PIVOTAL

Because good CX is good for business

INTRODUCTION

There isn’t a blueprint for life. But when it comes to CX, we’ve compiled the blueprint.

TURN THE PAGE FOR MORE

Everyone wants to 10X their CX, but how?

In South Africa's stagnant economy, coupled with record high unemployment rates, businesses across a variety of industries are under immense pressure to retain and grow their customer base. This pressure has filtered down to customers alike, who are facing economic pressures themselves to meet their financial obligations every month. According to McKinsey & Company, 87% of South Africans, across all income levels feel stretched financially and over 61% plan to cut back their spending.

More than ever before, this impacts the CX industry

- Customers are under increasing pressure to look for better deals after having a bad CX
- Customers expect more and more...for the same price

But! Herein lies the possibility:

Every problem presents a business opportunity

Unfortunately, you can't control any of these external forces, but what you can control, is the experience customers have every time they come into contact with your brand.

10Xing your maturity is no easy feat, which is why we'll be tackling;

- Knowledge, expertise, optimal operational processes & measurement
- A framework for choosing the right technology solution(s)
- Key stakeholder alignment

READY TO 10X YOUR CX?

Source: https://businesstech.co.za/news/finance/572042/middle-class-south-africans-are-struggling-to-make-it-to-the-end-of-the-month/

FAQ

Why was this created?

We want to help you 10X your CX. Our aim is to arm you with the right questions, frameworks and tips to help you succeed.

Is this guide for beginners only?

In short, no! The contained principles range from easy to advanced, offering something valuable for everyone - no matter your industry!

Where do I start?

Ideally, we recommend reading this from start to finish. We think there will be something in it for everyone!

What's not included?

Detailed, step-by-step instructions. No business is the same, nor will it require the same instructions. If you would like more personalised guidance, hop on a call with us. Complicated or easy, we've likely helped someone with a challenge just like yours :).

eBook callouts

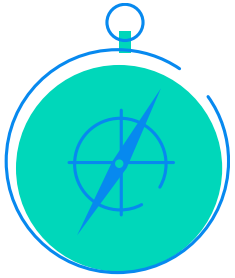
Pro tips:
We share quick bursts of info, meant to enable you and your team to better plan & execute.

Did you know?
A relevant titbit that adds to your existing knowledge on the section.

Watch-outs:
We aim to make you aware of hang-ups or issues that may arise in a given subject area.

TAKE THE CX MATURITY QUIZ

To know where you're going, you need to know where you stand.



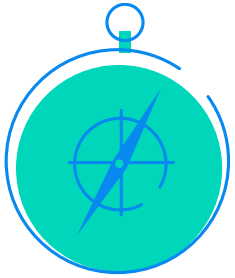
TAKE THE CX MATURITY QUIZ

Ready to 10X your CX? This is your starting point!

Ready to 10X your CX? This is your starting point!
Take our 5-minute test below and assess your solutions performance.
Once you've tallied the score, we'll give you a benchmark of where you stand.

TAKE THE CX MATURITY QUIZ

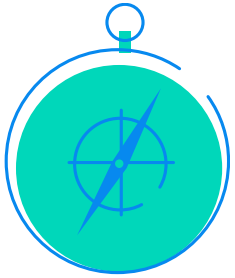
LEADERSHIP AND PLANNING	Rate your maturity with an 'X'. (We're beginners) 1—2—3—4 (We're experts)			
	1 Point	2 Points	3 Points	4 Points
Does the business have a clearly defined CX mission statement?	No clear and communicated CX mission statement	The business knows it wants to achieve CX excellence, but not sure how yet	Business has defined a few items to build a CX mission statement	Business has aligned all business units and operations to a clear and communicated CX mission statement
Do all supporting documents in the business support this plan?	Supporting documents are not all finalised yet	Basic supporting documents are in place but do not support a CX strategy	Some supporting documents in the business support the CX strategy	All supporting documents in the business support this plan
Does every business unit have defined and communicated targets aligned to CX mission statement?	No targets have been defined	Targets are being discussed on management level to be communicated to all business units	Only key business units have set targets that are measured but business is unsure how to drive improvements from this data	All business units have defined and communicated targets to drive the CX strategy and measure status quo and possible areas of improvements
Well defined organisation structure in place to support business strategy and growth	No formal structure in place	Basic structure has grown organically, no responsibilities defined per role type	Roles are defined and basic responsibilities are in place	Roles and responsibilities are clearly defined to form a functioning structure to support the business strategy



Technology is only one part of CX. People power CX. Find out how your people fair.

Did you know?
Outstanding CX is often powered by data, making it personal and contextual.

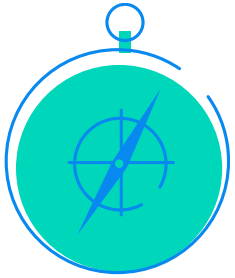
PEOPLE	Rate your maturity with an 'X'. (We're beginners) 1—2—3—4 (We're experts)			
	1 Point	2 Points	3 Points	4 Points
Does the business have a clear and communicated HR strategy?	No clear and communicated HR strategy	A few general HR agenda items have been communicated and plans are in place to implement them	A specific and target-driven HR strategy has been defined and communicated but still has to be implemented	Clearly defined and communicated HR strategy in place
Are your recruitment plans defined and implemented?	No recruitment plan defined yet	A general recruitment plan for certain roles has been defined	A recruitment plan for certain key roles has been defined and implemented	A recruitment plan, for all roles, that aligns with business strategy has been implemented
Does your business know what skills are required per job role?	No clear understanding of what skills are required per job role	Business understands what skills only key roles require	Business understands what skills most roles require and is planning a skills audit to gather more information	A full skills audit has been conducted and business understands what skills are required per job role
Are their training, mentoring and coaching opportunities readily available to staff?	No training, mentoring or coaching opportunities available	Some training modules have been implemented in the business	Training programs that align with role requirements have been drafted and somewhat implemented, mentoring initiatives are being planned	Training mentoring and coaching opportunities that are aligned to the business strategy and role types are implemented



Processes are the foundation driving a consistent CX. Are you hitting the mark every time?

