



## BENEFITS

- Transform your customer experience environment with strategic investment in strategy, people, processes, and technology
- Align business strategies with global best practices based on deep expertise and prescriptive guidance
- Accelerate time-to-value and achieve operational savings

# Strategic Transformation Assessment

Plan how and when to transform your business to reach your business goals

## Decide How to Transform Your Business

Creating a cohesive and actionable roadmap to transform your customer experience strategy takes good decisions on many fronts – people, processes, technology, and the timing of changes. Chances are you are still looking for ways to improve, even if your current metrics are great for churn, revenues, employee turnover, or overall cost-to-serve.

Your business imperatives such as those listed here should be addressed holistically to ensure they all aligned to contribute to the success of your business transformation:

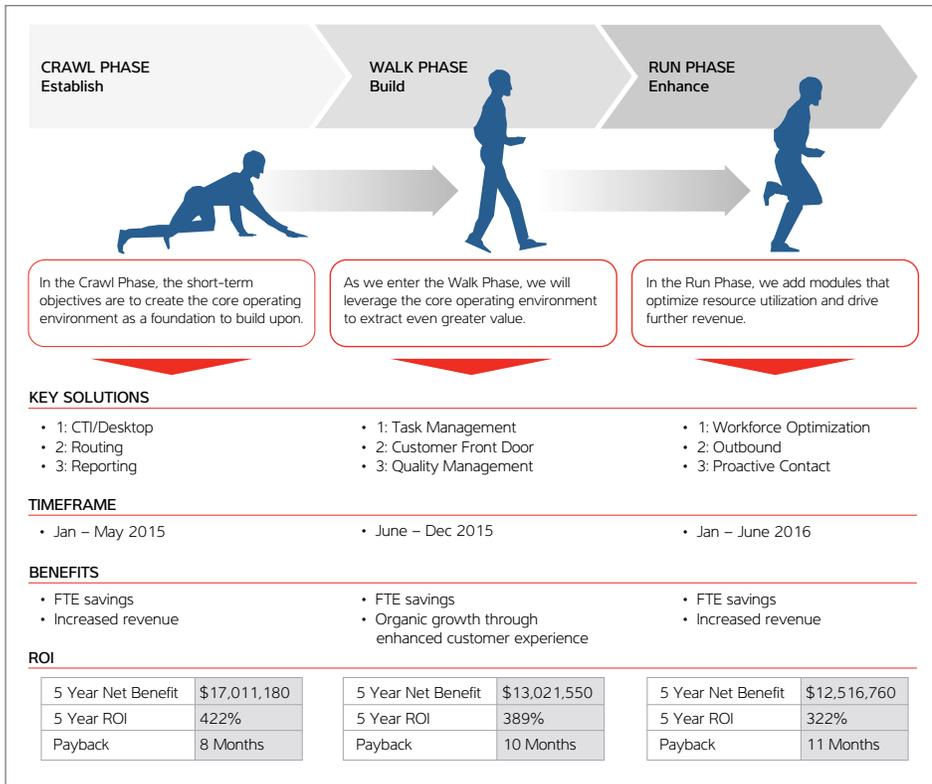
- Improve customer experience
- Decrease operational expenses
- Increase agent productivity and satisfaction
- Maximize revenue generation

## Transform Your Business and Achieve Key Departmental Strategies

Each of your departments is already striving to be the best they can be, but their strategies have to be aligned in order to transform your overall business. That is why the Strategic Transformation Assessment evaluates these areas:

- Business strategy which includes marketing, sales, service and operations
- Customer Experience strategy and how it is interrelated with service and operations across your various customer segments
- The financial impact of change which involves both budgets and projected ROIs from departmental strategies
- Customer Service strategy which includes channel strategy, resource planning, contact center operations, and training and development management
- Daily operations which are expected to make all these strategies pay off

From our assessment of your current state, ideal state, and the gaps in between, we provide a detailed set of strategic and actionable recommendations in the form of a phased roadmap that will maximize the business value you gain with your business transformation. And with the measurable ROI for the proposed strategic transformation plan, you will be able to quantify the value of change and measure against that value as you implement the recommendations.



**BUSINESS CONSULTING EXPERTISE**

- Experts with 12 – 25 years in CX management and operations
- 100% certified Global Customer Experience Management (GCEM)
- In-depth expertise spanning financial services, insurance, telecom, outsourcing, retail, energy & utilities, healthcare, and government
- Customer Experience Professionals Association (CXPA) member

**Strategic Transformation Assessment Details**

- Four to eight weeks engagement produces a customized and executable strategic plan aligning processes, resources and technology to your business goals; experts present the strategic plan in an interactive session with key stakeholders
- Analysis involves agent observations and one-on-one interviews with your staff responsible for:
  - Business strategy
  - Customer Experience
  - Finance
  - Resource planning and contact center operations
  - IT
  - Customer Experience strategy

**Deliverables**

- Interactive presentation and detailed report of:
- Current state summation
  - Visionary targets with use cases tailored to your business
  - Customer effort audit
  - Assessment of your contact center or customer experience maturity
  - Strategic transformation roadmap
  - Business case analysis providing cost justification to ensure a measurable ROI

**Other Business Consulting services**

- Rapid Business Assessment
- Solution Assessment
- Investment Assurance Assessment
- Custom Assessments
- Executive Workshops

**About Genesys**

Genesys, the world’s #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

