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.
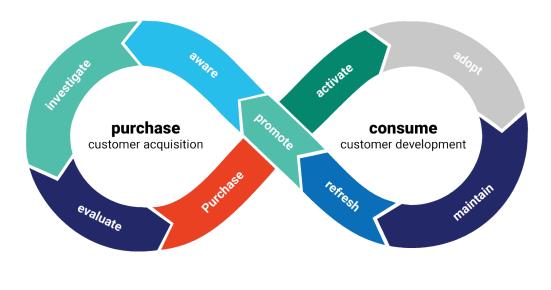
Satisfied customers through connected journeys

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:

investigate • aware • activate • adopt • promote • **purchase** customer acquisition • **consume** customer development • Purchase • refresh • maintain • evaluate

NTT's customer lifecycle ecosystem

CX advisory transformation framework

Customer Experience Maturity

- Automated
- Digital
- Voice
- Physical

- CX Strategy
- CX Design
- CX Automation
- Insight & Analytics
- Omnichannel Optimization

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.
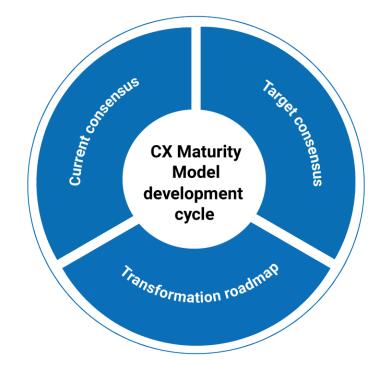
CX Maturity

Evolve

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 its their primary differentiator* ;but how do you prioritize investment to maximize revenue and customer loyalty to achieve this?
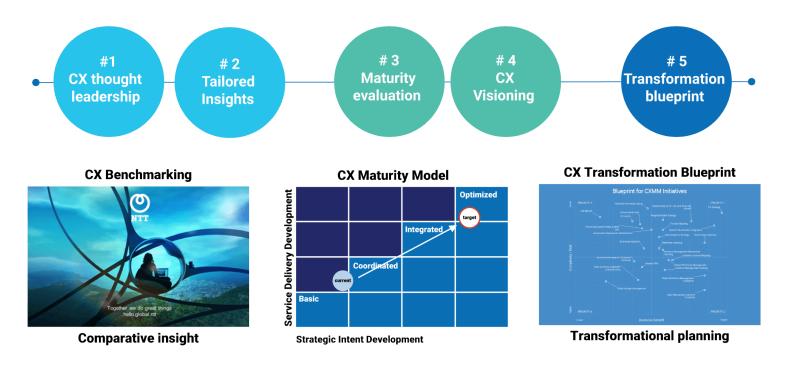

When organizations need to quickly evolve the maturity of their CX strategy and delivery capability; the **CX Maturity Model (CXMM)** helps identify the current position and creates a target state blueprint to accelerate the delivery of exceptional customer experiences.

*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.

READ MORE ─

#1 CX thought leadership

 # 2 Tailored Insights

 # 3 Maturity evaluation

 # 4 CX Visioning

 # 5 Transformation blueprint

CX Benchmarking

NTT

Together we do great things
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Comparative insight

CX Maturity Model

Service Delivery Development

Optimized

Integrated

target

Coordinated

current

Basic

Strategic Intent Development

CX Transformation Blueprint

Blueprint for CXMM Initiatives

Transformational planning

A highly interactive journey leveraging global insight to develop actionable CX outcomes in 5 steps over 2 days

Regardless of your organizations 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.
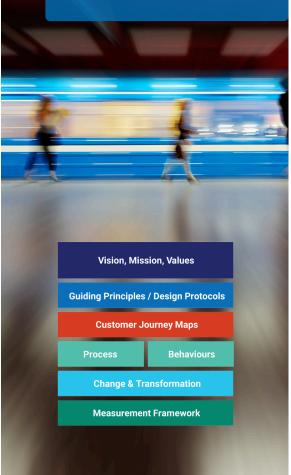
Key outcomes

- 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
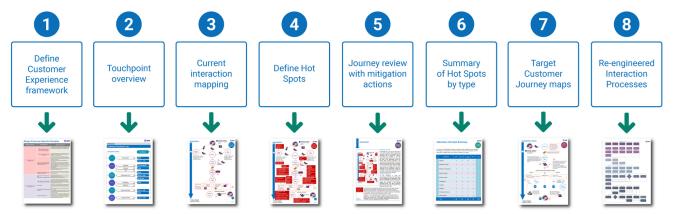- leverage an accelerated approach to CX transformation planning

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CX Design

Design

Creating intelligent customer interactions by design

Vision, Mission, Values

Guiding Principles / Design Protocols

Customer Journey Maps

Process   **Behaviours**

Change & Transformation

Measurement Framework

CX design principles help to drive innovation

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 though an **accelerated eight step approach**.

