

CX DISCOVERY

Accelerating Customer Experience
with Sabio CX Discovery



ACCELERATING CUSTOMER EXPERIENCE WITH SABIO CX DISCOVERY

The last few years have seen a renewed focus on customer service, with the pandemic not only driving the digitalisation of customer interactions forward by several years, but also placing Customer Experience (CX) firmly on the boardroom agenda. Simply providing traditional customer service is no longer enough. With customer expectations increasing all the time, and digital transformation accelerating unprecedented changes in CX delivery, brands need to ensure a consistently excellent experience across their end-to-end customer journeys.

Delivering such a high-quality customer experience at scale isn't easy, particularly if you're still relying on an inflexible infrastructure. And implementing such a next generation CX approach is always complex as no two organisations are the same.

SO HOW DO YOU GET STARTED?
Accelerating major CX transformation programmes requires clear CX goals to be set from the start. And before getting your CX transformation under way, you'll need to assess your current contact technology infrastructure in detail, and establish how you can maintain effective engagement while also driving transformation.

THAT'S WHERE SABIO CAN HELP
To help get your CX transformation projects off on the right track, our global Centre of Excellence offers a powerful, free CX Discovery framework – designed specifically to help organisations like yours on their journey to Customer Experience excellence.

SABIO CX DISCOVERY EXERCISE

Typically 1-5 day engagement, 3 days total commitment, up to 2 weeks duration



BUSINESS VALUE MAP

Workshop with Business Stakeholders to capture:

- Business priorities & goals
- Business / Operational objectives
- Key Initiatives
- Key Success Metrics



CX DOMAINS & CAPABILITIES

Individual Interviews with key stakeholders to:

- Explore
 - Key Foundational Domains & Capabilities
 - Key Operational Domains & Capabilities
 - Evaluate current CX Maturity
 - Capture target CX Maturity & key initiatives
- Identify areas of improvements and quick wins



VOC & VOE

- Conduct Agent Shadowing workshops
- Conduct Mystery Shopping investigation



OPTIONAL - CONTACT INSIGHT Based on Sabio's IC&A

Understand why customers are calling (intents) to help identifying initial areas of improvements:

- Knowledge & Deflection
- Self-service & Automation
- Routing & Omnichannel

EXECUTIVE BRIEFING CX DISCOVERY REPORT WHY CHANGE?

- Insights validate & establish priorities for CX initiatives
- Initial Point of View based on your CX Domains & Capabilities
- Business Value Map - value drivers & potential Opportunities
- Quick Wins & recommendations to build a CX Excellence roadmap

SABIO CX DISCOVERY

It’s essential that brands take the correct decisions when it comes to transforming their CX strategy. Get it right, and customers will remain loyal, spend more with you, and be much more likely to share and recommend their positive experiences. But get CX wrong and the costs can be significant – not just in terms of poor customer satisfaction, but also reduced sales and lost reputation.

Our CX Discovery framework is a 5-day consultative exercise aimed directly at helping organisations to move towards CX excellence in a structured way. CX Discovery follows a four-stage process:

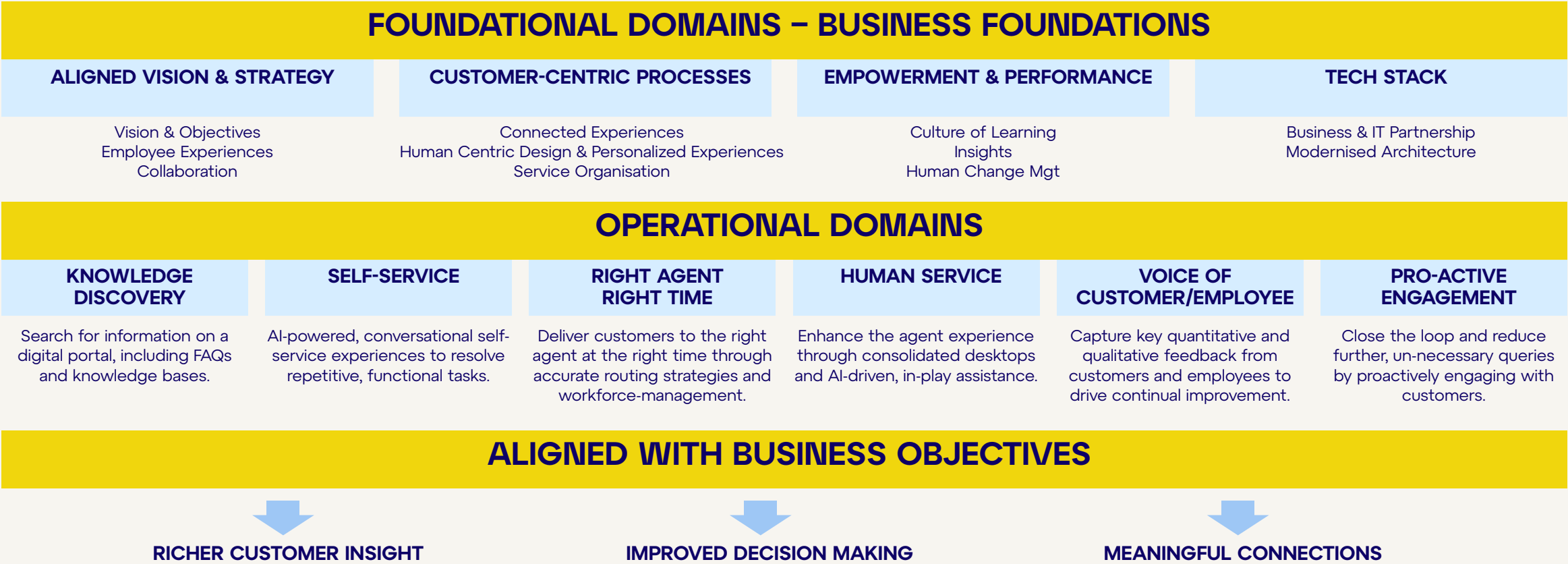
The Sabio CX Discovery framework is designed specifically to overcome some of the typical barriers that can slow down CX success. Our Centre of Excellence team specifically focuses on key areas, including Leadership Alignment & Planning, Culture & Collaboration, Change Management & Enablement, Service Methodology & Process, Data & Service Analytics Performance, as well as Technical Complexity & Legacy.