TAKE THE CX MATURITY QUIZ

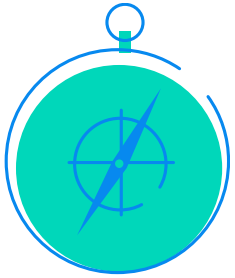
PROCESS	Rate your maturity with an 'X'. (We're beginners) 1—2—3—4 (We're experts)			
	1 Point	2 Points	3 Points	4 Points
Customer experience processes are clearly defined and communicated?	No customer experience processes defined	Customer experience processes are being drafted to support business strategy	Some processes are defined and put into working	All customer experience processes defined, implemented and aligned to business operations
Does your business know if these process support what customers expect?	We don't know what our customers expect	We have done a VOC survey but don't know what to do with the data	Customer data drives/informs some of our operational processes	Customer data drives our processes and informs our operational improvements
Data/information going into and coming out of, and that is derived from these processes are effectively used to improve the business	We are unclear about what data goes into and comes out of our processes	Business is in the process of defining the data that is required to go into the processes and that needs to come out of the processes	Business has defined data requirements but is not using this data to drive a CX strategy yet	Data fed into these processes and coming out of these processes are defined and the business knows how this data is utilised to drive a CX strategy and improvements
All processes and supporting operations adhere to a set of international standards	Processes aren't defined yet	The processes that are defined do not adhere to the set standards	Processes are being reviewed to establish what is required to ensure adherence to standards	All processes and supporting operations adhere to a set of international standards to ensure business is operated according to competitive benchmarks



Done correctly, measurement can be your business' guiding light. Are you on target or missing the mark?

TAKE THE CX MATURITY QUIZ

PERFORMANCE	Rate your maturity with an 'X'. (We're beginners) 1—2—3—4 (We're experts)			
	1 Point	2 Points	3 Points	4 Points
What performance the business wants to measure is clearly defined and communicated?	We are unclear about what to measure	We know we have to measure some metrics to establish if the business is successful, at the moment financial is the only metric we measure	We have defined technology, people and cost performance metrics	We have clearly defined our technology, people and cost performance metrics and how to utilise this data to drive business improvements
All factors that influence these performance metrics are understood and defined	We are unaware of the factors that might influence our performance metrics	There is an awareness that external factors and the environments we function in might have a big influence on our performance, we are defining these	We have defined certain main internal and external influencing factors	We are aware of all the factors, internal and external that might have an influence on our performance and how to navigate these and still work towards our strategy
How performance is measured is understood by business	We don't measure performance yet	We have implemented some industry-standard performance measurements	We have identified what output we want from our performance measurements, informing us how exactly to measure performance, delivering more accurate results	We understand that the way we measure performance will influence the performance data we gather and how we then make strategic decisions. How we measure performance has been communicated and committed to
Feedback from performance measurement is used to improve business operations	We don't measure performance yet	We have started to measure performance	A feedback loop has been defined to feed information from performance measurement data back into the business	We have a constant business improvement process running, taking into account "live" performance data, this directly drives our business strategy and daily operations



Quiz results
From 1CX to 10CX. Where do you stand?

14-20 Points

Beginner

You've got an exciting journey ahead ☺.

The bad news is that you're at the beginning. The great news is that small changes lead to big wins at this stage.

As you should in the beginning stages, you're establishing customer support in your organisation, and your priorities are to do it in the most efficient, low-cost way possible. In basic survival mode, you offer reactive, single-channel support. You're making the most of what you have since your technology infrastructure and processes are rudimentary and new.

But, your future is full of possibilities!

28-40 Points

Functional

You've learnt to crawl. It's time to walk.

You're developing and going from strength to strength. As you mature, the value CX brings an organisation, is filtering across the various departments. The leadership team agrees, and communicates the importance of putting customers at the heart of their decisions. But, resources, strategies and actions don't always support this.

So, with your current working model in place, you focus on putting out fires and fixing problems. As you progress, your next goal must be to widen the scope of delivery e.g. driving revenue, delivering value to more departments across your organisation. To do this, you'll need to increase the number of customer touchpoints and level up your personalisation capabilities.

For now though, we see you. You're struggling with siloed systems and challenges in collaborating with limited CRM.

42-50 Points

Mature

You're aging like fine wine!

You're a mature, multi-tasker; balancing the opportunity of generating profits and wanting to control the costs of your CX setup. From people to operations and technology, you are a force to be reckoned with in the industry.

Improvements are still to be made, breaking down silos (people and technology made), to truly offer an integrated omnichannel experience, meeting customers where they are at and how they want to engage with you.

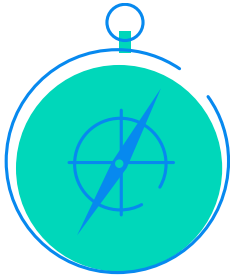
50+ Points

Leader

Please take a bow.

Congratulations, customer champion! Leaders in the top podium spot offer a personalised, integrated, close-to-perfect execution when it comes to CX.

