



# Empowering Human Connections in a Digital World




## Ignite Your CX Evolution:

Embark on a Journey to  
Excellence with  
**RU-CX's Gap Analysis  
Assessment**

**Let's Begin Your CX Transformation**

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# Man on a **Mission**

## What is our 6-step holistic approach to CX?

Simply put, it's a strategy to focus your business on your customer.

**From nurturing a customer-centric culture to harnessing the insights hidden within your data, each step is designed to empower you to create meaningful, lasting relationships with your customers.**

**And me? I'm just a guy who's passionate about making a difference.**

I believe that together, we can redefine the boundaries of CX excellence and create a brighter, more empathetic future for us all.

Keeping the customer in mind from beginning and beyond.

### Content / Section

**What 01**

**Why 02**

**How 03**

**GETTING STARTED 04**



# Unlock the potential of your CX strategy and raise your business to new heights with RU-CX's transformative Gap Analysis Assessment.

McKinsey & Company states that organisations with a robust CX strategy achieve customer satisfaction rates 10-15% higher than their peers.

We have devised set of core questions to help you gather insight on your CX current state.

This base assessment serves as your first step in hypothesising key areas for your improvement and kickstart your journey to CX excellence.

We can follow with a deeper dive into the key areas and consider actions to enhance customer experiences and ultimately drive your business growth.

**we can help you assess your current CX implementation level for each aspect and identify areas for improvement to align with your desired CX goals.**



# Reasons to choose us; The Gap Evaluation

## 1. Invaluable Insights:

Gain access to base insights derived from years of industry expertise, allowing you to set the stage for informed decision-making moving forward.

## 2. Strategic Focus:

Identify areas of concern and opportunity that require deeper exploration, laying the groundwork for targeted strategic focus.

## 3. Partnership Approach:

Experience the power of collaboration as we work hand in hand with you to re-align your CX strategy and achieve transformative results.

## 4. Meet strategic Goals:

Making small manageable changes to help meet your re-assessed CX objectives.



## 33% of customer cost

Improving CX can reduce customer support costs by up to 33%.  
(Source: CXINDEX.COM)





# How It Works: Elevate Your personal CX Strategy in 4 Simple Steps

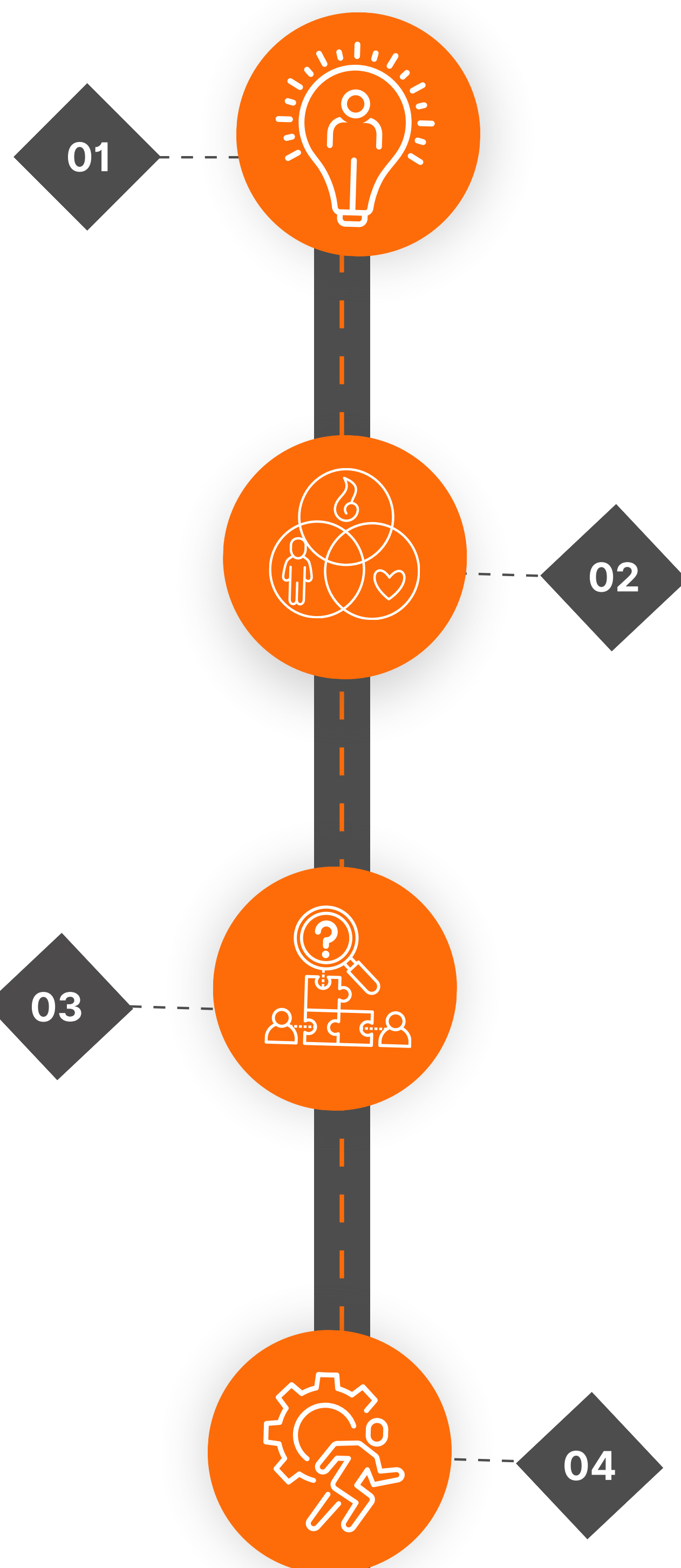
## Assessment Initiation:

Kick off your CX transformation journey with a short base questionnaire designed to assess your current CX landscape.

## Gap Identification

Uncover critical gaps between your current state and desired outcomes, with further deep dive to provide clarity on areas needing improvement.

A study by PwC found that **73%** of customers say a good experience is key in influencing their brand loyalties.



## Holistic Evaluation

Rate your organisation's CX implementation across six key areas, from culture and collaboration to data-driven insights and continuous improvement.

## Actionable Roadmap

Receive a care report with actionable recommendations and strategies tailored to your business needs, guiding you towards CX excellence.



# GAP ANALYSIS PROCEDURE

After completing the survey & interviews across the business, we will follow by the process below;



**Harvard Business Review reports that businesses with a strong CX focus outperform their competitors by nearly 80%.**



# You can Trust RU-CX

The benefits in making a change & taking action

According to Forrester, companies that prioritize CX see a revenue increase of up to 5.1%.

## 1. Industry Expertise:

Our team of seasoned CX professionals have a proven track record of success in driving business growth and customer satisfaction.

## 2. Data-Driven Approach:

Our recommendations are backed by robust data analysis and industry best practices, ensuring maximum impact for your personal industry.

## 3. Client-Centric Focus:

Personalised attention and dedicated support. We work with you to realise your CX goals.

## 4. Continuous Support:

Our ongoing support and guidance throughout your CX transformation journey ensures sustained success and growth.

## Ready to focus your CX strategy?

We live by our philosophy; you will be our number one priority. Contact us today for a FREE Base CX Gap Analysis Questionnaire and take your first step towards customer care.

Let's Begin Your CX Transformation Journey Today!