Typically completed within a two-week period, Sabio’s Centre of Excellence team also helps you establish clearly-defined CX goals for your business, and equips you with the insight you will need to implement a brilliant, impactful CX strategy via a comprehensive CX Discovery report.

STAGE 1: INTRODUCTION & PREPARATION	STAGE 2: WORKSHOPS & INTERVIEWS	STAGE 3: ANALYSIS	STAGE 4: RECOMMENDATIONS
To ensure full client alignment and agreement on CX Discovery objectives, with the option to incorporate initial Voice IC&A findings	Gathering tangible input on how you currently address key CX Domains & Capabilities – backed by agent shadowing and ‘mystery shopper’ exercises to determine high-level brand experience	Identifying key CX gaps and potential areas for CX improvement, developing a CX Capability Map and determining current maturity levels across customer journeys	Sharing results and recommendations based on original objectives and value, and introducing tools that can help prioritise improvements to the roadmap

EXPLORING YOUR CX DOMAINS

The CX Discovery exercise features individual interviews with key stakeholders to explore your organisation’s core Foundational and Operational domains that collectively impact customer experience.



From a business perspective, Foundational Domains assessed include:

ALIGNED VISION & STRATEGY

Covering vision and objectives, employee experiences and collaboration across the business

EMPOWERMENT & PERFORMANCE

Looking at processes from a Human Service perspective, including learning culture insights and human change management

CUSTOMER-CENTRIC PROCESSES

Analysing connected experiences across the customer journey, human-centric design and personalised experiences, as well as looking at the wider service organisation

YOUR EXISTING TECH STACK

Understanding your current business and IT partnerships and existing technology architecture

CX Discovery also focuses on six core Operational Domains that combine to influence the customer experience:

KNOWLEDGE DISCOVERY

Analysing the multiple sources of information and data types – such as FAQs and knowledge bases that agents require to support interactions

SELF-SERVICE

Looking for processes that can be supported by AI-powered, conversational self-service experiences to help resolve repetitive, functional tasks

RIGHT AGENT, RIGHT TIME

Assessing channel management & routing, scheduling & workforce optimisation, and service contract management to ensure customers deal with the right agent at the right time

HUMAN SERVICE

Enhancing the agent experience through consolidated desktops and AI-driven in-play assistance to enable a more unified agent experience approach

VOICE OF CUSTOMER/EMPLOYEE

Capturing key quantitative and qualitative feedback from customers and employees to drive continual service quality improvement

PRO-ACTIVE ENGAGEMENT

Examining opportunities to close the loop with predictive service capabilities that reduce the need for further un-necessary queries by engaging proactively with customers

CX DISCOVERY OUTCOMES

Once the workshop and interviewing phase of the CX Discovery framework is completed, Sabio’s Centre of Excellence team analyses findings to come up with a series of CX outputs to provide you with the results and recommendations from the exercise. Outcomes include:

A COMPREHENSIVE CX BUSINESS VALUE MAP

Setting out business goals for the project, objectives, initiatives that could support these programmes, and the key metrics to support their delivery