Organisations in the leadership spot have effectively used technology to meet their consumer's needs, and importantly, are consistently looking to deepen CX's integration meaningfully across their respective organisations. As a result, their CX hub is no longer a cost centre, but positioned as a revenue, brand loyalty generator.



Done correctly, measurement can be your business' guiding light. Are you on target or missing the mark?

Pro tip:
There's always room to improve. Even 'leaders' need to work at consistently re-evaluating their state of maturity & optimising.

BUSINESS	BEGINNER	FUNCTIONAL	MATURE	LEADER
LEADERSHIP & PLANNING	Basic mission and vision in place, with a supporting structure but no clear CX strategy in play yet.	Business starts to put "SMART" targets in place to determine how they perform against goals and objectives.	Business sets out a basic CX strategy by aligning set targets to objectives and can now be implemented to drive informed decisions.	Business has a very clear communicated CX strategy that flows from the bottom down. Feedback loop of information informs if targets and aligned goals are met or not and how to improve.
PEOPLE	Job descriptions somewhat defined, no clear recruitment strategy yet and other HR strategies are still to be put in place.	Defined job descriptions, with a clear recruitment plan. No other HR strategies in place.	Defined job descriptions, with a clear recruitment plan aligned to the overall business strategy. Some/Limited HR initiatives are implemented.	HR Strategy clearly defined and aligns to overall business strategy. Staff are engaged and attrition rates are low. Training programs are in place and aligned to skill requirements, and are also linked to mentorship programs and performance stats.
PROCESS	Basic processes have been defined and somewhat data analytics exists. The customer experience journey is impacted by the limited process definition and execution.	The need for effective and efficient processes are realised but the correct processes haven't been implemented in the correct areas of business yet, thus not delivering much benefit to decision makers.	Well defined CX processes, with some gaps in execution. Not optimal use of information from the data that the processes provide yet.	Customer experience processes and all supporting operations are defined, communicated and practiced. Information going into and coming out of these CX activities can be quantified (measured), thus easily maintained and then be used to make improvements to ensure ultimate CX.
PERFORMANCE	Business is aware that performance has to be measured but performance metrics and targets not clearly defined and aligned to strategy yet.	Performance metrics and targets have been defined, communicated and aligned to strategy.	Processes and platforms have been implemented to measure performance, but performance data is not used to drive improvements effectively yet.	Performance measurement processes and targets have been defined and integrated into business operations to ensure optimal CX performance is achieved.

CX VALUE GENERATION

CX VALUE GENERATION

SIGNS IT'S TIME TO 10X YOUR CX

Just because you can improve, should you?

It’s time when....

SIGNS IT’S TIME TO 10X YOUR CX

PEOPLE

Low morale

- Employees aren’t empowered to solve problems; ageing systems impact employee efficiency, increase training time and effort, and lead to decreased job satisfaction and employee churn
- Increasing or consistent agent attrition/burnout

OPERATIONS

Your performance isn’t looking good, but the cost of doing business is going up

- Poor performance:
  - Your customers have spoken, but you haven’t fixed things yet: declining or flat CSAT/NPS scores
  - Increasing or static average hold time
  - Increasing or flat abandonment rates
- Increasing costs:
  - Increasing overtime costs and difficulties in cost-effectively scaling your support team to meet increased volume
  - Increasing or flattened costs associated with compliance, errors or refunds

TECHNOLOGY

The tools at your disposal are holding you back

- Silos: Disconnected applications and departments
- Diminishing control of your infrastructure: ever-increasing outages and downtime, as well as diminishing ability to integrate anything new, growing costs for maintenance

REPORTING

Bad reporting = bad decision making – or no decisions at all

- Reporting: mismatched reports, gaps in information, and stand-alone applications – all necessitating quick fixes and workarounds.
- You’re not measuring customer retention/satisfaction
- Inability to aggregate data or compile reports for actionable insights

YOU’RE FALLING BEHIND YOUR COMPETITORS

Enough said!

SIGNS IT'S TIME TO 10X YOUR CX

Chances are, you know why you're here. You just don't know how to turn things around...

YOU KNOW YOUR DEPARTMENT'S VALUE...

So why have you battled to communicate it (and its potential) to the wider business?

SIGNS IT'S TIME TO 10X YOUR CX

Warning signs that your contact centre is overlooked and under prioritised within your organisation:

You're strictly viewed as a **cost centre**

Your team's **ideas go unheard**

You're **under resourced**

You're not seen as the companies epicentre for **delivering CX**

You're overlooked in **purchasing decisions**

SIGNS IT'S TIME TO 10X YOUR CX

THE RESULT

Right now, the C-Suite only looks to you for efficiency & cost-containment...

BUT YOU CAN BE MORE!

A BUSINESS VALUE DRIVER & BRAND DIFFERENTIATOR

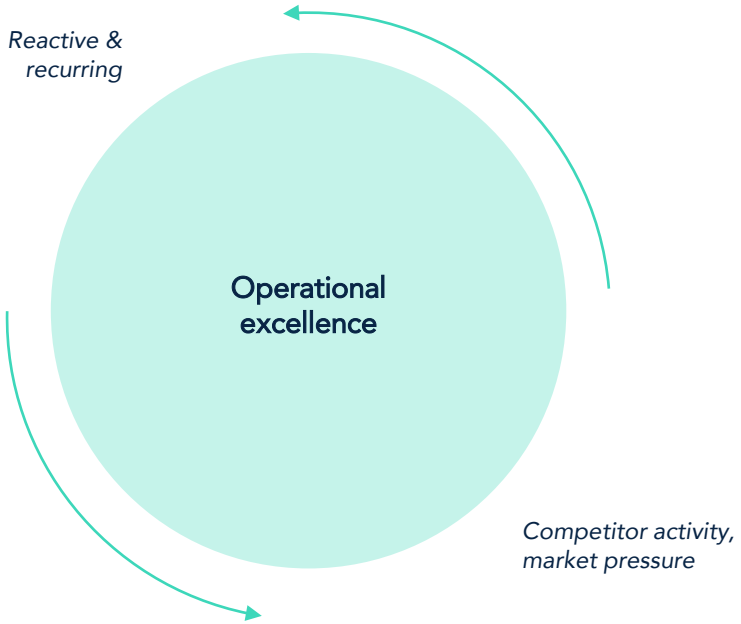
To get the wider business to re-evaluate you, you need to reposition what you offer them

