

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

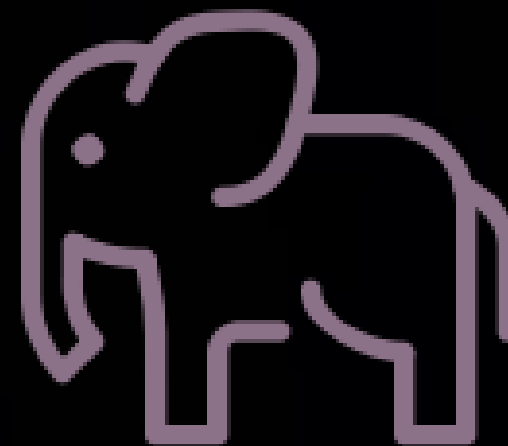
Highly competitive



Traditional and predictable



Saturated



Transactional and occasional

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A Customer Experience Strategy

In a highly competitive market

- Chameleon -



- Characteristics of a Highly Competitive Market -

No single **producer** can dictate the market

No single **consumer** can dictate the market

MARGINS

LITTLE LOYALTY

RIVALRY



- CX Chameleon Behaviours -

Territorial and **pro-active** under threat

Mirror the Customer

Rapid adaptation to the environment



- Territorial & Pro-active under Threat -

Solidify your **position in the market** and **OWN IT**. Focus on your customers with a **pro-active service** and retain the existing customer base.



- Know your Customer -

Empower your agents to handle the many different customer profiles they will encounter.

Use **Speech/Text Analytics** and **Real Time Analytics** to understand your customers **expectations**.



- Mirror your Customer -

Enable your customers to connect with your business through their **preferred channels**. Serving with **empathy** and **knowledge**.

Omni-channel routing **Profile aggregation**



- Adapt to the Environment -

Feedback data into your business on **product**, **service** and **pricing** changes.

Continious Improvement

Knowledge Sharing



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