CX MISSION STATEMENT

Developed jointly to provide a clear vision and goal for further CX initiatives

YOUR CX PRIORITIES

Mapped against business goals

CX FOUNDATIONAL & OPERATIONAL CAPABILITIES

Reporting by domain

CX FOUNDATIONAL & OPERATIONAL CAPABILITIES SCORECARD

Detailing current and aspirational performance mapped against a CX Maturity curve

CX FOUNDATIONAL & OPERATIONAL CAPABILITIES SPIDERCHARTS

Mapping current performance against a future view

WHAT WE HEARD

Excerpts covering key challenges and aspirations & vision

KEY THEMES

Highlighting issues emerging during interviews that could help address specific improvement areas

CX MATURITY CURVE

Providing an escalating overview of best practice CX performance with a brand’s current performance tracked against their CX ambitions

TOP CAPABILITIES AND TOP AREAS OF IMPROVEMENT

Identifying areas where you’re doing well but that you could excel in

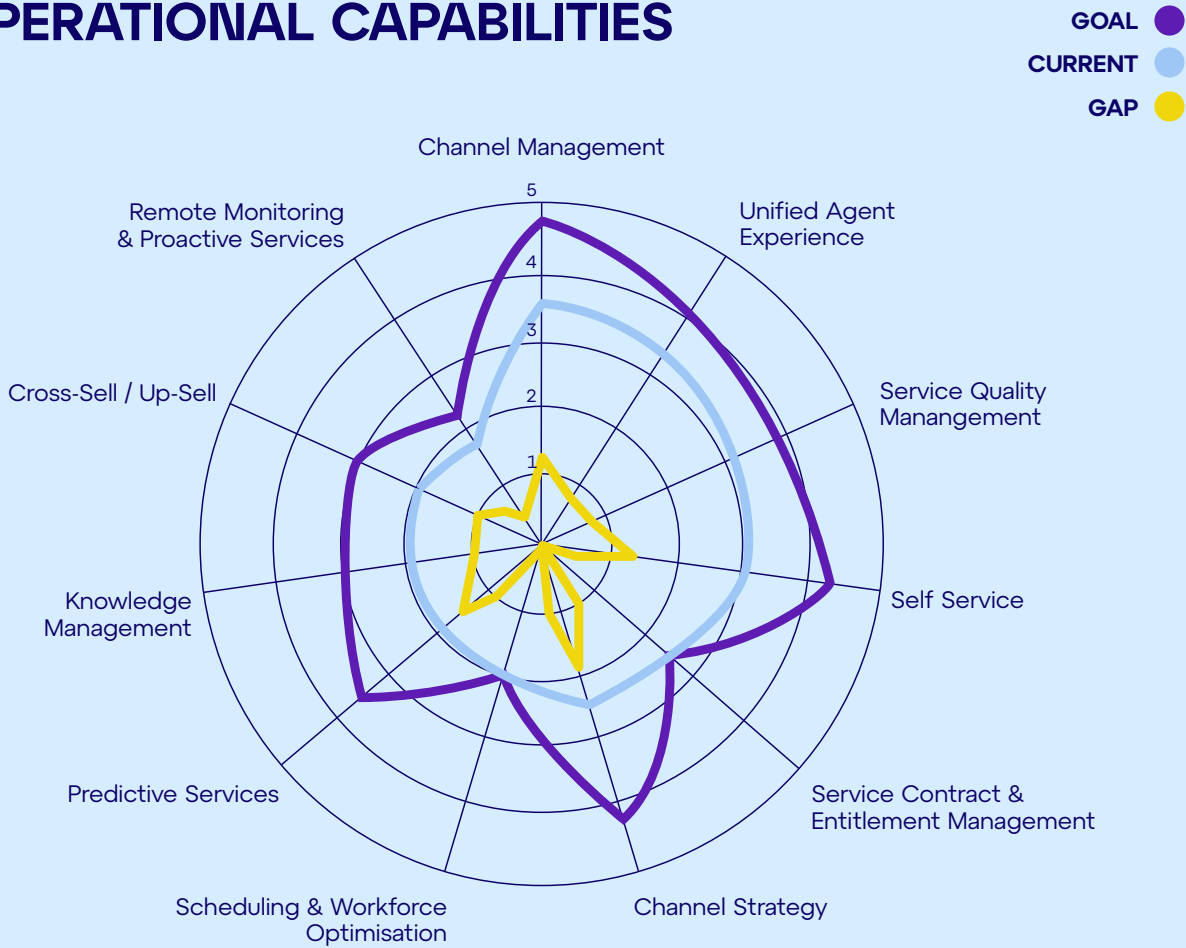
SUGGESTED AREAS OF IMPROVEMENT

Across both Functional and Operational Domains, where focusing based on delta could help your reach your targeted aspiration goals