SIGNS IT'S TIME TO 10X YOUR CX

HOW YOU'RE SEEN (What cost centres manage):

Operational excellence: Adaptability & efficiency

- The ever changing market (environmental pressures and competitive demands) require the team to adapt and respond in an agile manner.
- Balance and optimisation of your operational costs and servicing of customers.



To get the wider business to re-evaluate you, you need to reposition what you offer them

Pro tip:
Our CX strategy value quadrants model forces you to take a holistic approach and assess where your focus needs to be.

HOW YOU'RE SEEN
(What cost centres manage):

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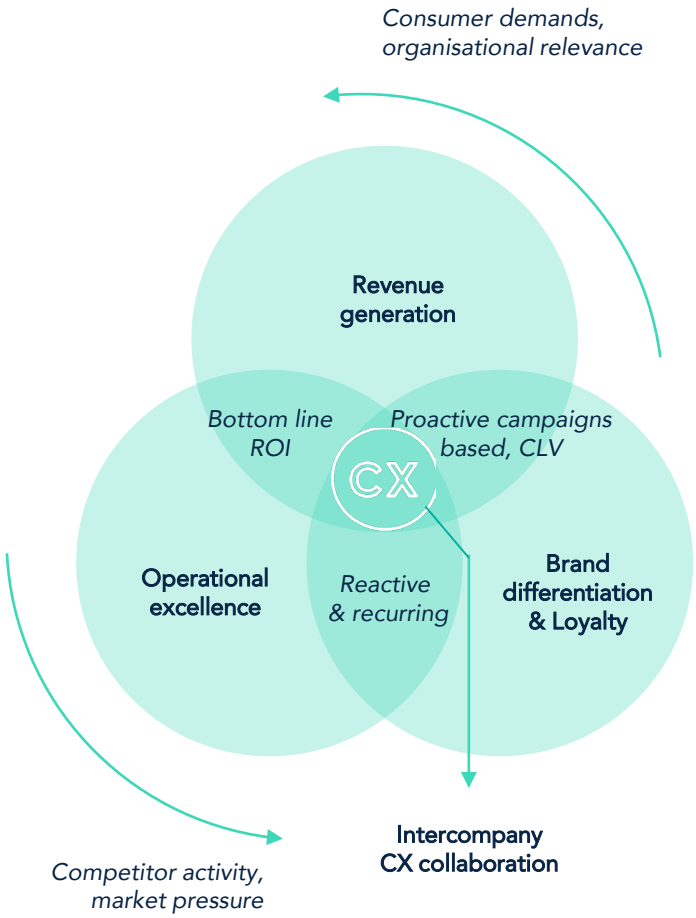


Pivotal CX Strategy Value Quadrants TM

HOW TO REPOSITION
(What value drivers CX hub's also manage):

Revenue generation

- The contact centre and respective agents are a new channel to drive value.

Loyalty & brand differentiation

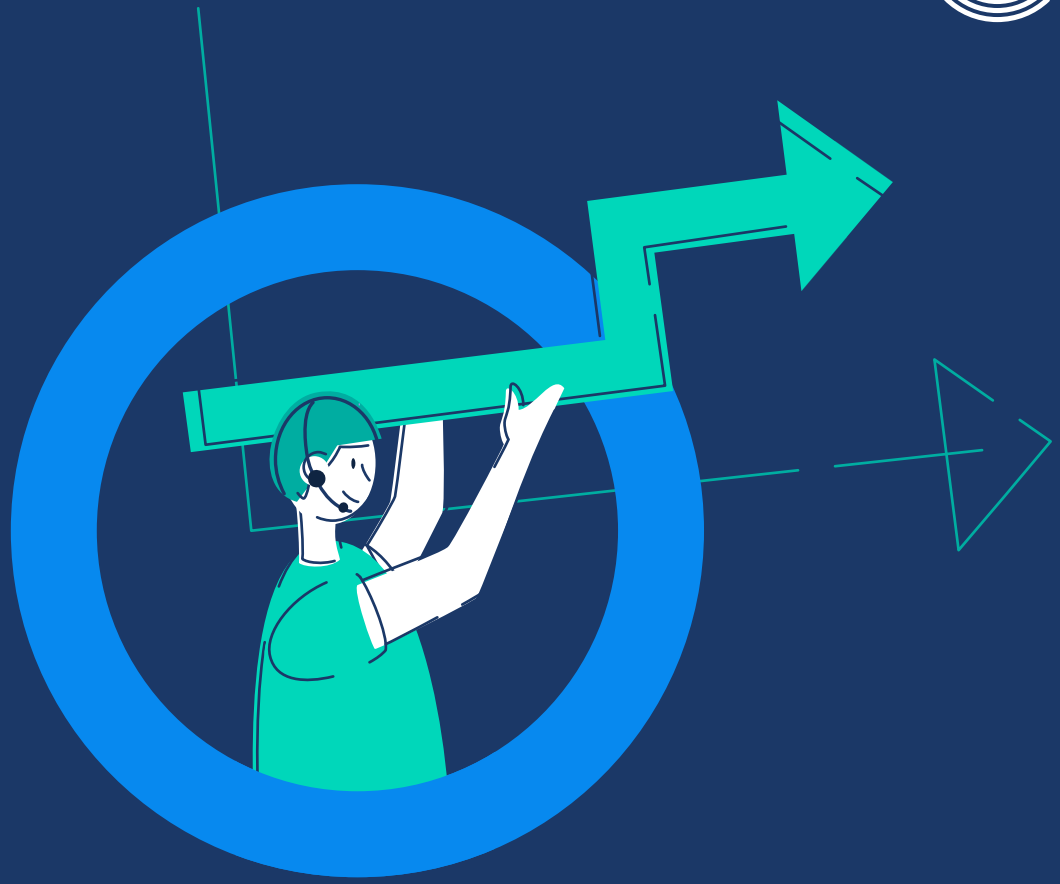
- Build cross departmental relevance and customer stickiness with a differentiated, positive experience.

