



The Power of
**Salesforce +
CEMMethod™**



CX TRANSFORMATION

Customer centricity has never been more important. In today's world, 87% of customers are willing to pay more for a better customer experience.



MULTI PLATFORM

Multi-platform solutions are no longer optional. Whether it's in person, online or on-the-go, we can guide your organizational transformation wherever the need exists.



PROVEN METHODOLOGY

Reinvent your organization using proven methods for innovation or continuous improvement, based on the real needs of your customers.

Helping you get much more scientific about the Customer Experience.

Customer Experience Management justification should be as hard as nails. Fancy artwork showing customer journeys do not connect with the reality of managing the business.

The CEMMethod™ helps you create unified views of customer interactions, perceptions and expectations with the processes, systems and resources across the organization: AT THE SAME TIME IN THE SAME PLACE. Both Beauty and Profit on the same page.

You can use the CEMMethod as a formalized structured approach or as a compliment to existing improvement ideas such as Lean Six Sigma, Business Process Management, and/or Enterprise Architecture and Strategy. By design, it elevates these approaches to the next level and enables an organization and its people, systems and process to better deliver Customer Experience Management.

This methodology is designed from the ground up to redefine what you need to do in business to become customer centric.

What does it mean to for the CEMMethod to be outcome oriented?

It means the CEMMethod wants you to think in reverse and work backwards – think first about what your customer is trying to accomplish and then solve for it.

It provides you with powerful techniques and structure to shape the outcome and experience, from the points of contact with the customer to the internal processes that deliver those interactions through to the connections with technologies, regulations and people.

The CEMMethod™ literally connects the dots across the enterprise to ensure everything ultimately contributes to Successful Customer Outcomes: otherwise why are you doing it?

Using the CEMMethod is like winning the triple crown – simultaneously improving service, lowering costs and improving efficiencies.

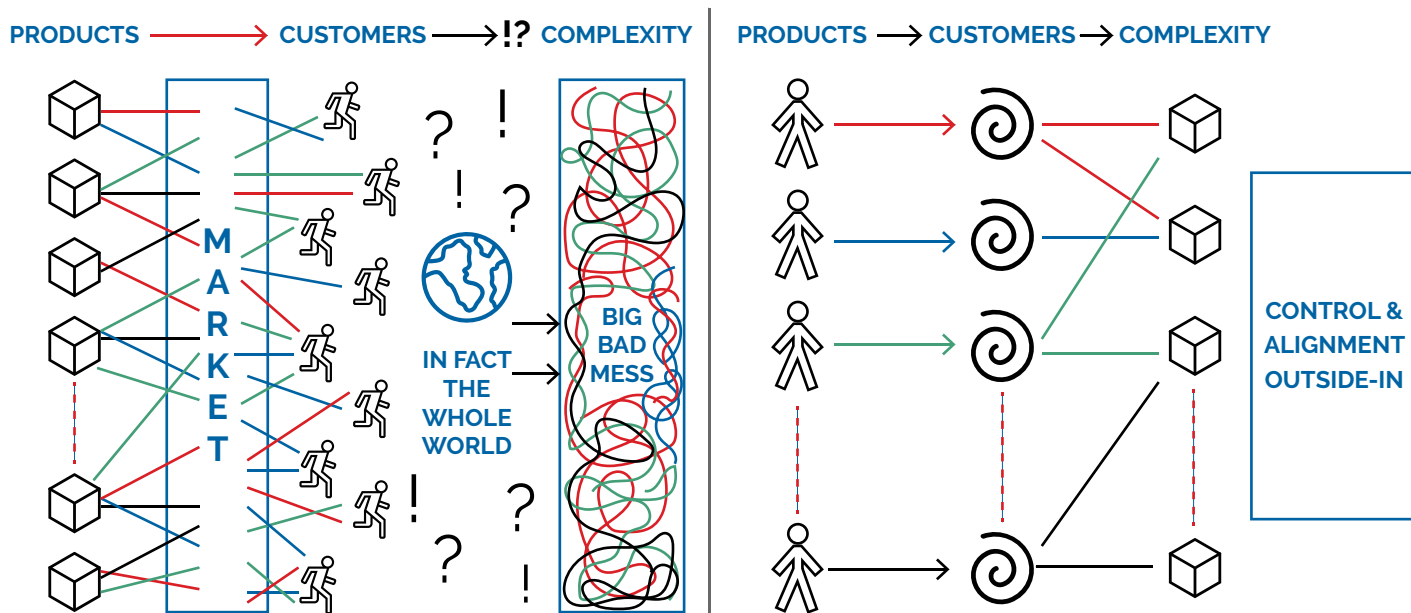
To discuss how Wave6 can help your enterprise take Salesforce further, call 312.216.6970 or email sales@wave6.com today.

Customer Experience Mapping™

Processes and Customer Journey Maps should be on the same page. Fancy Customer Journey Maps mean nothing if they do not reflect the actual inner workings of our organizations. Ultimately we want a picture that lets everybody in the organization understand what we are trying to achieve, who is responsible for it, and what the Successful Outcome look like.

Why is it different?

Put simply, it is Outcome-based. These two diagrams help explain the difference:



Industrial Age thinking started with the product/service, looked for markets to sell to, then segmented customers and then pitched them to buy.

Enter the CEMMethod and Outside-In thinking. The first stage is to identify the Customers you wish to have. Then categorizing by need, rather than segmenting by circumstance - the old way - you articulate the Successful Customer Outcome.

Industrial Age ideas such as Lean, Six Sigma, BPR, Business Process Management and Enterprise Architecture were never designed to achieve what is required in the 21st century.

Customer Expectations can be managed and evolved to create unique and market leading products and services (think Amazon, Netflix, Uber, Emirates, Airbnb, for instance).

However, all is not lost if you have invested in these approaches - the CEMMethod provides 'hooks' to integrate and realize the advantages of moving Outside-In.

If your organization has customers/clients/citizens, either internal or external, the CEMMethod is for you.



The Connected Experience Imperative

70% of customers say connected experiences — an engagement with a brand that reflects an understanding of past actions, product usage, and a host of other personalized factors — are very important to winning business. They expect a consistent experience when connecting with a company, whether they are interacting with a service agent or shopping for a pair of shoes.

Today's customer expects your business to deliver connected experiences across channels and departments - and you want to meet their expectations. On the back end, these experiences span siloed organizations, processes and infrastructure across teams - from marketing and commerce to sales and service. Easier said than done, right?

You've developed your Customer Experience, now what?

As great as your new Experience is, you need a way to empower your team to deliver the experience. Using the power of the Salesforce platform, it is easy to develop, deploy and measure the impact of your efforts. The combined power of these tools allows your organization to not only offer seamless experiences for your customers, but it also allows your team to be engaged in delivering personalized, proactive experiences with a unified voice. Frustrating, siloed experiences are no longer an issue. Methods that were previously difficult to change now deliver your new, personalized experiences quickly and efficiently.

With thought-leadership and change management as core offerings of Wave6, you receive an end-to-end product that supports a proactive, personalized experience resulting in happier customers, engaged employees and less complexity.

To learn more about how Wave6 can help you innovate your customer experience, please visit our website at www.wave6.com or speak with your Wave6 account manager. With the cumulative experience of more than 900 Salesforce implementations coupled with a Licensed Coach of the CEMMethod, Wave6 can show you new ways to succeed in an ever-changing and ultracompetitive marketplace.



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