1	2	3	4	5	6	7	8
Define Customer Experience framework	Touchpoint overview	Current interaction mapping	Define Hot Spots	Journey review with mitigation actions	Summary of Hot Spots by type	Target Customer Journey maps	Re-engineered Interaction Processes

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.

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Human Augmented CX

In an increasingly digital and remote world, the need for relevant and personalized human interaction is critical for individuals, societies and organizations alike

Humans are inherently technological beings, we posses 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.

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Augment

Human augmentation of CX is about improving peoples 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.
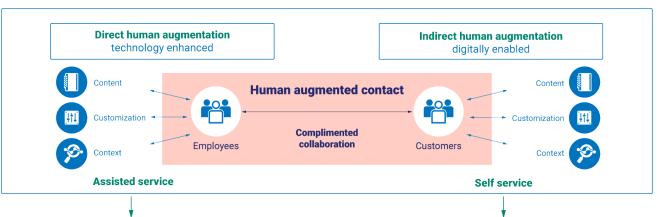
Augment

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.

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Human centered, experience driven, technology enabled, data powered

Direct human augmentation
technology enhanced

Content

Customization

Context

Human augmented contact

Employees

Complimented collaboration

Customers

Indirect human augmentation
digitally enabled

Content

Customization

Context

Assisted service

Self service

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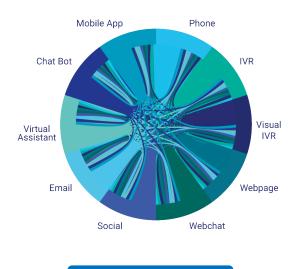
Many people are increasingly finding digital technology intrusive, whilst remote working and changing social constructs mean feelings of isolation are increasingly common. It is vital to recognize that human contact is important to customers, when selecting the right tools for them to engage with your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

Omnichannel Optimization
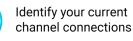
Optimize

defining your omni-channel vision

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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

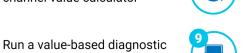6. Run a value-based diagnostic of your channel integration

7. Create your roadmap for value-based channel delivery
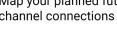
8. Generate your channel evolution strategy
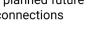
9. Maximise your investment in technology

Contact Center
Development

Develop

Understand the current state of your contact center and take an accelerated approach to optimizing its future state capability
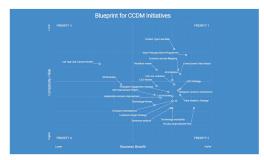
For many organizations today, the contact center still represents a core delivery channel for assisted and supported interactions. Our Contact Center Development Model (CCDM) focuses on this function and helps our clients develop a transformation blueprint, ensuring that operations continue to remain 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.

Operational	Strategic
1. Management	1. Customer Management
2. People	2. Customer Experience
3. Process	3. Business Integration
4. Technology	4. Architecture
5. Information	5. Customer Insight
6. Reporting	6. Strategic value

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Blueprint for CCDM Initiatives

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.

Insight & Analytics

Analyze

Evolve to be a CX data-driven organization

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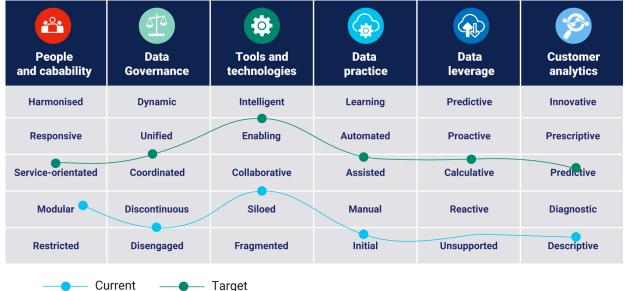
This vital insight combined with ideation and best practice evaluation, delivers a roadmap to embed data & analytics practices, across all aspects of your organizations CX strategic planning and operational delivery.