Intercompany CX collaboration

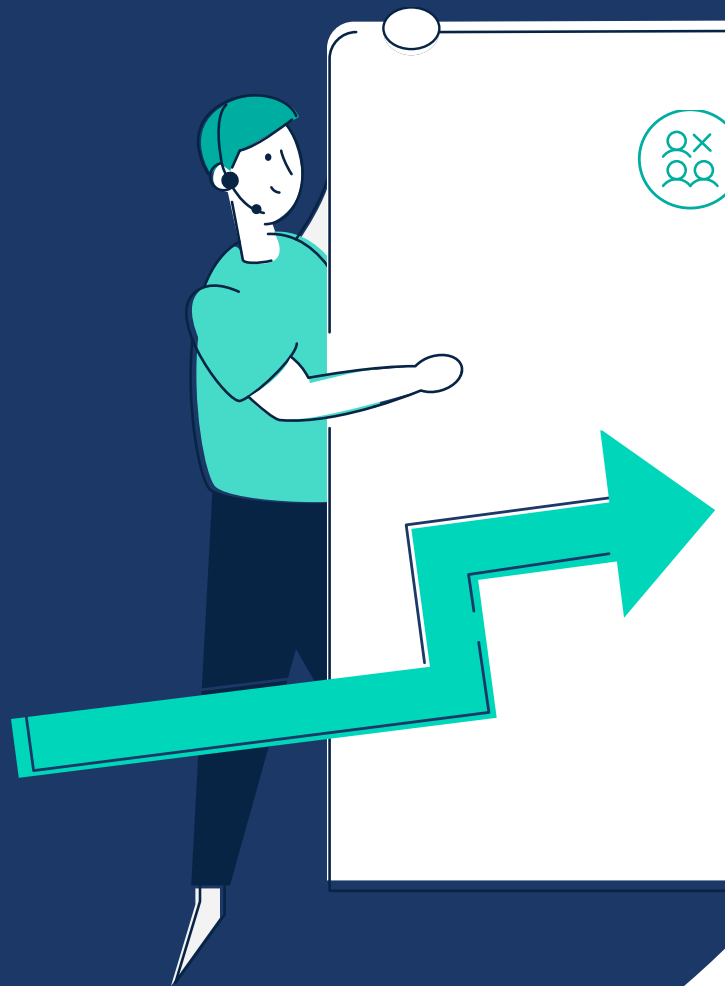
- Increase intercompany relevance and CX ROI through deeper integration and better customer experiences.

Ready to reposition? Your next best move

PUT YOUR SEATBELT ON!



You need a CX leader who...



Pro tip:
Not getting results? Prioritise. Sometimes CX initiatives in the business haven't prioritised a holistic experience (channels & business), leading to silos & conflicting objectives.

Is able to drive the following agenda:

Buy-in and support from the top
- Support and authority from the CEO, C-Suite or board to drive organisational adoption

The capability to develop and coordinate a CX business strategy
- This organisational roadmap will future-proof the organisation to meet its experience goals. The scope usually includes a view on customer acquisition, and maintenance as well as facilitating smarter, more collaborative and efficient working environments for staff.

The ability to drive adoption and integration across the various lines of business within the organisation
- CEM institutionalisation: Define and integrate CX KPIs across the organisation
- This role requires the ability to influence and create relevance and accountability. No one likes change, but CX is ultimately a collective exercise when done successfully.

Accountable for the programme's results:
- The individual will need to identify, assign and monitor key metrics and KPIs across the different technologies and lines of business to report on progress, optimisation, and ultimately, the ROI of the CX initiative.
- Create a holistic CX view of the business using CX score carding.

Collaborate and connect
- Capture, analyse and distribute customer feedback to drive operational excellence, innovation and brand loyalty.

Know when to pull in experts to execute the strategy, and or optimise.
- This may include design thinking, CCaaS solution experts, designers etc.

Ready for change? Your next best move

How the CX leader can strategically engage key stakeholders based on their priorities

YOUR NEXT BEST MOVE

The purpose of this exercise (though just a starting point), is to re-engage the c-suite, and have them reimagine the potential of the contact centre within the business - an existing business resource that is able to deliver so much more! Below, we've detailed ways of how you can start a conversation with your peers.

