



Delivering Solutions that Align the Enterprise Around CX and Drive Change

COMBINED INDUSTRY EXPERTISE

MaritzCX™ and Customer Centered Strategies (CCS) provide technology and services that together deliver solutions to align the enterprise around CX and drive change throughout the organization. Our combined industry expertise, customer centric business process improvement and system deployment, enable growth, comprehensive ROI reporting and tracking, tailored prescriptive roadmaps and action planning. This allows companies to implement or update their customer and employee engagement programs to realize a comprehensive ROI.



Customer Centered Strategies (CCS) helps companies leverage voice of customer (VoC) to understand the moments in the customer journey that matter the most, and to use this information to prioritize the high-value of business process improvement (BPI) that will drive customer experience, loyalty and revenue growth. This VoC driven BPI approach, also helps companies improve the ROI on their Customer Experience Programs by implementing streamlined business processes necessary to lower operational cost, and provide scalable efficiencies. Aligning customer feedback with process excellence results in customers that are more satisfied as they see the improvements that are important to them, and employee engagement increases as agents expend less effort supporting happier customers.



MaritzCX combines award-winning technology, data and research expertise, industry experience, and comprehensive expert services and program management. With over 40 years of experience bringing customer and employee experience success to some of the largest brands in the world. MaritzCX can deliver CX outcomes. The MaritzCX platform is unmatched in the industry, delivering omni-channel data collection, reports and dashboards, text and social analytics, case management, and action planning. Clients can also leverage benchmarking studies, research analysts, and deep industry and CX best practices expertise.

TWO OF THE BEST JOIN FORCES

Together, MaritzCX and CCS bring combined industry expertise, customer-centric business process improvement, holistic customer and employee engagement strategy, research, and programs supported by an industry-leading CX solution.

Customer-centric companies are 3X more successful at driving significant financial improvement and customer retention than companies that are not customer-centric. CXEVOLUTION STUDY, 2015, MARITZCX

CUSTOMER-CENTRICITY = LOYALTY, RETENTION, AND GROWTH

A customer-centric approach can add value to a company by enabling it to differentiate itself from competitors who do not offer the same experience.

- Strategy Deployment
- VoC & Customer Experience
- Process Improvement
- Sales Enablement
- Channel Management
- Portfolio Management
- Organizational Development
- CRM Optimization
- Roadmaps and Action Plans

Comprehensive CX Platform & Research Services

- CX software & survey platform
- Market research, benchmarking expert services
- Reporting, data mining and text analytics
- Case management and action planning
- 1.6M platform users
- Scalable, SaaS platform that's big data-ready
- 72 languages
- Industry expertise

A Holistic Approach to Influence Change and Drive Action

Increasingly organizations are realizing that in order to grow and prosper, they need to differentiate themselves through Customer Experience. Influencing change and increasing ROI within an organization is accomplished with the business intelligence to create customer insights—and the organizational credibility to implement them quickly and cohesively. Our joint customers will be poised to seize the high ground in today's highly competitive customer environment.

To demo a product or to contact MaritzCX call

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MaritzCX believes organisations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organisations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.com.**

Customer Centered Strategies (CCS) believes that solving the problems of customers should be the core purpose for every business, and that customer feedback should be used to guide all strategic planning and business decision making. However, overcoming day-to-day executional and business challenges can consume your focus, tap your energy, and distracting you from what matters most, your vision. **For more information, visit www.ccsdelivered.com.**