

CX Strategy Value Framework

Build a business case for investing in CX transformation.



Talkdesk CX Strategy partners with organizations to create a business case tailored to their specific customer experience (CX) transformation needs and desired business outcomes.

Revenue generation.

The goal is to maximize revenue per customer. The KPIs associated with revenue generation have a direct impact on the bottom-line performance for both support and sales organizations.

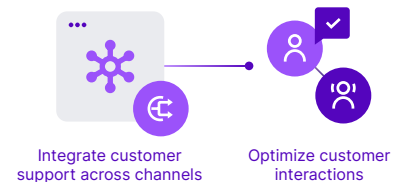
Examples of revenue generation KPIs include abandoned call revenue, average order size, and payment collection.



Customer experience.

The goal is to grow customer lifetime value (CLV). Improving these KPIs enables companies to retain more customers and optimize their CSAT.

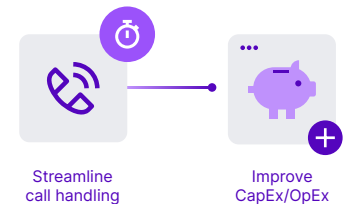
Examples of customer experience KPIs include CSAT, churn rates, and resolution rates.



Operational efficiency.

The goal is to reduce cost per contact. Improving the metrics associated with this CX priority reduces the amount of resources needed to support the overall customer base, thus lowering capital and operating expenditures in the contact center.

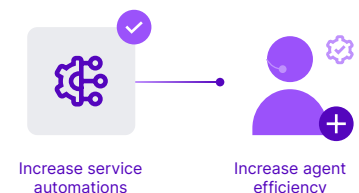
Examples of operational efficiency KPIs include authentication time, after-call work, and average handle time.



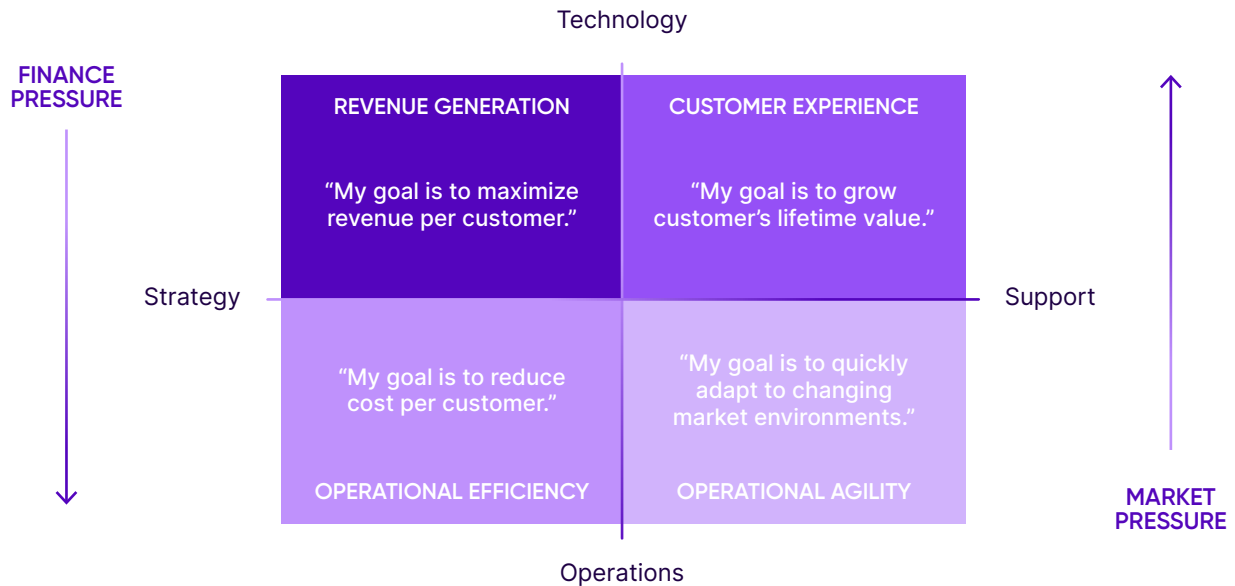
Operational agility.

The goal is to quickly adapt to changing market conditions. By improving operational agility, contact centers can improve uptime and better support the customer and agent experience.

Examples of operational agility KPIs include uptime, agent time-to-value, and digital channel optimization.



Talkdesk CX Strategy Value Framework



Talkdesk CX Strategy consultants support customers in defining their specific business needs and the ideal future state of their CX by leveraging the CX Strategy Value Framework. Working in lockstep with customers, they gather data inputs to understand the main opportunities for improvement, the specific use case and needs, and KPIs that could be influenced based on the customer's use case and business challenges.



CX Strategy is part of Talkdesk CX Services. Learn more about how Talkdesk partners with and guides companies through their most pressing customer experience initiatives at [Talkdesk.com](https://www.talkdesk.com).

About Talkdesk

Talkdesk® is a global cloud contact center leader for customer-obsessed companies. Our automation-first customer experience solutions optimize our customers' most critical customer service processes. Our speed of innovation, vertical expertise, and global footprint reflect our commitment to ensuring that businesses can deliver better experiences across any industry and through any channel, resulting in higher customer satisfaction and accelerated business outcomes.



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