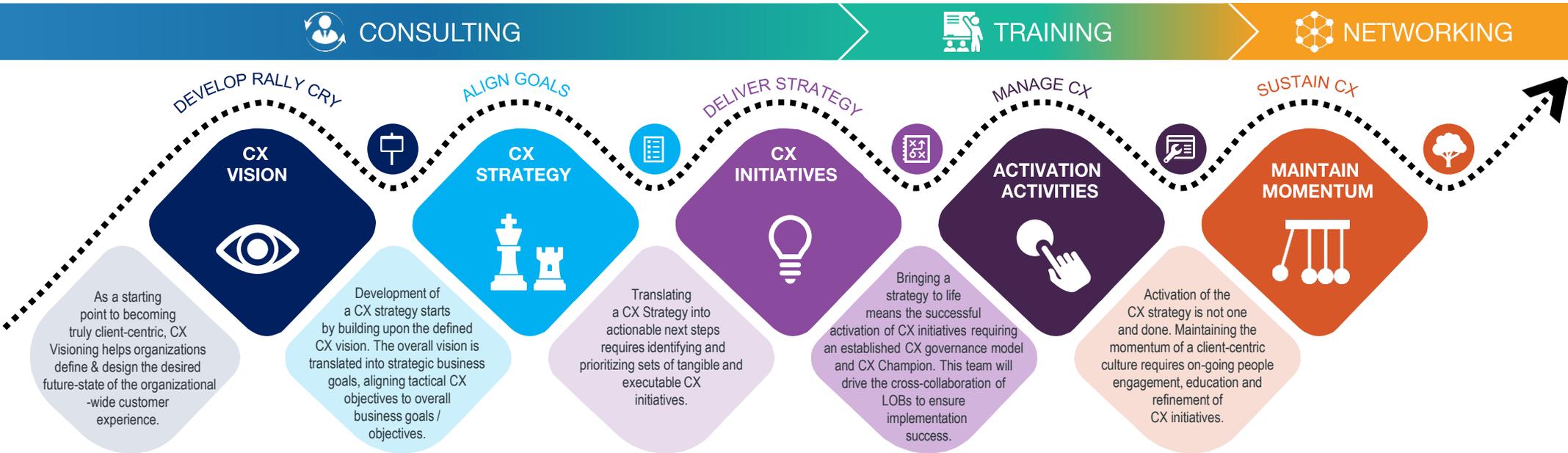


# Overview of the CX Landscape

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