



Leapfrog the competition
in a whole new way with
CXDesk



IT'S ABOUT YOUR CX EDGE

Our unified DESK — Dexterity, Expertise, Skills and Knowledge foundation for Customer Experience Continuum operationalizes and updates CX Technologies relentlessly using set of Artificial Intelligence and Robotics Process Automation tools.

WHAT'S CXDESK



CXDesk is a diverse, multi-functional approach to optimize CRM investments through technology upgrades and continuous improvement of experience.

CX TRANSFORMATION

Virtuos combines knowledge and expertise from its industry verticals, functional domain, and technology to provide its clients more than just support. These include industry-specific templates, reference systems, digital assets, and accelerators. At Virtuos, we also create and use Moments of Truth to enhance your CX with Industry's first and most integrated building blocks of digital transformation such as CX Audit, Customer Journey maps, design thinking and Voice of Customer Analytics (VOCA).

CX OPTIMIZATION

Virtuos CXDesk is a contemporary and unique model for the real-time upkeep and optimization of your CRM and CX technologies. Our Support skills are multi-threaded with significant backup and contingency. CXDesk offers clear differentiation and excellent value proposition to our customers with non-stop 24/7 CRM support.

Virtuos has invested in proprietary inventions, methodologies, and assets supporting CXDesk. These include standardization and reuse,

DEXTERITY

- Sales, Customer Service and Analytics
- Digital Process Automation and BPM
- CTI, Contact Center and Omni-channels

EXPERIENCE

- 10+ years implementing leading CRM products
- Diverse verticalization by industry and domain

TECH SKILLS

- Development and API Integration capabilities
- Project Management (Agile and SCRUM)
- Certified by OEMs on CRM Applications

Automation of IT work, use of Analytics and AI, and Pace Layered Umbrella Strategy (PLUS). We are Virtuoso teams with digital dexterity, experience, skills and knowledge.

1. SPRINTS AND SCRUM

Tweak your existing CRM setup on a continuous basis with small sprints and agile project implementations. CXDesk is the most cost-effective model for delivering continuous improvement in CRM technologies while meeting your dynamic business needs.

- CXDesk carries out minor enhancement work such as “change requests” (CRs) or “service requests” (SRs).
- CXDesk has well established governance model that comes with a written SLAs for each of the defined services.

2. BUSINESS SUPPORT

CXDesk offers maintenance and support services in addition to critical business continuity – the help provided for users and business units on application operation work, use of application functions, consultancy to users and business process efficiency. CXDesk also:

- Constantly tweaks the application stack, workflows, functionality or user privileges, and other performance analysis.
- Partners with technology teams to fix gaps in the existing system to support new requirements of the business.
- Delivers blended, multi-talent and hybrid CX technology management service optimized for delivering value to customers.

3. TOTALITY OF SERVICES

End to end strategic, tactical and operational customer management services for CRM Application stack are provided by the blended pool of talent at CXDesk. Some of the services may (directly) be provided by OEM or Other Third Party Provider. CXDesk primarily offers:

- Software maintenance to Application Management ensuring high standard of technical and business function support.
- Application Operations covering patches, user adoption and management bringing stickiness to the underlying technologies.

HARD FACTS

28

**CX DESK
ENGAGEMENTS**

In less than two years, customers engaged on 28+ new initiatives making CXDesk, the smartest move.

300

**SUCCESSFUL
PROJECTS**

Backed by the Consultare Services team who delivered 300+ CRM and CX projects across 10 countries.



“CX makes or breaks organizations in the digital age.”

TESTIMONIALS



I enjoy working with CXDesk teams to bring quick and agile enhancements to my core CRM application. The team is awesome!



I believe the only next level to CXDesk is heaven. In supporting our 1000+ agents, there's a continuous technical help from the team.



We are able to upgrade our legacy CRM in a snap with timely assistance and deep skillsets from Virtuos.



Many a times small enhancements are ignored due to cost and complexity. With CXDesk, I have a peace of mind without seeking approvals frequently.

"CXDesk prevents CRM Implementation failures and lower user adoption"



50+ CLOUD APPLICATIONS



20 Million INTERACTIONS

CXDESK DELIVERS
NON-STOP BUSINESS



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