
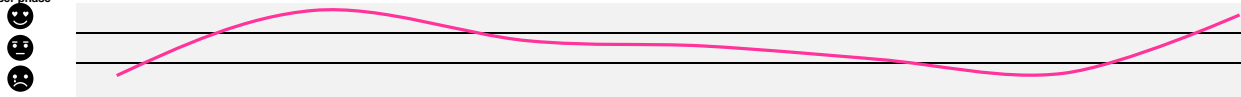


# NeCxus Framework Blueprint



Company name								
Customer journey		AS IS: <input checked="" type="checkbox"/>		TO BE:				
Customer group								
Strategy								
	Purpose of company							
	Customer Strategy							
	Our customers feel...							
	Customer Principles							
Measurement & Improvement								
Level 0 High level journey phases		Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6	Phase 7
		<i>Orientation</i>	<i>I become a customer</i>	<i>I am a customer</i>	<i>I need support</i>	<i>I get an invoice</i>	<i>I decide: stay or go</i>	<i>I leave</i>
Level 1 Touchpoints per phase		I look for info on the website	I buy a product in a shop	I use the product	I need advice and call the support desk	I receive my first invoice per mail	My contract is ending	I terminate my contract
		I visit a store	I close a deal via email	I receive a newsletter	I send an email with a question	I receive a SMS	My prepaid card is empty	I buy a product elsewhere
		I call the callcenter for info	I sign a contract	I visit a forum	I look at the site for Q/A	I open my invoice per mail	I look for info on the website	I have an exit interview
		I talk to a salesman	I receive documentation	I receive a survey	I visit a store and ask for help	I visit the My online environment	I get a new offer	.....
		.....	.....	.....	.....	.....	.....	.....
Emotion per phase								
Level 2 Underlying processes		Customer enters the shop Answering the phone in callcenter .....						
Level 3 Underlying IT systems		CRM tooling Salesforce Call center software phone answering software	Order system	Research tooling	CRM tooling	Billing tooling	CRM tooling	....
CX Measurement: Voice of the Customer								
NPS score per phase		0	0	0	0	0	0	0
		promotor comments	promotor comments	promotor comments	promotor comments	promotor comments	promotor comments	promotor comments
		detractor comments	detractor comments	detractor comments	detractor comments	detractor comments	detractor comments	detractor comments
CX Measurement: Voice of the Process								
KPI's		Ratings social						
		First Time Right						
		NPS per Touchpoint						
CX Measurement: Voice of the Employee								
NPS score per phase		0	0	0	0	0	0	0
		promotor comments	promotor comments	promotor comments	promotor comments	promotor comments	promotor comments	promotor comments
		detractor comments	detractor comments	detractor comments	detractor comments	detractor comments	detractor comments	detractor comments
CX Priorities based on analysis of CX measurement		1. better website						
		2. improve invoicing process						
Improvement projects set up		fix website bugs						
		look & feel of invoice						
Culture								
Roles and functions		who are involved in improvement						