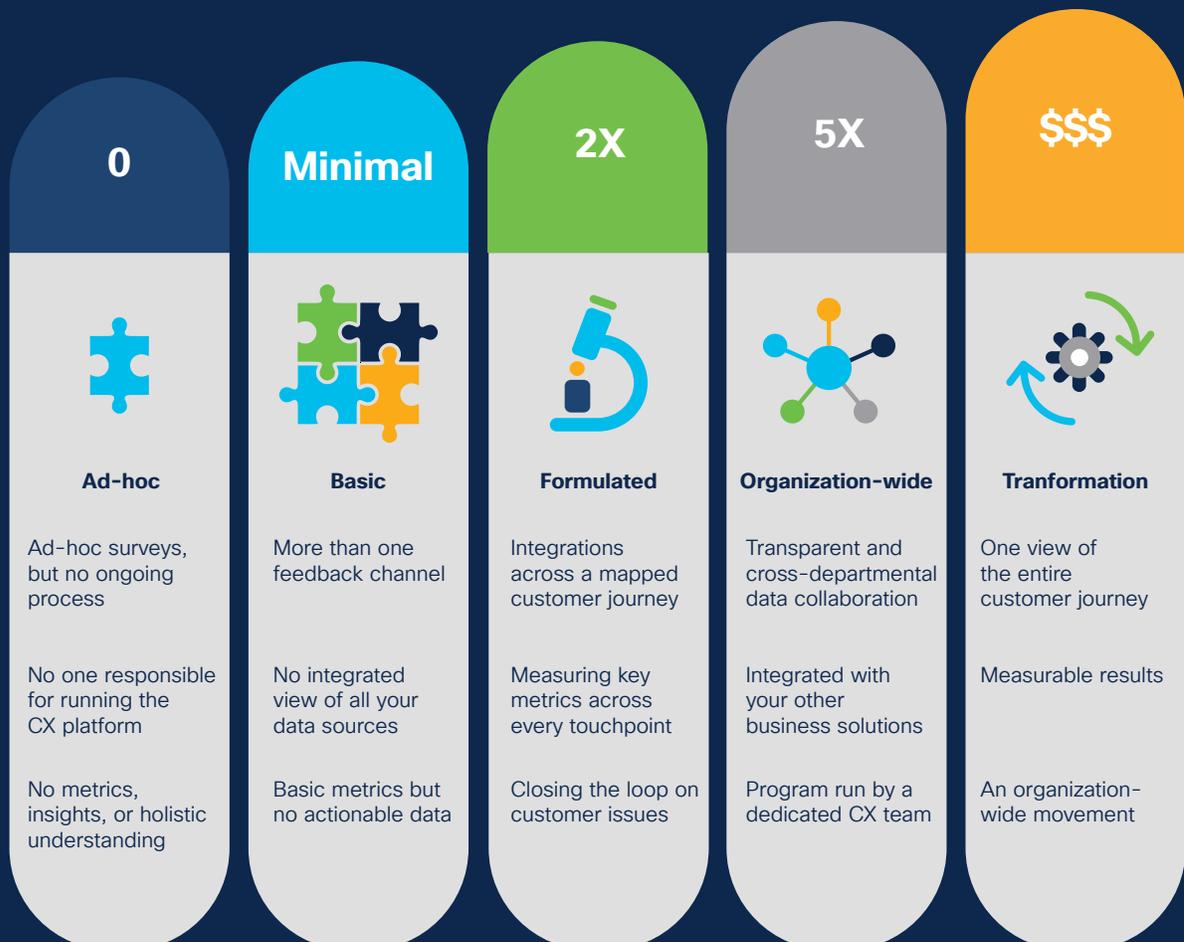


Driving a Positive Financial Outcome Through Customer Experience (CX)

How mature is your CX process?

Only
14%

of customer experience (CX) professionals agree that the return on CX investments is well established in their organizations (Forrester). To measure ROI an organization must determine the business and customer metrics it will track, how they are correlated, and how they will be tested to ensure actionable insights are obtained.



Solution to common roadblocks while developing a solid CX ROI model

Problem and Solution

Siloed data	1	Integrate your operational and transactional data with your Customer Experience Management (CEM) system.
Inconsistent measurement processes	2	Take human error out of the equation and use AI and ML to give you the actionable data you're looking for.
Use of historical data from disparate databases	3	Choose an open CEM platform with APIs to tap into your other business solutions.
Lack of sentiment data used in analysis	4	Use text analytics to quantify your unstructured data.
Time lag to obtain insights and feed into the business	5	Get rid of old PDF reports and use a CEM platform that gives you real-time insights.
Visualization/usability of the data and insights	6	Use customized role-based dashboards to put the data in the hands of employees who need it.

Don't get stuck in a CX rut. Cisco customers continually rediscover the fun and the bottom-line benefits of delighting customers. With Cisco Webex Experience Management, you too can design your customer journey intuitively and quantitatively. You can deliver along the journey and predict what actions will lead to what outcomes. Design, deliver, and predict - it's love plus science with Cisco Webex Experience Management.

To learn more about Webex Experience Management, visit us at cisco.com/go/cxsuccess