Stakeholders	Your message to the various leaders	CEO	COO	CFO	CMO	Sales Exec	CIO	CTO	Contact centre exec	OPS Exec
Revenue generation	Chat to us about assisting sales efforts and/or discussing how to maximise the basket size per customer			X	X	X			X	
Loyalty & brand	We've got ideas on how to increase retention and customer lifetime value (CLV) through personalised, omnichannel experiences.	X	X		X	X	X	X	X	X
Efficiency	Need new ways to reduce the cost per customer, as well as manage the strain on our agents?		X	X					X	X
Adaptability	Failing to plan is planning to fail…so we've got an agile plan that enables us to adapt to market trends whilst still meeting our day-to-day budgets and deliverables. Piqued your interest?	X	X		X				X	X

Ready for change? Your next best move

Now, create your CX strategy

YOUR NEXT BEST MOVE

Step 1: Technology considerations

Every business is unique, so instead of us telling you what to focus on, we'll give you key questions to consider and answer:

- What do you *actually* need?
    - We're not talking about the new, latest channel that everyone's talking about, but what your customers really want; what you actually need.
- What will it take to move from multi-channel to omnichannel
- What adjustments can I make to deliver more value to my internal stakeholders i.e. how can I work with / deliver more value to marketing?
- Do I accurately understand the customer journey pain points (and possibility points!) and how to meet them? More on this on the next page!
- How can I effectively integrate my tech stack?
- Who should I consult with internally and externally to make the best decision?
- Does my plan adequately balance the needs of the employees' experience? How can we enhance their collaboration and communication tools for increased productivity?

Step 2: Set your priorities

Battling to prioritise? Does everything feel important? Priorities are a balancing act for every leader, that's normal. But, no team or technology can help you achieve everything, all at once. You'll need to focus. Our humble advice:

- **Get educated.** Getting the necessary information on what you can do - and how to do it - will naturally inform the path forward of your first few priorities.
- **Look for the quick wins:** Quick wins are low cost, quick to implement and will offer returns quickly. Once you get into the meat of it, they may be different to what you expected.
- **Assess the likely adoption:** Prioritise projects that will not only have buy in from the C-Suite, but all the way through to those it will affect day-to-day.

Did you know?
Many organisations believe they're offering an omnichannel experience, but it's actually a multichannel approach. Omnichannel makes the customer feel known, with consistent, contextual handling.

Ready for change? Your next best move

Now, create your CX strategy

YOUR NEXT BEST MOVE

Step 3: Support your strategy with resources

Technology is just the enabler. It's people that drive change, so you'll want to support your transformation with advocates or teams that are responsible for driving these essential portfolios.

Step 4: Align. Align. Align.

By ensuring that your KPIs are aligned with key stakeholders, you are positioning the contact centre and CX hub as a value driver and thereby increasing your relevance. This should lead to access to more departmental budgets and synergy in new solutions that are purchased for the organisation!

