

Redesign CX operations by building an orchestration engine



30/01/2025

Boussias Events
CX Summit

CX Operations

The blueprint for unlocking value

70%

McKinsey (2022)

*% senior executives rank
CX as a top priority*

53%

GoodFirms (2023)

*% organizations with a
distinct CX Unit*

“Organisations have already convinced their shareholders to invest in Customer Experience starting slowly to realize the business impact ”

+15%

*McKinsey
2022*

**Sales
conversion**

-30%

*McKinsey
2022*

**Cost-to
Serve**

+7%

*McKinsey
2023*

**Share of
Wallet**

+55%

*BCG
2023*

**TSR 5y
growth**

----- CX Leaders -----

Most companies fail to exploit the full benefits of CX improvements as they concentrate on optimizing touchpoints rather than following an approach that cuts across functions and channels

The name of the game towards tapping new sources of value stands at the CX operations which tend to tie underlying processes with customer interactions

Key building blocks for redesigning CX operations



Funnel
Management



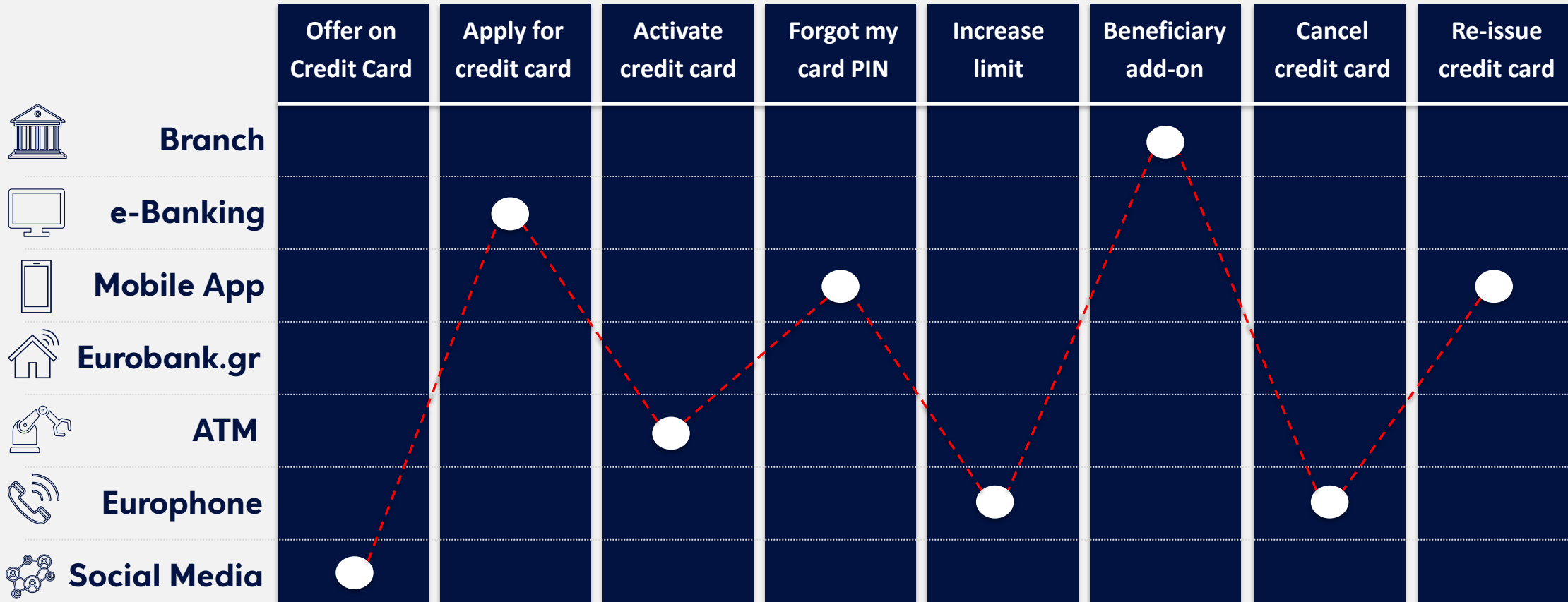
Customer
Lifecycle



Non-Linear
Journeys

CX Operations

Omnichannel creates non-linear journeys



1

2

3

4

Customers may interact with multiple channels of their choice

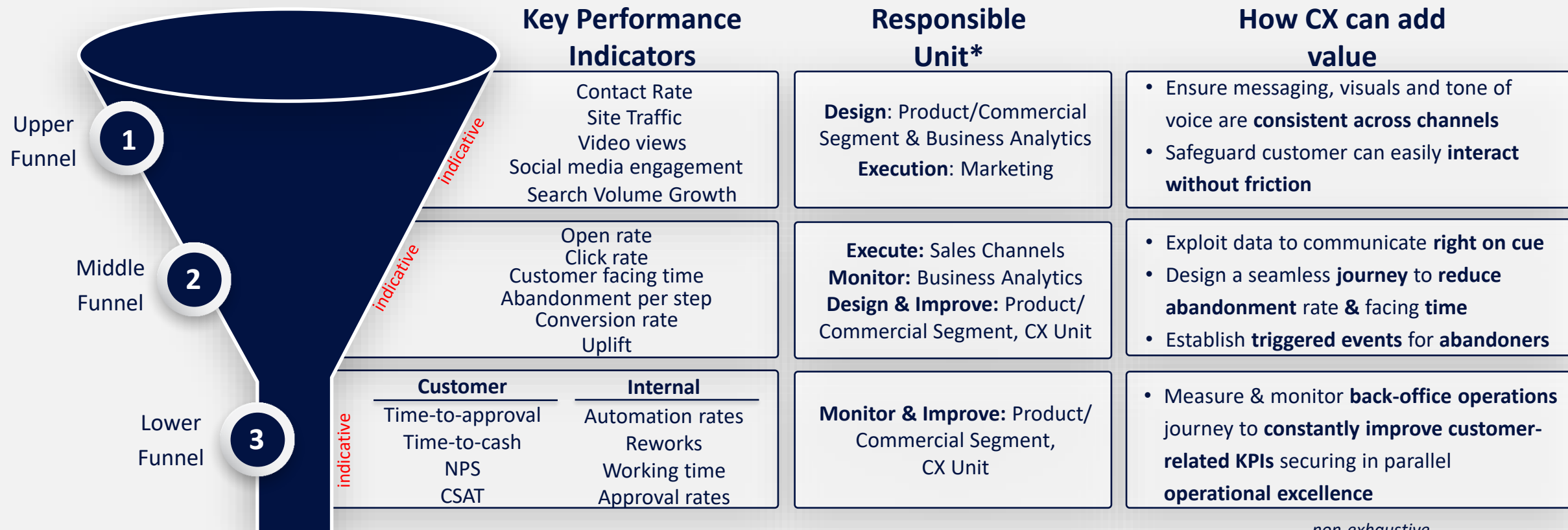
Omnichannel approach generates non-linear journeys transforming how customers engage with Bank

Already organizations are transforming their business model from product-led/ to customer-led

Orchestration among channels could nudge customers to the channel of "best fit"

