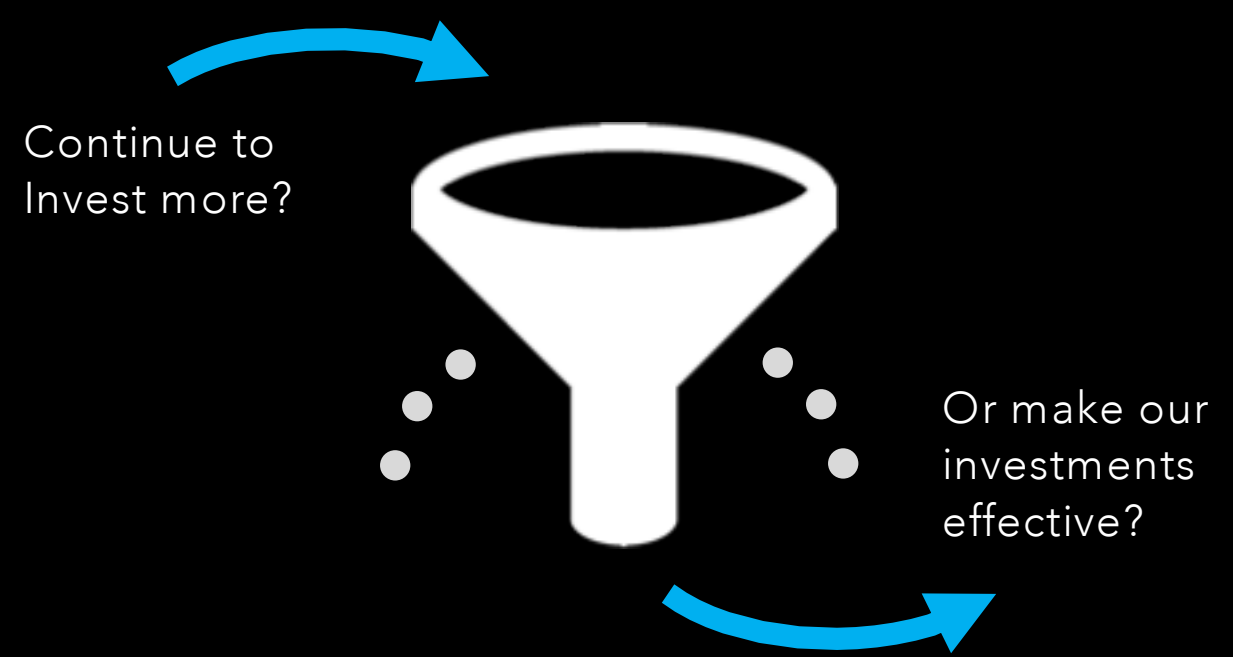


# How to evolve from "better websites" to true CX

## The problem.

Corporates have continued to increase their investment in CX, but haven't shown results. **We have a leaky funnel.**



The typical CX brief only considers customer needs at the final stage.

All decisions about product configuration and business model have been made by corporate – then a brief is issued to a design team to create a "great customer experience".

**The design team is effectively putting lipstick on a pig.**



The process of engaging CX last creates 3 problems that hinders your progress.

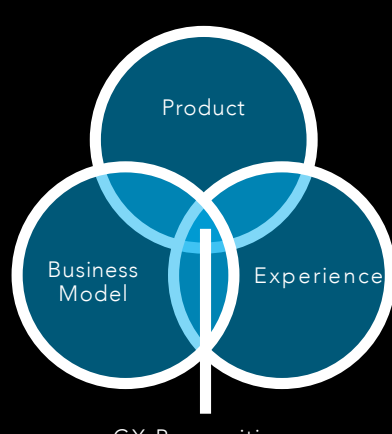
- 1 Customer needs are not considered anywhere in the design and business model of the product
- 2 Customer journey maps end up as beautiful wallpaper that (at best) feed a 3-year roadmap of activity
- 3 False sense of belief in our customer-centricity; disillusioned executives stop investing in CX programs

**Don't just do things better...  
do better things.**

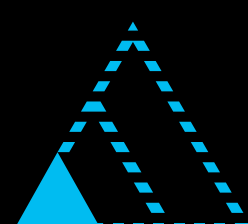
- PETE TRAINOR, FOUNDER NEXUS CX -

## The solution.

We need a framework to design a holistic proposition.



We need to do it in iterative slices so we're lean and data driven.



And we need to ensure it's scalable from day 1, so there's no hidden costs later.

