

# Mastering CXM: Unlocking Three Major Success Factors

Customer Experience Management @ The SESS1ON  
Stuttgart, 16.10.2024

” Customers don't compare you to other companies in your industry.

They're comparing you to the best digital experiences they've ever had. B2B buyers are no exception.

– Jason Spero/ Google

**32%\***

of customers abandon a brand after a single negative experience.

**59%\***

even if they have an affinity for the brand, will turn away after two bad experiences.

\*PWC "Future of Customer Experience"

CHALLENGE 1

Keep up with customer  
**expectations**



CHALLENGE 2

Deal with the  
**complexity** of  
managing that

To avoid failure, we need to change perspective and focus on what matters.

**Understand** the customer

**Create** interactions actively

**Ensure** continuous optimization



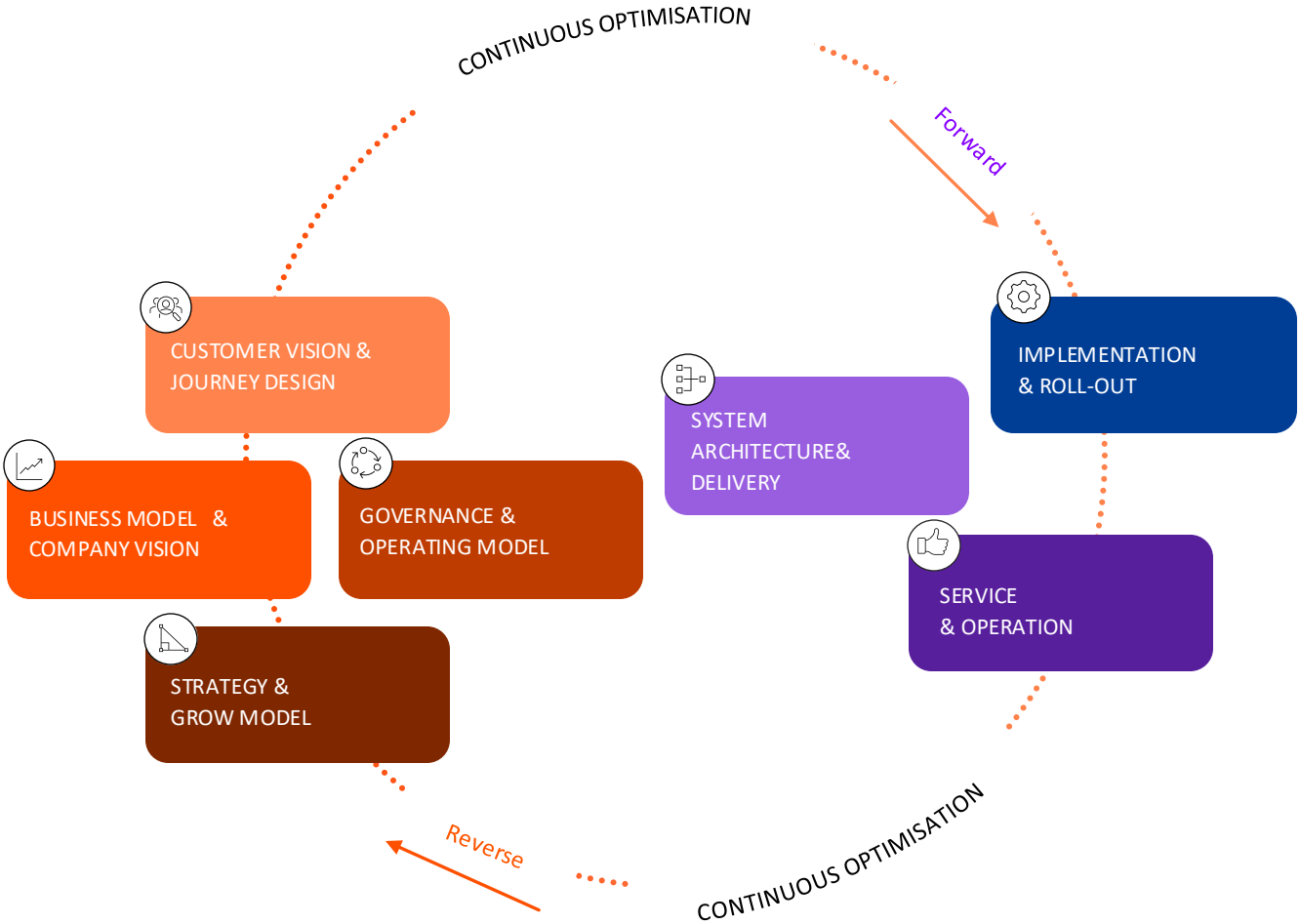
# Our **CXM value delivery model** solves high complexity and adapts to individual challenges

It offers a **holistic** view of the customer experience and enables ongoing optimization.