CX Operations

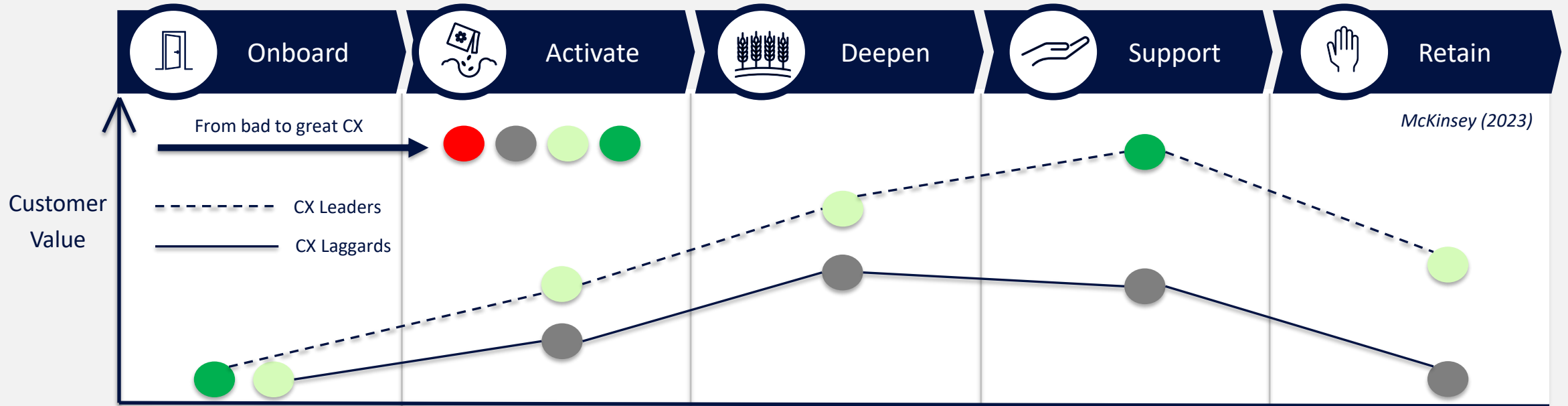
Funnel Management



*this column refers to main practice across industries

CX Operations

Customer Lifecycle Stages



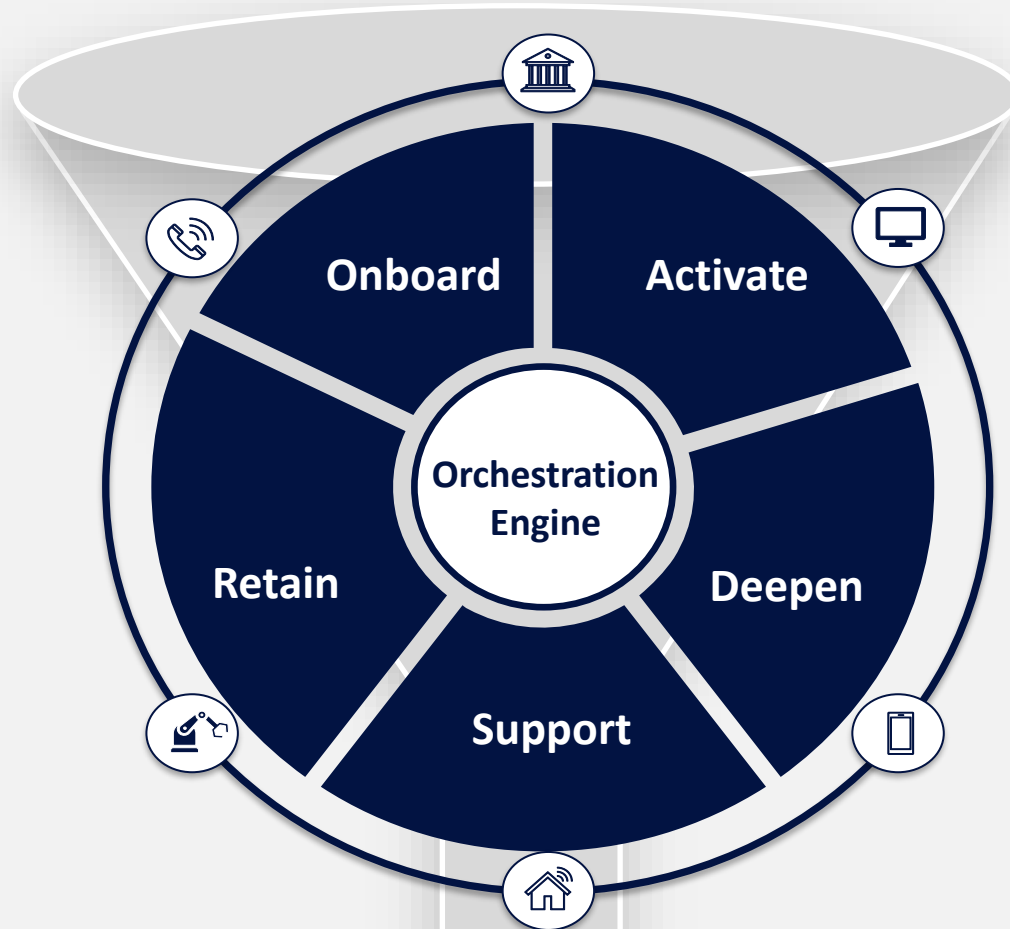
Businesses tend to focus & dedicate more resources on commercial activities

However, the biggest **leap in customer value growth** is met during **customer episodes management**

It is imperative to keep track of **experience of past interactions** in previous stages to unlock the maximum value

CX Operations

Orchestration engine to scale centrality



A distinct CX Unit without clear responsibilities does not guarantee at any case customer centrality

Complexity can be conquered by securing orchestration regardless model (centralized or decentralized) that blends omnitouchpoints with operational excellence across customer lifecycle

Towards this effort a clear segregation of duties should be established among Units and this engine to enable CX at the core exceeding the role of monitoring

Cooperation with horizontal Units that serve as enablers stands a prerequisite towards leveraging all critical capabilities


Nex-gen Analytics


Personalization


Gen AI


Integrated tech stack