

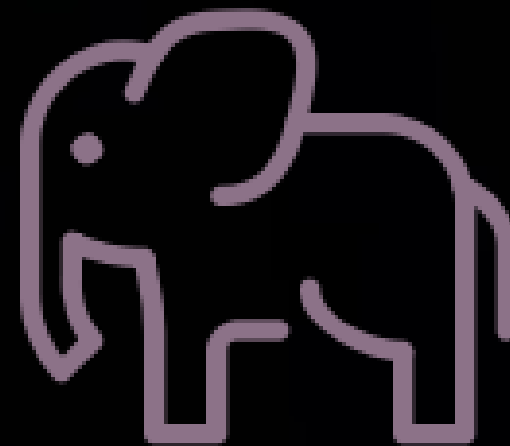
Defining the correct **CX** **Strategy** for your market

Highly competitive



Saturated

Traditional and predictable

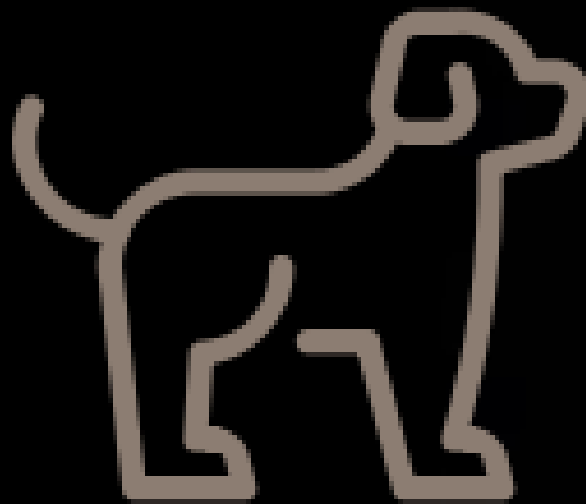


Transactional and occasional

A Customer Experience Strategy

In a Traditional & Predictable Market

- Dog -



- Characteristics of a Traditional Market -

Predictable seasonal trends

Demand driven pricing

Expectations of a high level of **service** and **experience.**

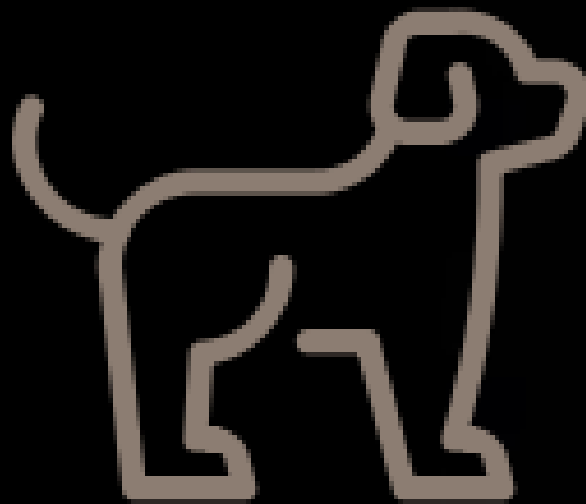


- CX **Dog** Behaviours -

Reliable and **Consistent**

Experiences leave you feeling **loved**

Treats **everyone** equally



- Reliable and Consistent -

Sometimes all that **separates** you from the competition is a **reliable** and **consistent** experience.

Leverage **scalability** and **availability** with a robust CX Cloud Platform.



- Treats everyone equally -

Customers spend should have **nothing** to do with the **experience** or **service** they **receive**.

Create a minimum **standard** of **service**.



- **Customers feel loved after every experience -**

Pay **attention** to your customers, remember **interactions** and show **empathy.**

Personal CX should be your unique selling point in **retaining** customers.



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you can chew?**

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