It's **modular**, with key components for CXM that can be addressed individually and strategically.



# Modular approach with key components for CXM

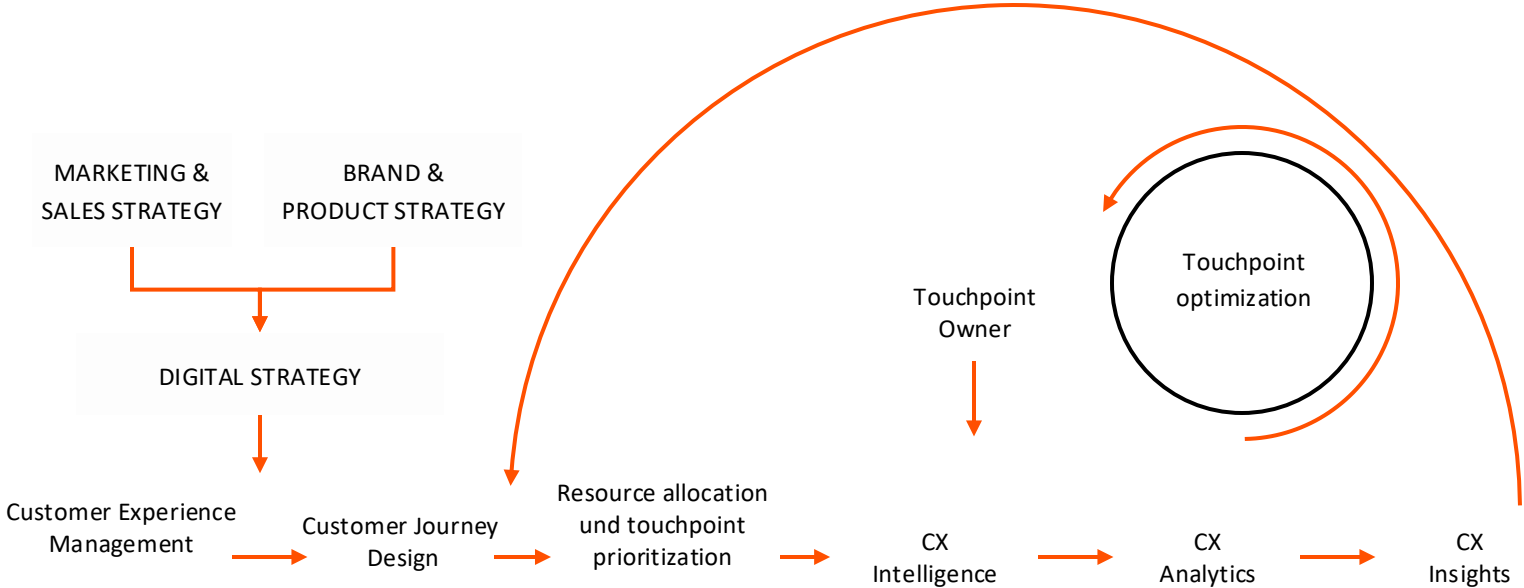


## BENEFITS

- ✓ Seamless E2E solution out of one hand
- ✓ Long-term experience in building CXM operating models
- ✓ Customized solution due to modular and interconnected CXM value chain
- ✓ Embedded AI tools & solutions for various use cases

Let's put it into practice!

# The CXM Governance Model



**IMPACT  
IMPACT  
IMPACT!**

- Culture of your team
- Capabilities of your team
- Customer reaction
- Cash

Imagine three levers:

- 1** Budget responsibility assigned to Customer Experience Management
- 2** "Definition of ready" for every meeting: What are the numbers and quotes?
- 3** Align incremental & radical innovation in your company



# THANK YOU

Ready to update  
your business with us?

LET'S TALK