

# Defining the correct CX Strategy for your market

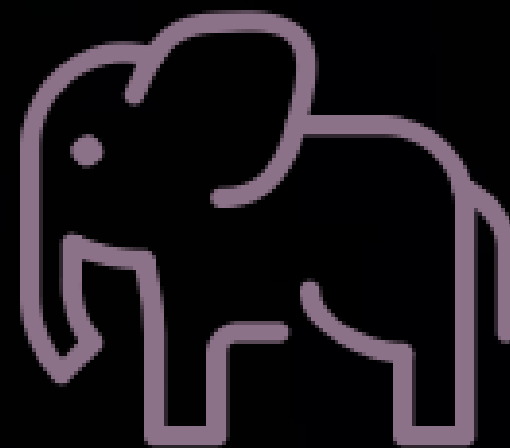
Highly competitive



Traditional and predictable



Saturated



Transactional and occasional

# A Customer Experience Strategy

*In a Saturated Market*

- Eagle -



# - Characteristics of a Saturated Market -

**Maximised** volume of product/services

**Zero** market growth

**Reduced** need for product/services



# - CX **Eagle** Behaviours -

**Precise** and **pro-active** service

A **unique** and **disruptive** operator

Adds value to all **experiences**



# - Precise and pro-active service -

For an agent to meet **expectations** today they need to be ahead of the game.

A **precise customer journey** will provide an agent with vital information before a word is spoken.



# - A unique and disruptive operator -

Separate yourself from the flock  
with **customer insight** and  
experience

**Speech & Text  
Analytics**

**Artificial  
Intelligence**



# - Adds value to all experiences -

Utilise the **information** you have to fully **connect** with your customers.

Drive value by delivering above and **beyond** the **expected** level of **service**.

**Intelligence**

**Precision**

**Forecasting**



**Some birds are not  
meant to be caged.**

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