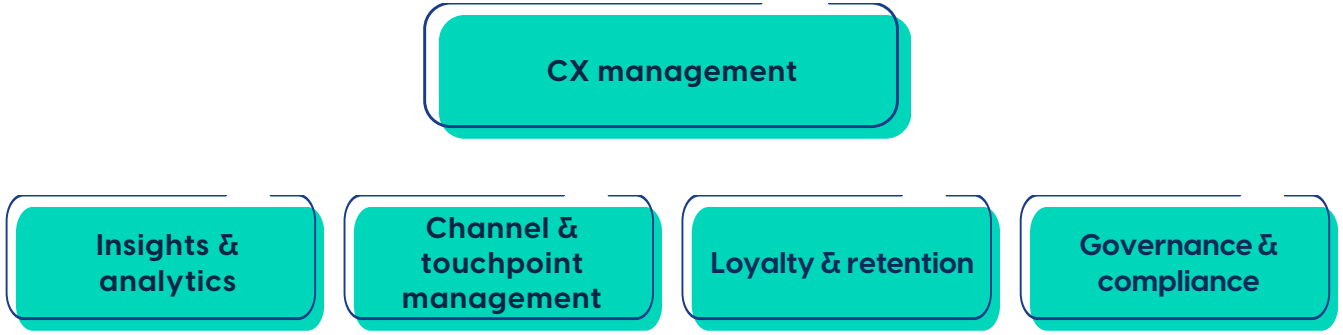


Image: CX operations structure

Ready for change? Your next best move

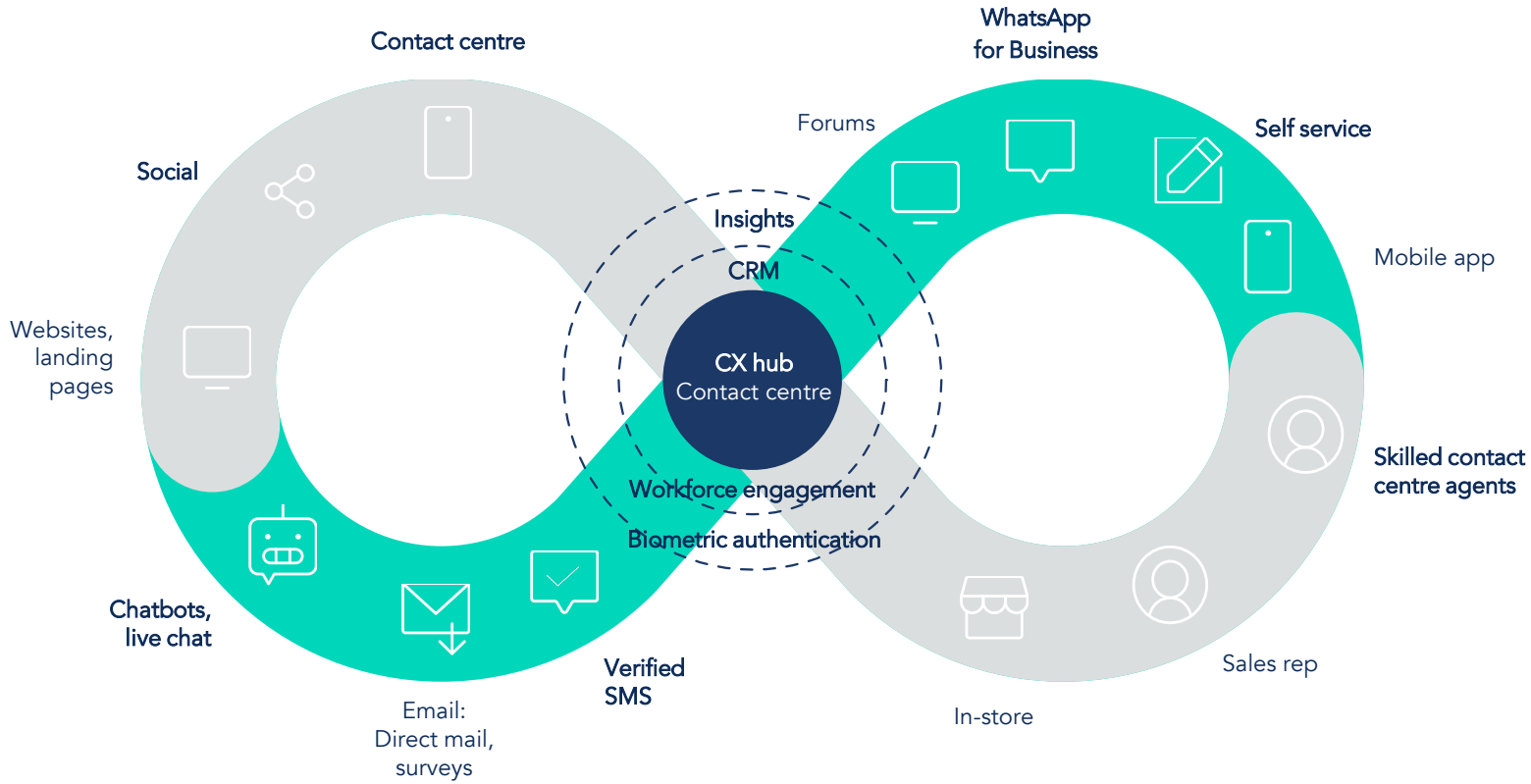
Plot where and how your customers want to engage

YOUR NEXT BEST MOVE

To your right, we've plotted an example consumer journey, detailing the possible channels you are likely to sell and service your customer through.

More channels aren't always merrier. Instead, look to provide your customers with meaningful, seamless, contextual engagements on the channels most convenient to them.

What's key, is to approach the journey from a holistic point of view. With every touch point, consider how it will and can be integrated for the consumer, as well as to deliver better results for various lines of business.



Did you know?
Does your journey look different to this? Don't worry it's different for all clients and industries. What's crucial, is that CX is in the middle and interlinked.

Bolded services: offered by Pivotal Data

Ready for change? Your next best move

Now, attach and update your KPIs

Here's a starting point of KPIs to consider:

Watch-outs:
Make sure you balance KPIs across the people, tech, ops and reporting lenses. Often, clients stop at operations!

Pro tips:
By measuring what other departments value, you increase your organisational relevance and gain access to their CX budgets.

REVENUE GENERATION

- Reduced abandonment rate
- Expand upsell and cross-sell opportunities
- Customer lifetime value
- Quality of sales engagements
- Net income %
- Upsell by agents %
- Average sale amount

LOYALTY & BRAND DIFFERENTIATION

- Voice of the customer
- Brand sentiment (speech analytics)
- Needs fulfilled - Improve CSAT and first-call resolutions.
- Increase customer retention and CLTV
- Using agents to provide customer insight mining
- Increase in retentions
- Lower cost of customer acquisition

OPERATIONAL EXCELLENCE

- Reduce costs!
- Improved NPS
- Optimisation & automation of processes
- Technology adoption e.g. cloud
- Hybrid working model
- Number of channels where your customer resides
- Increase in scalability
- Integrated CRM
- Average handle time (AHT)
- Call volume

