CX Discovery Services

NCS Technologies

Gain accurate insights into the customer experience your enterprise delivers. Use this knowledge to boost acquisition, retention, and personalized service goals. Elevate your "CX-IQ" to drive higher revenues and increased market share.

NCS CX Discovery Services convert raw and diverse CX data into actionable CX intelligence. We enable you to make better CX investment decisions, optimizing CX delivery across the channels your customers value.

Real CX Intelligence isn't easy to come by. It takes a multidisciplinary approach and a technology infrastructure that supports real insight development and continuous improvement in CX delivery.

NCS CX Discovery Services leverage the CX Intelligence Nexus to give you deeper insights, improved CX delivery, and positive differentiation in your marketplace.

What We Do

CX Discovery Services go beyond traditional techniques that calibrate customer experience. Our team follows a proven methodology to:

- **Quantify.** NCS Discovery Services bring the hard facts into focus. We put a big emphasis on gathering extensive CX data from your operational channels and using it to develop solid CX intelligence.

  Enterprises often fail to understand and leverage the CX value that exists in the data they already have. They rely on incomplete data, qualitative techniques, and opinion when making CX investment decisions. NCS enables them to discover contextual patterns and insights that eliminate doubts about where to invest in CX programs.

- **Map.** Our experts will map the journey customers take across your channels to accomplish key objectives. Depending on your business requirements, we may focus CX discovery on acquisition, retention, or servicing functions.

  The output of the NCS mapping process, when coupled with quantified CX data from actual operations, often reveals hidden cross-channel impacts and behavior patterns that influence CX outcomes.

- **Interpret.** NCS analysts, CX specialists, and subject matter experts team up to analyze your CX data, develop insights, and provide highly targeted recommendations to your organization.

  We employ a range of analytical disciplines, such as predictive analytics, depending on your business objectives. We deliver high-value insights that inform CX programs and investments.

CX DISCOVERY SERVICES:

Gain deeper insights

Understand cross-channel impacts

Focus on the right things

Make CX investments confidently

Know which technologies to deploy

Start small and grow

Implement continuous CX improvement

interactSMARTER

The NCS Difference

We believe in short, agile, bite-sized projects that deliver results in three to six months, depending on your business objectives.

We believe that data-driven decisions are best, so in our first project we'll establish a CX Intelligence Nexus that correlates data from diverse sources, such as channel interactions, operational systems, journey maps, and customer sentiment.

We also believe in continuous improvement, so our clients extend the CX Intelligence Nexus over time to fuel deeper insights as more data from more channels is added to it.

We deliver a strategic foundation for ongoing CX optimization. The CX-IQ Foundation becomes an increasingly valuable asset as more data is acquired over time and more CX initiatives are measured.

Ultimately, Intelligence-Driven Customer Experience enables our customers to detect key contexts in real time, as interactions are happening, and deliver personalized experiences while CX outcomes can still be influenced.

CX-IQ FOUNDATION

CX Intelligence Nexus	Insight Development	Opportunities
CX Database	Perform Analytics	Repair
Objective Journey Maps	Develop Behavior Models	Elevate
Business Impact Maps	Discover Root Causes	Optimize
Metrics & KPIs		Differentiate

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CX INTELLIGENCE

Base conclusions on a solid CX data foundation

CX INSIGHTS

Understand the true drivers of CX outcomes

CX OPTIMIZATION

Use CX Discovery to make the right changes

About NCS

NCS Technologies helps large companies maximize the business value they realize from customer interactions.

We optimize direct and indirect touch points across digital, human, and back office channels. We pioneered Intelligence-Driven Customer Experience, which delivers faster, better, and more long-lasting improvements that extend customer lifetime value.

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