

# Defining the correct CX Strategy for your market

Highly competitive



Traditional and predictable



Saturated

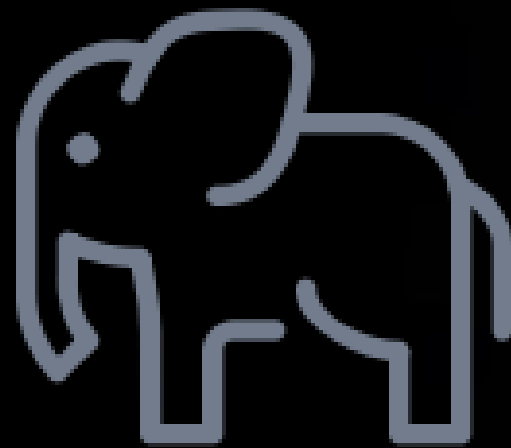


Transactional and occasional

# A Customer Experience Strategy

*In a Transactional & Occasional  
Market*

- **Elephant** -

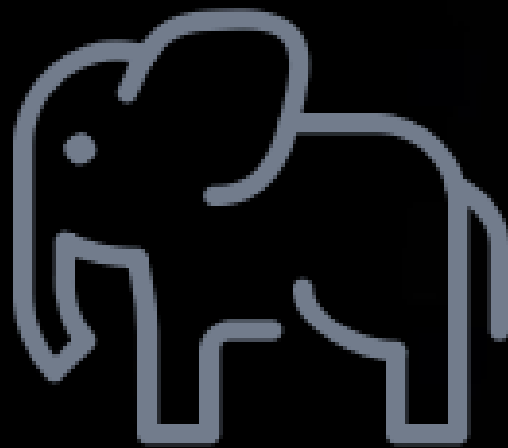


# - Characteristics of a Transactional Market -

**Customer loyalty** is dependant on CX

**Domianted** by larger - reputable  
organisations

Customers have near **perfect knowledge**

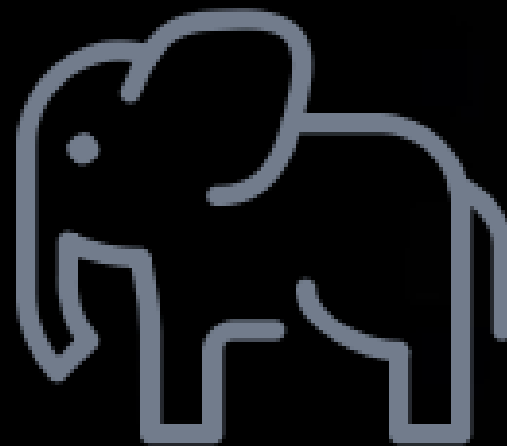


# - CX Elephant Behaviours -

Remembered for **positive experiences**

Always **willing** and **available** to help

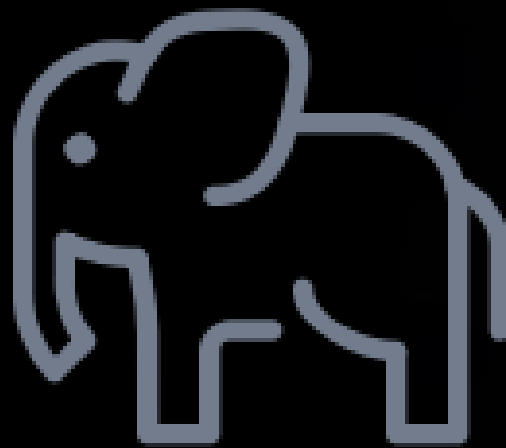
**Customers** come first



# - Remembered for positive experiences -

Make your **customers life easy** and remove friction from your customer experience

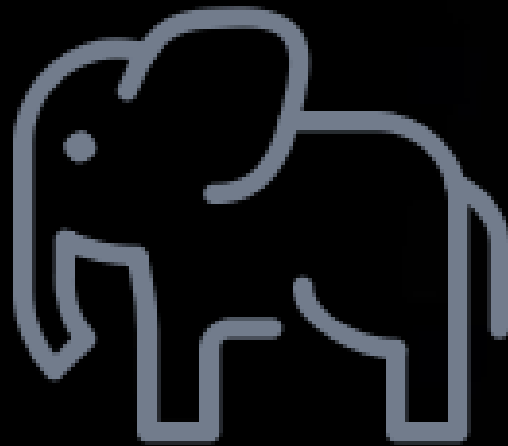
Implement a **seamless journey** from the first to last touch points



- **Always willing and available to help** -

Having **availability** for your customers when they need you **makes** all **the difference**

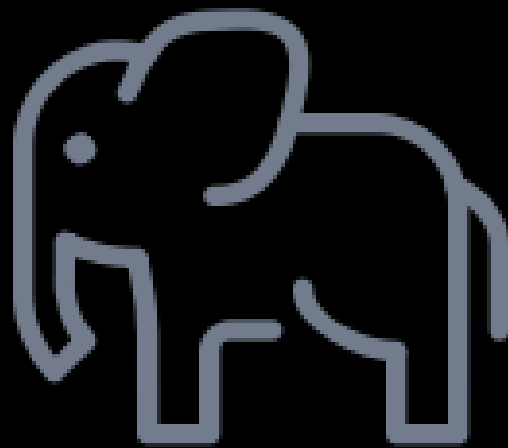
Enable your business with  
**Remote Working**



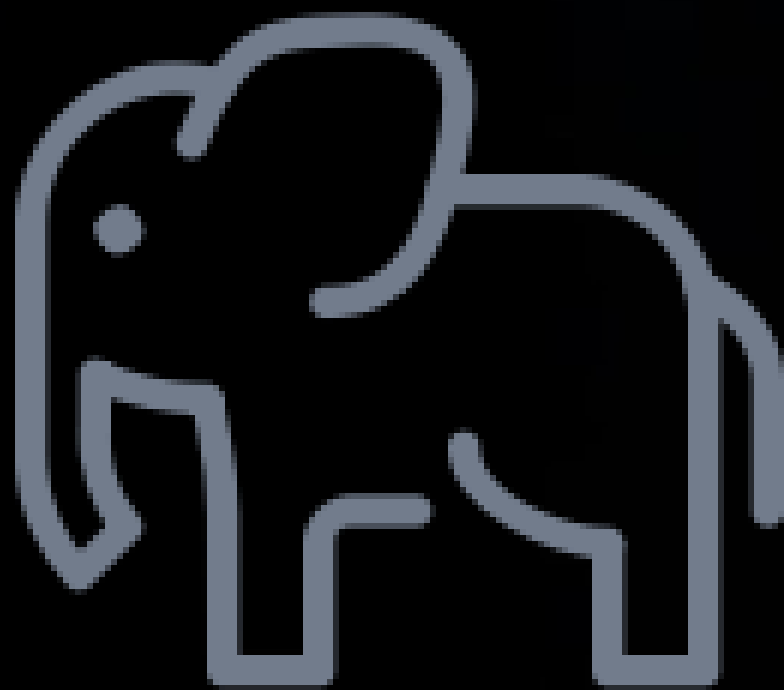
# - Customers come first -

In all your contact centre operations & technology, think - **are we bringing value** to the customer or at least ourselves

If the answer is **no** to both, **stamp it out**



**Elephants never forget**  
**but what they don't tell you is**  
**you never forget an**  
**Elephant**





Follow our page for more  
CX Strategies and go to  
our website

- [acrinax.com](https://www.acrinax.com) -

to view our customers  
success stories

