

# HOWTOEXPERIENCE



## X-cclerator®

Accelerating customer experience improvement

### THE IMPROVEMENT DILEMMA

You need to improve the experience you give to customers. You're keen to be more efficient. You've got to stem churn, grow loyalty and build revenue. These are urgent issues, and you need to see results – soon. Perhaps parts of your organisation have already started to respond. Even though you've got capable people, they don't have the experience or the tools to hand.

Now there's a way to move forward: the **X-cclerator** platform from H2X. A web-based, best practice, customer experience toolkit that lets organisations manage Touch Point performance, understand opportunities and drive experience improvements.

### TAKE CONTROL

For **senior managers**, **X-cclerator** offers visibility and control of their entire customer experience performance and confidence that their people are using the best techniques.

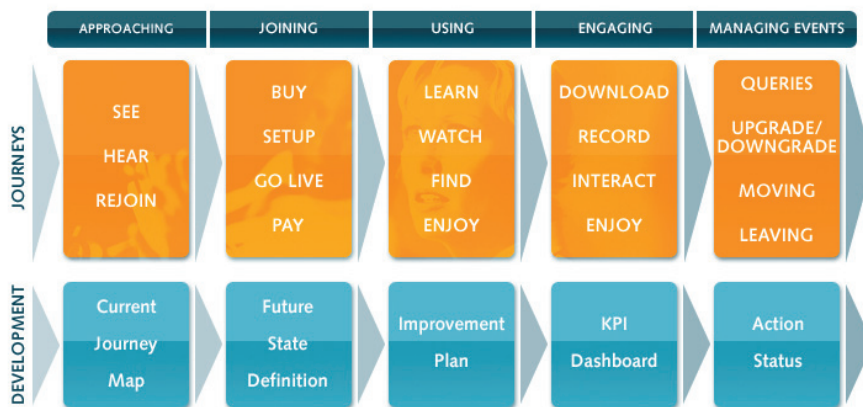
For **practitioners**, **X-cclerator** gives them the best tools to do the job quickly, efficiently and well. It also reduces programme management effort.

**Experience managers** can manage their monthly review meetings virtually – without the need to produce reams of paper. It enables them to manage the multi-functional programme efficiently.

“ I wish this tool had been available when we started our customer experience improvement programme. It has all the elements we required, would have saved us huge time and effort, and made the improvement programme so much easier to set up and manage ”

SANDRA SEYMOUR  
HEAD OF CUSTOMER EXPERIENCE, BRITISH GAS

### CUSTOMER EXPERIENCE IMPROVEMENT PROGRAMME



### ABOUT HOW TO EXPERIENCE

H2X is an experience consultancy. We open up organisations so they know where, and how, to deliver the intentional experiences that will make a lasting difference to customers, channels, and employees. We provide the experience to add value and build revenue.

We think Big - but also think **Real**.

### A UNIQUE PEDIGREE

**X-cclerator** is unique: it is the only application in the market place that is built around a best practice approach to touch point performance. Embedded in it is the experience and learning from over 40 customer experience improvement programmes including American Express; Chubb PLC; Oscar Vodafone; British Gas; Royal Mail and Royal Bank of Canada.

**X-cclerator** is built on a proven web-based application platform from SofTools. It is:

- **Secure** – It has passed security clearance for MOD programmes;
- **Scaleable** – across thousands of users in very large programmes as in the DWP
- **Proven** – used by organisations like Coca Cola to manage their New Product Development Process.

### WHAT CAN I EXPECT?

- Accelerated Results**
- Best Practice**
- Control and Continuous Improvement**

X-cclerator®

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“David Williams is one of the world's experts in customer experience with a wealth of practical, hands-on knowledge, so it is no wonder that this tool is so comprehensive and valuable to any organisation engaged in experience improvement.”

DAVID WALKER  
DIRECTOR STAMPS & PHILATELIC BUSINESS, ROYAL MAIL

## X-ccelerator®

Accelerating customer experience improvement

### GETTING UP AND RUNNING

Your customer experience accelerator application is quickly delivered via a simple three step process

- 1. Configuration** – a one-off fee covers creation of a dedicated client site, configuration to reflect your specific Touch Points and processes, and training of your personnel as Programme Leaders
- 2. Operations** – a monthly subscription covers server and user software licences, secure hosting with automatic back-ups and client controlled administration, ongoing telephone and email support to Programme Leaders and automatic software upgrades and server maintenance
- 3. Support** – you can buy as much or as little consulting support to manage steering groups and drive mapping and experience design.

### DO IT NOW

X-ccelerator can be up and running for you within a week. Configured to your needs, we'll train your people and support the experience improvement process, ensuring your business focuses on those areas that deliver maximum return. And after we've gone, a Virtual Consultant will remain on the shoulder of staff, supporting them in their efforts.

### A MODULAR APPROACH

X-ccelerator is modular: you can buy the full, integrated solution or just the components you currently need.

**Customer Expectations** – Captures what's important to customers and then sets out the expectations at a touch point level, showing the gap against the current standards deployed.

**Experience Dashboard** – Sets out the internal and external Key Performance indicators (KPIs by touch point and enables drill down monitoring.

**Journey Mapping Toolkit** – A templated toolkit that sets out a best practice approach to evaluating touch point performance against the most important customer factors and brand experience principles. It also captures business issues and the potential value gained when addressed.

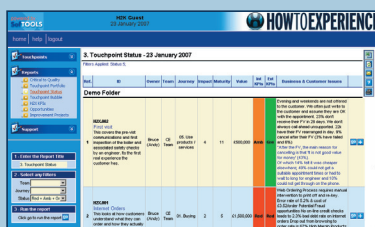
**Opportunity Prioritisation** – Captures opportunities against Touch Points and KPIs and then evaluates for impact on customers and the business.

**Programme Management** – Monitors the improvement programme at a milestone, task or individual practitioner level. Progress, Risks and Issues can be captured and managed. A light or detailed approach can be embedded dependent upon the organisation's style.

**Best Practise Knowledge Cube and On-line Coach** – Allows generic and client-specific key words to be allocated and documents to be managed. The On-line Coach provides searches for people, documents, websites, Insights, FAQ's and Forums. An H2X best practice library is also available.

### HOW DOES IT WORK ? SOFTWARE AS A SERVICE

X-ccelerator® is offered as a secure service running over the internet "anywhere anytime"



**24/7 access:** The web-based hosted solution ensures secure round the clock access to data from any location using only a web browser – no plug-ins required

**No internal IT:** No installation of software or hardware is required, reducing initial and ongoing demand on overstretched IT resources

**OpEx budgeting:** Funding for X-ccelerator® can be provided from operational budgets as opposed to capital expenditure, as and when benefits are received

**Flexible user licences:** Standard configuration covers up to 20 users - and is easily extended

**Future proof:** X-ccelerator® provides a scalable and flexible solution – automatically maintained, backed-up and upgraded

**CALL NOW on +44 (0) 1628 777945 to find out how X-ccelerator® can help you accelerate customer experience improvement**

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