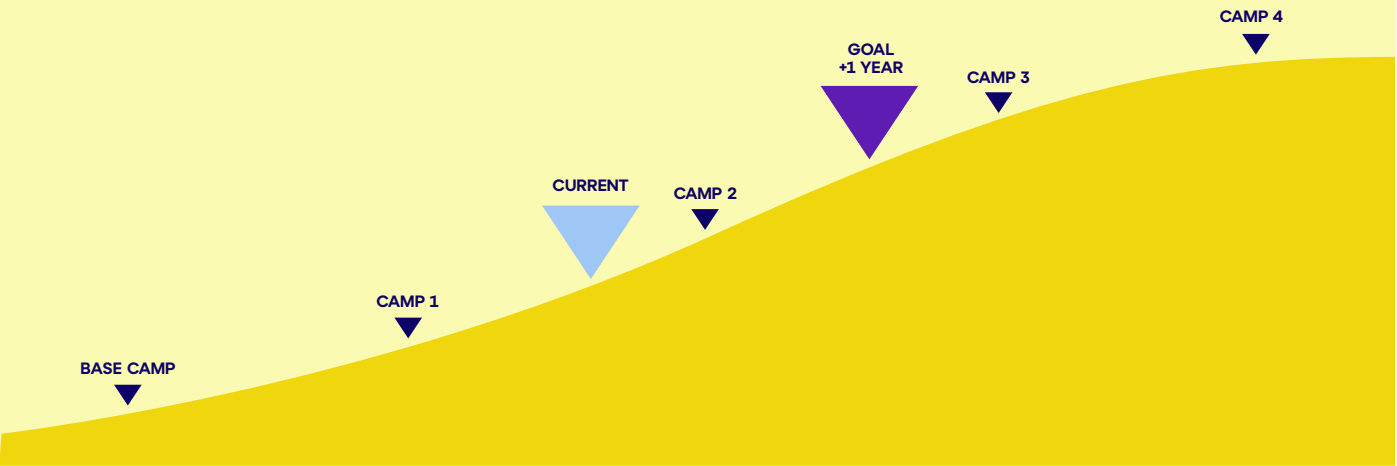
NEXT STEPS

Prioritising capabilities and initiatives, mapped against value based on alignment to key business goals and ease related to the investment and effort required

CX OPERATIONAL CAPABILITIES



CX MATURITY CURVE



HIGH-LEVEL BVM - WHAT IT LOOKS LIKE?

BUSINESS GOALS	OBJECTIVES	CAPABILITIES	SUCCESS METRICS
Reduce Service Costs (cost of servicing the customers) through automation, digitalisation and efficient service	Improve operational efficiency & productivity to decrease case resolution time	<ul style="list-style-type: none">Channel Management: CTI, routing, collaboration, escalationsUtilize OOTB productivity tools e.g Intuitive & dynamic Agent WorkspaceKnowledge Management - Suggested Articles	Average handle time Average wait time % first contact resolution
	Leverage Digital Channels to drive lower cost channel engagement and automations	<ul style="list-style-type: none">Channel Strategy: phone, emails, Web Forms, Chat, SMSVoiceBots & ChatBotsKnowledge Base for customers	# customer interaction deflected # knowledge articles used
Reduce Attrition, Improve Customer Experience in their Service Interactions	Leverage VOC (Phone, Emails and Chats) and VOE	<ul style="list-style-type: none">Customer SurveysSpeech AnalyticsEmployee Feedback	% customer attrition rate CSAT score NPS score
	Service customers on the channel of their choice	<ul style="list-style-type: none">Customer SegmentationChannel Strategy: Messaging, Social customer serviceSelf-Service Management – awareness and adoptionChannel Management - Customer History cross channels	% customer attrition rate CSAT score
Increase Revenue with existing customers in EMEA	Implement Proactive & Predictive Services	<ul style="list-style-type: none">Proactive MonitoringProactive AlertingNBA	# customer service requests proactively handled
	Increase # personalized opportunities / offers	<ul style="list-style-type: none">Cross sell & Up sellNBA	\$ Revenue per customer (ARPU) \$ cross-sell / up-sell

SABIO GROUP CENTRE OF EXCELLENCE

Founded to bring the best of Sabio CX expertise to both clients and prospects globally, the Group Centre of Excellence (CoE) is staffed with deep domain and subject matter experts committed to driving an innovative Digital CX Transformation focus. The CoE draws on the skills of Solution Architects bringing industry knowledge and capabilities, as well as Specialist Architects with the experience in advising on how to scope and plan major CX transformation programmes.

SABIO GROUP

Sabio Group is an ideal partner for organisations looking to transform their CX experience, with its proven expertise in the creation of exceptional end-to-end CX solutions supporting clients in over 65 countries. Sabio is a full-service provider delivering CX technology services and insights that help organisations to provide brilliant customer experiences.

