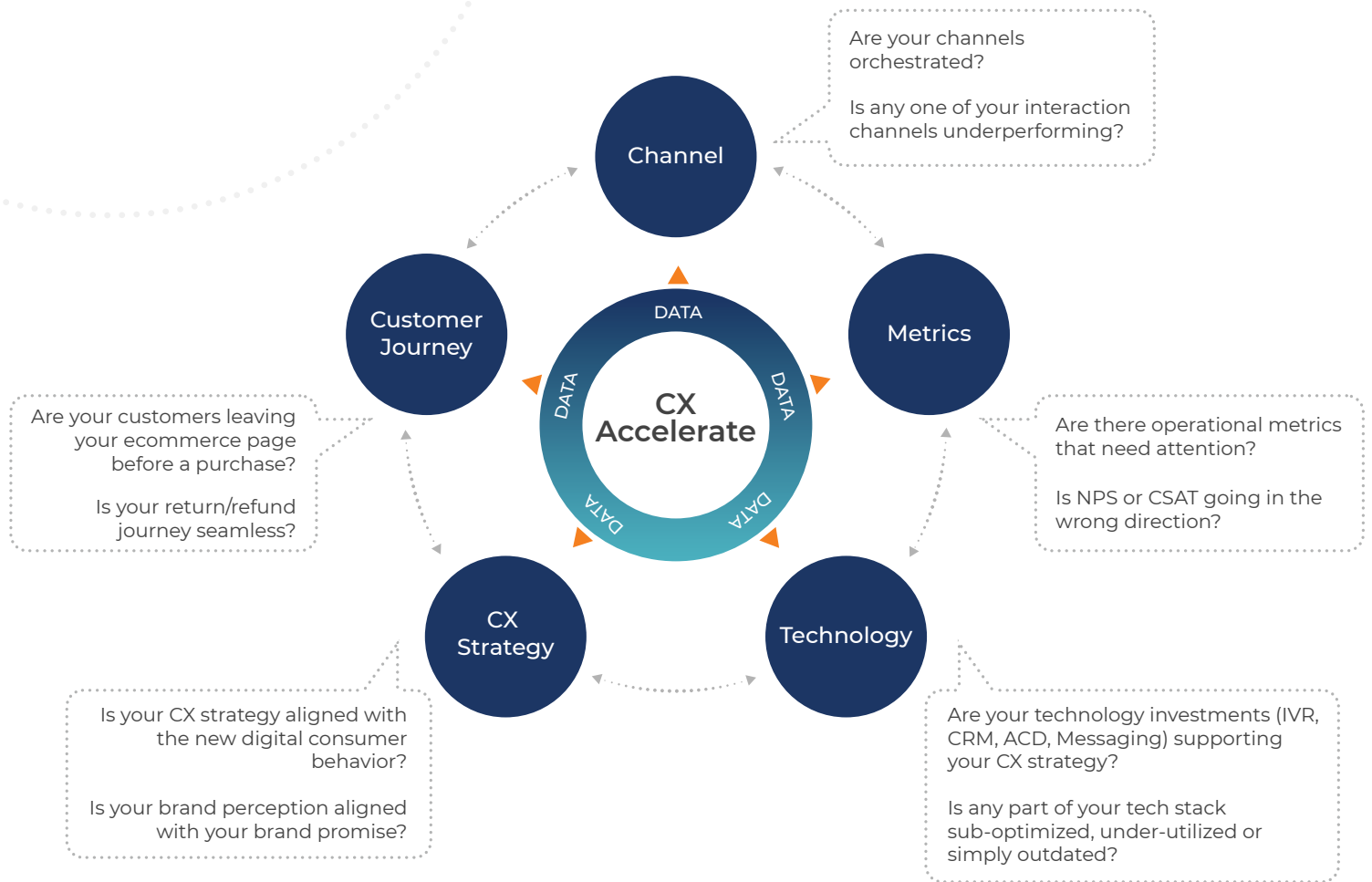
The key for to delight customers and increase loyalty is to understand them at an individual level, and scale that knowledge for all customers. To curate a memorable experience, retailers must leverage and analyze large volumes of customer data across all touchpoints and then deliver highly personalized content and communication through well orchestrated channels. But alas, this is easier said than done.

## Impact outcomes with actionable insights that transform your CX

Concentrix CX Accelerate is a rapid 8-12 weeks consulting engagement that investigates targeted areas of your CX strategy and delivers actionable insights with a prioritized roadmap for rapid impact. Our approach combines over 20 years of CX expertise with a proven process, data-driven analysis and AI-infused technology.



# We solve your unique business challenges



## How it works

### Concentrix CX Accelerate Model

Our proven proprietary framework quickly uncovers gaps in the “current state” and creates tailored recommendations aligned with your vision, priorities, and brand promise. We use a unique Inside-out/Outside-In approach that analyzes your internal enablers of CX along with the actual experiences from the customer's perspective to identify friction points and develop an actionable roadmap to improve them.

We leverage a combination of data analyses, mystery shopping, customer journey mapping, process mapping, root cause analyses, customer and advisor interviews enabled by CX expertise, process, and AI-infused technology.

## Actionable Outcomes

Practical and actionable recommendations that are prioritized based on implementation level of effort and expected ROI. A practical roadmap is more than a list of gaps and opportunities. We provide visibility into the solution value, a timeline that aligns with your strategy, and a level of complexity to redefine your CX journey.



### Current State Insights

Shopper personas, contact drivers, and CX

### New Digital Use Cases

Viability, and channel expansion

### Customer Journey Insights

Mitigation plans for consumer pain points

### Tech Infused Operations

Automation and digital enablement

### Channel Optimization

Improvement to existing channels

### Prioritized CX Roadmap

Prioritized with quantified opportunity size

**Ready to improve the key areas of your CX: Journey, Channel, Metrics, Technology or Strategy?**

We can help you reimagine everything CX!

Contact-us for a free consultation

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