INTERCOMPANY CX COLLABORATION

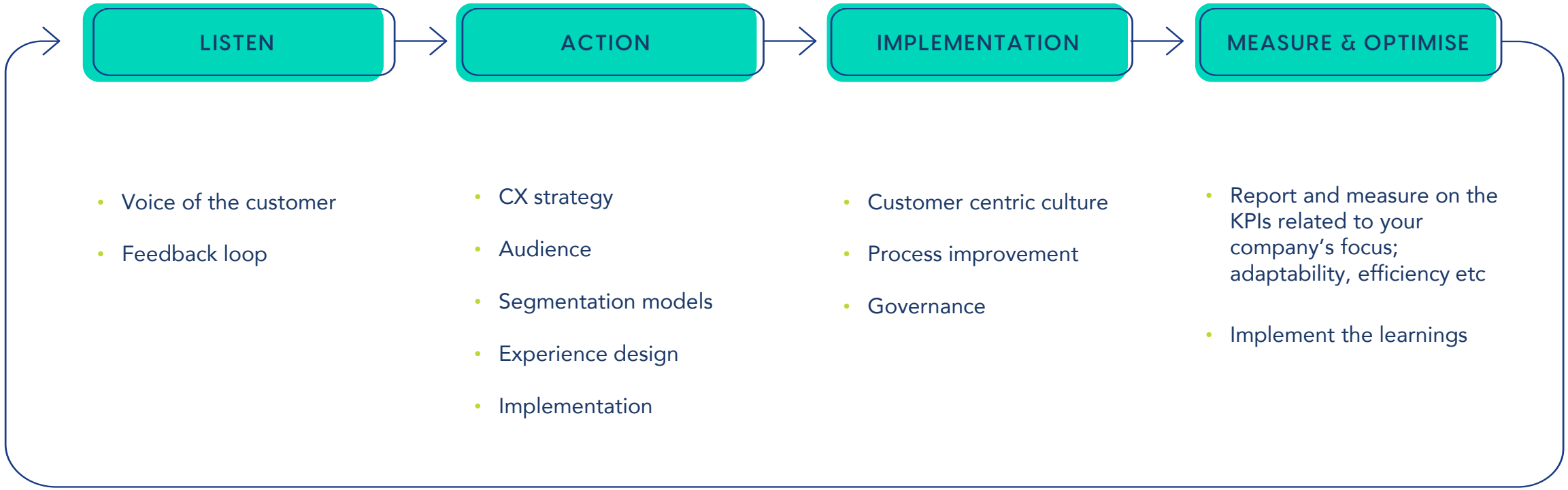
- No. of departments and projects collaborating
- Inter departmental technology solutions (omnichannel)

The magic 5th metric to measure

How can you get there?

Follow these steps

YOUR NEXT BEST MOVE



NOW IT'S TIME FOR CHANGE

Essential change management considerations you can't afford to ignore

Yes, 10Xing your CX can be a (mostly) smooth rollout

Pro tips:
Inform and update your key stakeholders throughout the process. Sometimes over communication isn't necessarily a bad thing!

CHANGE MANAGEMENT

MARKETING & COMMUNICATIONS

How will you get everyone on board?

Communications strategy:
- External: Educate & sensitise customers Internal: A lack of comms = lack of adoption

BUSINESS PROCESS & CHANGE MANAGEMENT

Is your business ready?

Business process changes required:
- Have you gained company wide buy-in to 'switch over' from the legacy approach, to the new method of authentication on a set date?

System failure:
- Business process changes required: Do you have processes in place to manage failure?

Training strategy (current & future staff):
- Training = confidence & buy-in. A mix of in person & digital collateral is required to engage larger teams as well as to onboard new staff.

Contingency & maintenance plan:
- There are basics you can't forget, such as a support strategy. This includes; patching, rebooting, backups, disaster recovery and more.

Change management plan:
- Do you have a detailed plan for staff, customers and stakeholders? This will include; comms, logistics, regular feedback and review loops and stakeholder buy-in.

REPORTING & MEASUREMENT

Will you know if it's not working?

Reporting requirements:
- Do you have the right reporting? If not, how will you know you've reached a ROI? / Goals etc.

Holistic and consistent monitoring:
- True analysis isn't just about the tech, but includes external elements such as customer feedback, because without a holistic understanding, you won't understand your solutions true performance and impact.

Personal ← → **Performance**

WE HOPE
WE'VE HELPED!

Behind every winning CX team is a committed and experienced driving force

WE HOPED
WE'VE HELPED!

Can we help you fast track your success?

YES!

Yes, I'd like to schedule a 'no strings attached' meeting to discuss how I can 10X my CX.

BOOK MEETING

HMM...

10X your CX was great. But the timings off at my company. Contact me in 6 months.

CHAT SOON

NOPE.

You know the CX leader you were talking about? That's me. But send me your next eBook!

SUBSCRIBE

OUR SERVICES

We’ve got everything it takes to get you where you need to go…

Contact centre and CX platforms

Insights

Access statistically-sound, bias-free data for real-time CX insights that can inform and craft relevant and personalised services and engagements and shape customer journeys.

- Voice of the Customer
- Predictive engagement
- Interaction analytics
- Speech analytics
- Reporting
- CLI randomiser

Secure authentication

Protect your business and give your customers a fast, streamlined experience with secure, biometric digital identity solutions.

- Digital Identity solutions
- Access management solutions
- Biometric authentication

Enterprise communciations platforms

Workforce engagement

Record and analyse interactions to identify training needs. Gamification features to incentivise agents and enable training to be booked. AI-powered forecasting and scheduling improve planning.

- Interaction recording
- Quality management
- Workforce management
- Gamification
- Performance DNA
- Workforce analytics

Talent management

Revolutionise the recruitment process through analytics. Scientifically profile, screen, shortlist and rank candidates according to key predictors of performance and potential, to find and retain talent.

- Skills assessment
- Recruitment
- Training

IT managed services

Service automation

Digital messaging capabilities to increase engagement with personalised, well-timed interactions, using the customer's preferred channel. Automation and conversational AI provide contextual CX.

- Verified SMS
- WhatsApp Business API
- Chat bots
- Voice bots
- Agent assist
- Process automation

Pivotal Dev Ops

Bespoke development and integration enable organisations to integrate systems to create unique capabilities that deliver cost and efficiencies and provide the right information at the right time.

- Application development
- Application integration
- Connector / Middleware

Professional services

Turn complex projects into successful ones. By operating within a framework and considering all eventualities, we deliver projects that meet expectations, on time and within budget.

Support services

Scalable, client-centric, and proactive first-line support from certified resources for your ICT environment, to enhance efficiency, improve infrastructure and system availability and uptime.

Operational excellence and consulting

Our team will help you gauge your current CX capabilities and will collaborate with you to craft and implement a strategy and solution that delivers hyper-personalised and impactful experiences.

WE CAN HELP

PIVOTAL

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