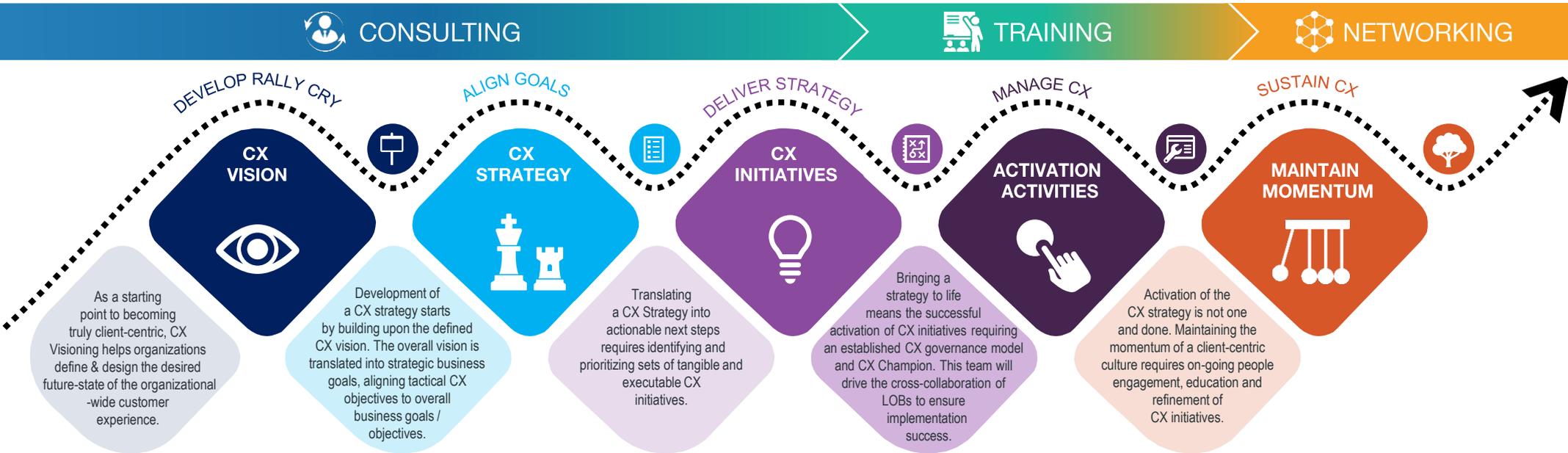


Overview of the CX Landscape

CSPN's 3 service pillars support organizations throughout their complete end-to-end CX journey, regardless of CX maturity-level or planning-stages for their CX initiatives.



	CX VISION	CX STRATEGY	CX INITIATIVES	ACTIVATION ACTIVITIES	MAINTAIN MOMENTUM
CONSIDERATIONS	<p>PEOPLE</p> <p>What is the organizational vision for CX, and how do employees help realize that vision?</p>	<p>What specific skills / behaviours do individuals and the organization need to do / acquire to realize the CX vision?</p>	<p>Do employees have the skills / knowledge required to be successful CX Ambassadors and drive change?</p>	<p>What is the coaching, training and communication plan to support the deployment of the CX strategy and initiatives?</p>	<p>How are people staying continually engaged in cultivating a client-centric culture in all business practices?</p>
<p>PROCESS</p> <p>What internal / external processes have to fundamentally transform to support the CX vision?</p>	<p>How can internal operations and processes enhance / support the CX to compliment the vision? What needs to be changed and / or improved?</p>	<p>How do the new and/or improved CX initiatives work with current operations? Do they have the required support?</p>	<ul style="list-style-type: none"> Has a CX Program Manager / Champion been defined to support stakeholder engagement and sustain ownership? What processes are in place to support CX initiatives and collect data to evaluate performance against KPIs? 	<p>Is the organization continually evolving their internal operating model / processes to sustain the change and initiatives' success?</p>	
<p>TECHNOLOGY</p> <p>How will technology become an enabler to deliver on the CX vision?</p>	<p>What specific technology is needed to drive value to CX, and enable sustainable measurement / tracking?</p>	<p>What kind of new and/or upgraded IT is needed to support / drive CX initiatives aligned to the vision?</p>	<ul style="list-style-type: none"> What technology integration requirements are needed for day 1 deployment? What can be improved / upgraded and what needs to be net-new? 	<p>What new technology is emerging and should be assessed to support the evolution of the CX?</p>	
OUTPUTS	<p>TOOLS</p> <ul style="list-style-type: none"> Ideation Frameworks Design Thinking 	<ul style="list-style-type: none"> CX Research Methods Customer Journey Maps 	<ul style="list-style-type: none"> Diagnostics & Assessments Prioritization Matrix Customer Journey Maps 	<ul style="list-style-type: none"> CX Governance Model Implementation Roadmap 	<ul style="list-style-type: none"> Continuing Education Learning Plan CX Forward-Thinking Model
<p>ACTIVITIES</p> <ul style="list-style-type: none"> Leadership Interviews Company Communications Vision Design 	<ul style="list-style-type: none"> Data Immersion Stakeholder Involvement Strategy Definition & Development 	<ul style="list-style-type: none"> Develop / Prioritize CX Initiatives Prepare for Execution of Projects 	<ul style="list-style-type: none"> Stakeholder Analysis On-Going Program Management & Stakeholder Contributions 	<ul style="list-style-type: none"> On-going Engagement Activities Attending Conferences, Events and Thought Leadership Think Tanks 	
CSPN SUPPORT	<ul style="list-style-type: none"> Visioning Workshops Vision Poster / Visuals (for documentation / socialization) 	<ul style="list-style-type: none"> CX / CS Strategy Design Digital Transformations Design Thinking 	<ul style="list-style-type: none"> CX Consulting Services (Specific Initiatives & Identified Activities) CX Training Strategy and Delivery 	<ul style="list-style-type: none"> Strategic Implementation Roadmap Facilitated Training and Coaching Diagnostics and Assessments 	<ul style="list-style-type: none"> Learning Strategy CSPN Events – Conferences, Galas, Public Training Sessions