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*NTT's Customer Experience Benchmarking report

Identify your current and target state data and analytics capability

People and cabability	Data Governance	Tools and technologies	Data practice	Data leverage	Customer analytics
Harmonised	Dynamic	Intelligent	Learning	Predictive	Innovative
Responsive	Unified	Enabling	Automated	Proactive	Prescriptive
Service-orientated	Coordinated	Collaborative	Assisted	Calculative	Predictive
Modular	Discontinuous	Siloed	Manual	Reactive	Diagnostic
Restricted	Disengaged	Fragmented	Initial	Unsupported	Descriptive

— Current   — Target

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.
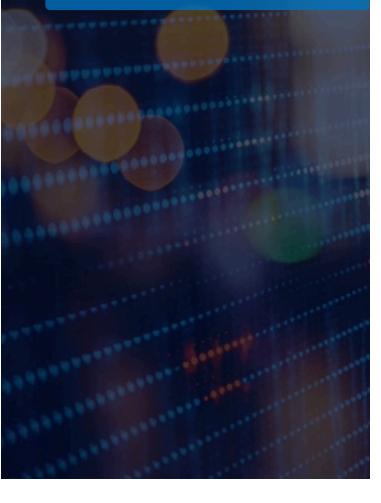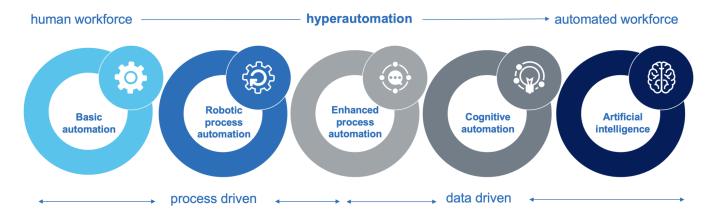
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CX Automation

Accelerate

Articulate, align and accelerate your automation ambition

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.

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Comparative Benchmarking

Compare

Gain market insight and identify strategic priorities

Four simple steps

- agree scope
- gather information
- analyze data
- comparison reporting

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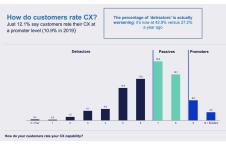
Benchmarking is fundamentally about learning by comparison, identifying gaps in performance and adopting best practice techniques, that can be used to drive effective change in customer contact management.

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
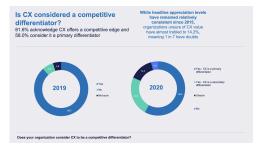
Compare

Contrast

Calibrate

Unique insight into CX industry trends and analysis regarding CX provided by the latest **NTT Ltd. Global CX Benchmarking report.**

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CX Cloud Adoption

Navigate

Supporting your CX journey to the cloud

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.

Complete cloud migration and adoption capability

Create
create the blueprint for the cloud ecosystem
ensure that the design is aligned to the business outcomes

Connect
define and align all components of the new ecosystem
detailed requirements and integration to ensure compatibility and continuity

Construct
Providing support and integration services to deliver the ecosystem
working as key partner to build and deliver the required construct for the cloud ecosystem

Control
Establish the right controls to protect your customer's and your business,
resilient architecture, cost effective with required compliance

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.
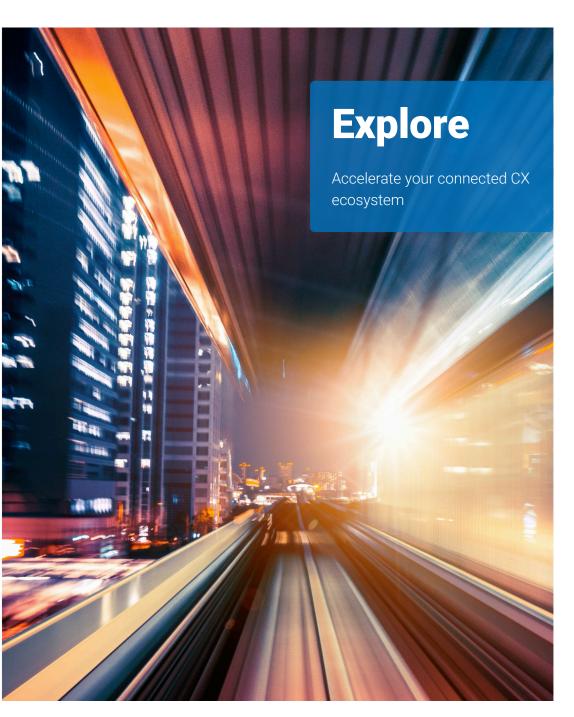
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CX Exploration

Explore

Accelerate your connected CX ecosystem

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.

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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

CX Exploration dashboard

Leadership	Understand	Personalize	Engage	Automate	Optimize Organization	Optimize Technology	Optimize People

recommended actions

CXTX	CXMM	CXAA

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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.