

Acquisition
(Increase Sales
& Adoption)

Retention
(Build Trust &
Strengthen
Relationships)

Efficiency
(Reduce Costs
& Effort)

Acquisition

Retention

Efficiency

CX = A + R + E

Customer Experience

Increase Sales & Adoption

Build Trust & Strengthen Relationships

Reduce Costs & Effort

Virtuos Along With Oracle RightNow Differentiates In The Market By Positioning “CX”

The CX value equation (CX=A+R+E) is an umbrella value methodology to CEM, SCRM, CRM which focuses on the measurable value to the business and consumer of interactions throughout the customer experience lifecycle, across all touch points.

The CX Value Equation Is...

For Virtuos:

1. Unify Strategy

A strategy to centralize and unify our efforts for how we market, sell, measure and deliver value

2. Guide Process

A common set of tools and language for defining our processes and guiding our behaviors



For Virtuos Customers:

1. Justify Investments

A way to understand and justify ongoing investments in Customer Experience, across the business for greater returns

2. Execute Strategy

A set of tools for planning, funding and measuring the value returned by investments in Customer Experience



The CX Value Equation Objectives

• Marketing Goals:

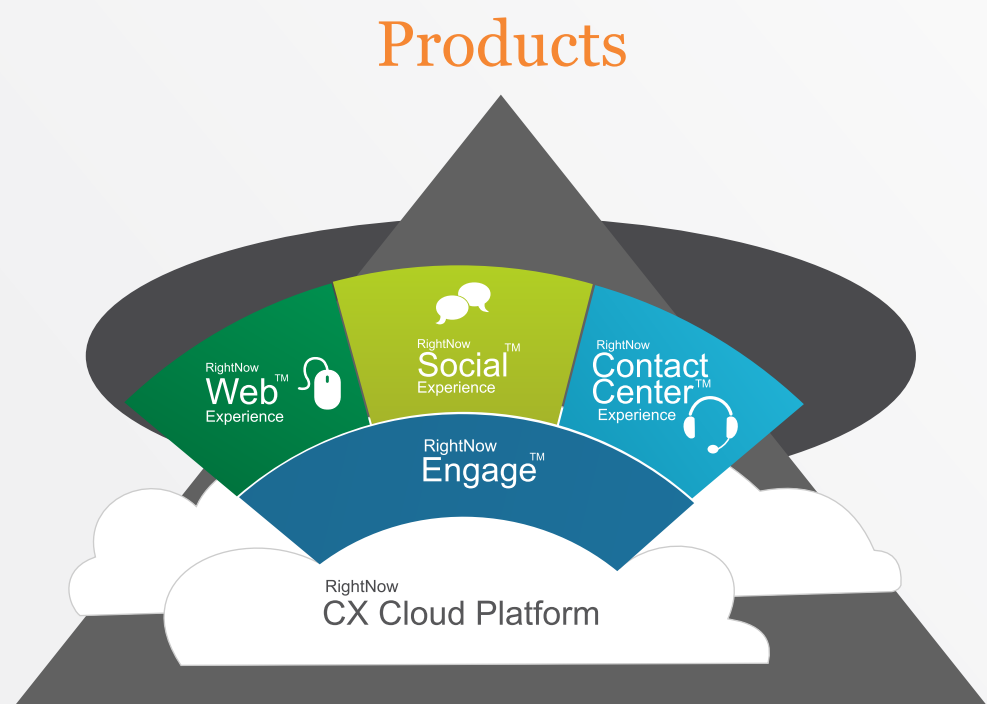
- Broaden Competitive Differentiation
- Increase Market Adoption of CX
- Reduce Fragmented Messaging

• Field Goals:

- Increase Breadth of Performance
- Develop Impactful Adoption Stories
- Improve CX Project Funding
- Reduce Splintered Processes

• Sales Goals:

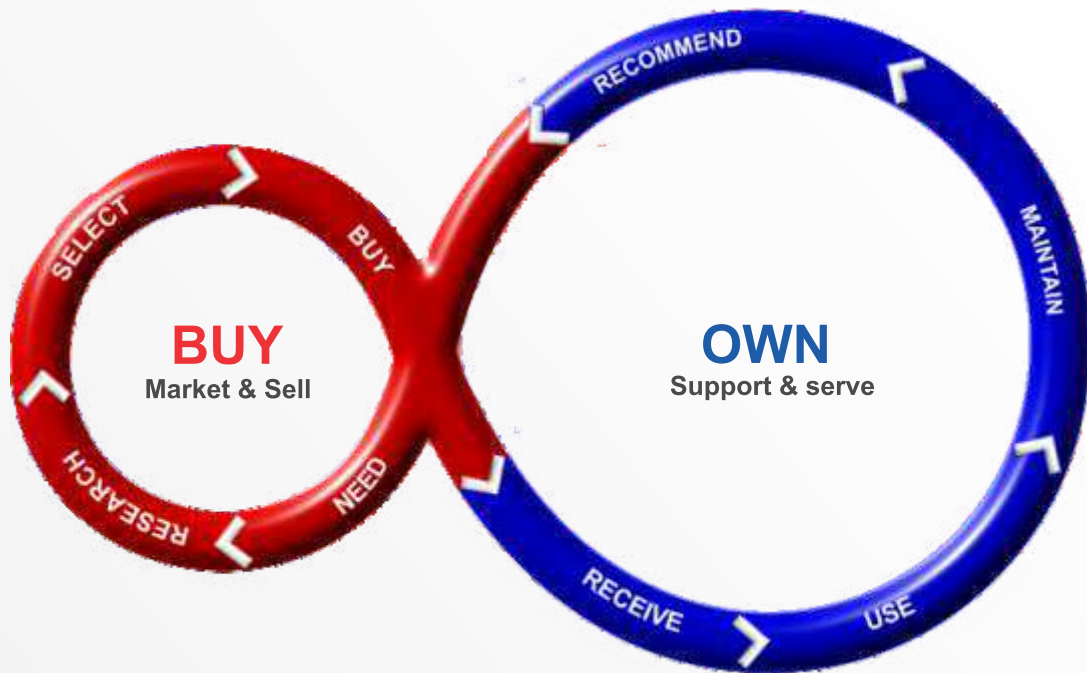
- Increase Average Order Value
- Increase Subscriptions and Renewals
- Improve Overall Customer Satisfaction
- Increase Seats and Session Consumption



Partners

Practices

The End-To-End Customer Lifecycle



Business Challenges We Solved :

- Web Experience
- Contact Center
- Sales & Engage



- Contact Center
- Web Experience



- Contact Center
- Web Experience
- Social Experience



- Web Experience (Email)
- Contact Center
- Social Experience



- Web Experience



- Web Experience



If you would like us to deliver business value through A-R-E Strategy based CX Assessment, Please speak to one of our CX Consultants.

You can reach us at cx@virtuos.com or visit us at www.virtuos.com

