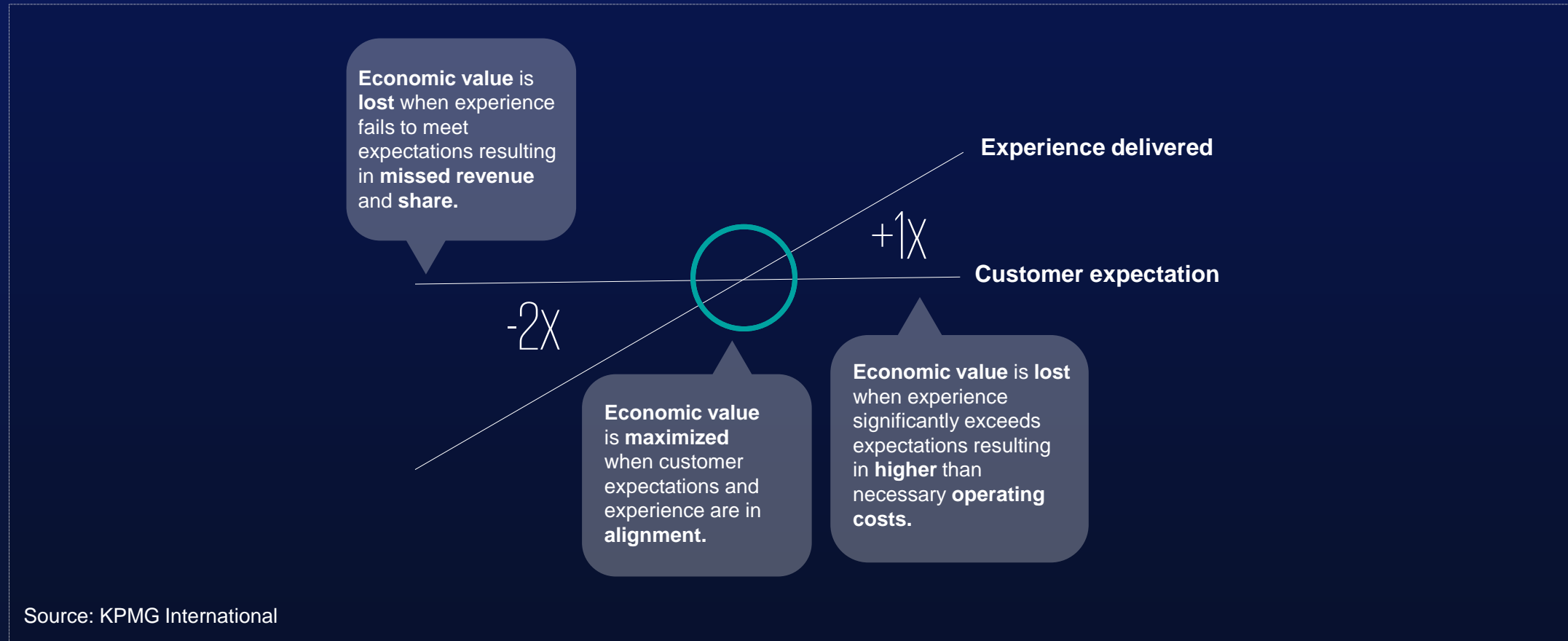


The economics of CX must be balanced

When companies over or under invest or deliver on customer expectations, profit suffers



Six Pillars of Experience Excellence



Personalization

Using individualized attention to drive an emotional connection.



Integrity

Being trustworthy and engendering trust.



Resolution

Turning a poor experience into a great one.



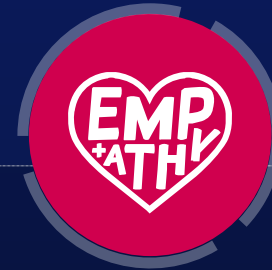
Time and Effort

Minimizing customer effort and creating frictionless processes.



Expectations

Managing, meeting and exceeding customer expectations.



Empathy

Achieving an understanding of the customer's circumstances to drive deep rapport.

The hierarchy of customer expectations is key to investment

