



Your order #123456 is currently on its way!  
It was shipped on May 30th and is expected to arrive by June 3rd.



Thanks! Let me check that for you.  
Checking order #123456...

Yes, it's #123456.



Sure! I'd be happy to help with that. Could you please provide your order number?

Hi, I'd like to check the status of my order.

# ~~CX~~ marries Digital CX is Digital

Virtuos creates an integrated CX.Digital Practice.



# CX is integral to digital marketing

Customer Experience and Digital Marketing go hand in hand and they are practically inseparable. Digital Transformation Projects always have Customer Experience and Marketing as one of the core elements. Over the last decade or so, Customer Experience (CX) has become a buzzword encompassing all the tenets of “experience”. Further CX has distinguished itself from its close cousin CRM.

## What is Digital and how it relates to CX

Digital is everywhere as a prefix or suffix for almost any part of the technology, transformation or optimization.

When Virtuos first announced “CX Marries Digital” in 2009, it looked more apt. In the last few years CX and Digital have become integrated and served as one. “CX Marries Digital” is a misnomer today as CX without Digital or Digital without CX ceases to exist in the world of digital transformation. It’s not a marriage but a co-existence.

In June 2017, Virtuos announced a combined force of CX.Digital as a digital transformation division that is “Customer” Focussed. In 2019 we also unveiled an EX.Digital Strategy centered around “Employee”. In 2020, XX.Digital became Everything Experience.



Pre-Digital CX Era



CX and Digital Era



CX.Digital Era



- Outside-In
- Design
- Voice of Customer
- Personas and Journeys
- Customer Insight
- Culture

- Inside-Out
- Marketing
- Sales
- Digital Commerce
- Customer Service
- Field Service

CRM and CX are critical priorities, but strategies must adapt as the organization, its customers and its environment evolve. Failing to get the fundamentals right puts the organization at risk.

# Evolution of Customer Experience (CX)

Customer Experience has become a next competitive battlefield. Many Organizations see the customer experience as a sustainable source of competitive differentiation.

Customer Experience (CX) is defined as the customer's perceptions and related feelings caused by the one-off and cumulative effect of interactions with a supplier's employees, systems, channels or products.

## Customer Service

For many decades Customer Service (also known as Post Sales Service) has always been treated as a cost center meeting the obligations of sales and business operations.



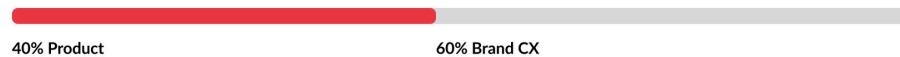
## Marketers' CX

Until 2016 Customer experience ranked low on the list of increased expectation of marketing by senior leadership, spurring reallocation of resources to more immediately impact revenue.



## CX Differentiation

Consumers today enjoy abundant choice and transparency. As this erodes traditional product-based competitive advantages, marketers must look to new sources of differentiation like Signature CX.



## Experience Centric

Customer Experience in the future will become a gold standard as Customer Trust offering a greatest differentiation. Powerful brands who embed CX in their DNA will transcend into the "Experience Centric" Model.

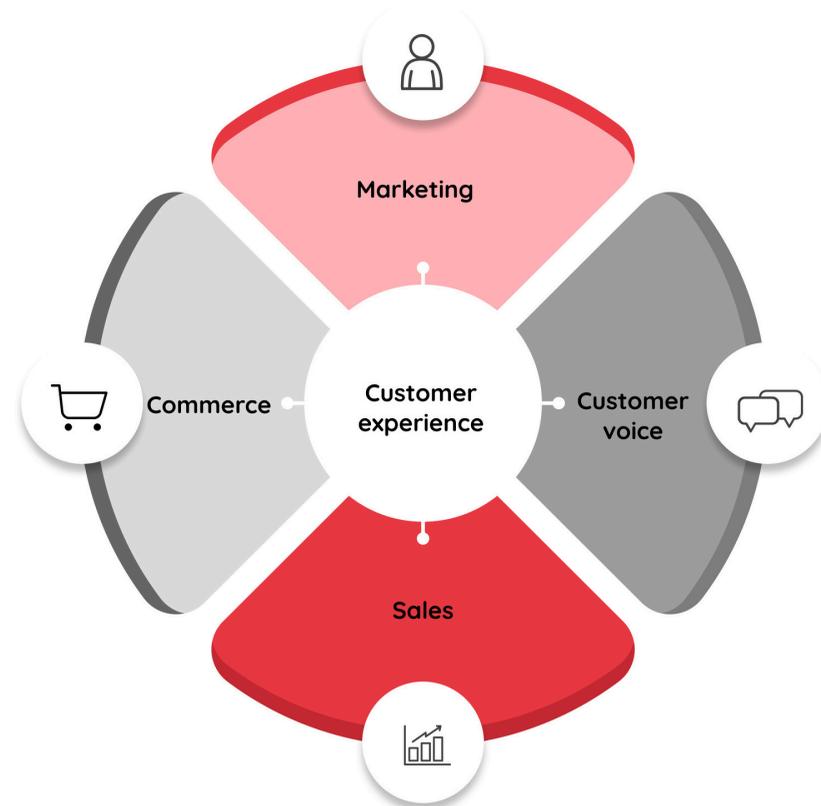


# CX and Marketing

Customer experience as the marketing leaders' next battlefield – and what this will mean for you.

Changes to customer experience, analytics, the expanding influence of Amazon and more mean marketers need to effectively balance competing demands. The COVID-19 has changed the priorities of CX Leaders and Marketing Leaders towards cost savings, resilience, and profitability.

By 2026, profitability will replace customer experience as the CMO's No. 1 topmost priority.



## CCO Strategic Imperatives



CX Leadership  
And Organizational  
Foundation



Voice of Customer  
And Technology  
Innovation



CX Strategy  
Development



CX Continuum  
and Operational  
excellence



Differentiated value  
and Customer Advocacy

## CMO Strategic Imperatives



Marketing Strategy  
Development



Marketing and Business  
Innovation Acceleration



Marketing Leadership  
and Organizational  
Effectiveness



Transformation and  
Change Management



Creating and Managing  
Disruption

Marketers can still seize control over the entire customer experience when they own very little of the operational functions to create it?

### Model the customer journey

Map and model the life cycle of a customer relationship, identifying key customer touchpoints and opportunities for data capture and handoffs.

### Democratize CX insights

Move beyond hoarding of customer experience data to a culture of sharing insights to drive operational improvements across the organization.

### Identify quick wins

Create role-based views of VOC data that filter and deliver actionable CX insights and recommendations to the front-line customer-facing employees.

### Identify and correct root causes

Take action to understand patterns in CX insights and how they reveal opportunities for broader strategic and operational improvements.

## Chief Marketing Officer **vs.** Chief Customer Officer

Benchmarking against peers and competitors is an essential priority for the CMO when developing strategy and budget.

Balancing the needs of individual departments to hit key performance indicators (KPIs) with the wider goal of improving the CX is the CCO role.



Want to make your CX as the new arsenal  
in your competitive battlefield?

Talk to CXperts at Virtuos. visit [cxnow.com](https://cxnow.com)



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