

Executive Overview

- Headquarters: 211 Welsh Pool Road, Suite 236, Exton, PA 19341
- Our purpose is empowering acceleration for CX Decision Makers
- Built on Microsoft Power Platform utilizing Azure, Dataverse, Power BI and Power Apps
- Customers in N. America

Product & Service Offerings

- SaaS Platform for CX Baselining
 - Elite – subscription-based offering (Pricing on website)
 - Engage – one-time offering for up to 10 users (Pricing on website)

Key Features & Differentiators

- Time to Value: Insights come in days, not weeks and months (speeds CX discovery).
- Customer can be onboarded on the truCX platform in days (Speed builds CX project momentum).
- Drive participation with key executives from Day 1 (so they don't slow the process later).
- Process drives data-driven insights such as functional charts, sentiment analysis, trends and comparisons, user analytics and more (not human effort and spreadsheets).
- Continuous improvement methodology accelerates adoption of new functionality for ongoing CX initiatives (becomes a pipeline builder for the trusted advisor).

The truCX platform includes these core components:

truMoments : Built around the 5 core frameworks and many deep dives, customers can capture genuine organizational sentiments with truMoments. Leveraging a CX design-thinking approach, this tool drives continuous CX Baselining to devise innovative CX strategies, fostering trust, engagement, and meaningful connections.

- Builds trust, consensus and authenticity within your organization
- Enhances organizational engagement for CX initiatives
- Creates strong emotional connections around CX projects
- Supports personalization for feedback and scoring

truInsights : Transform how you utilize data-driven insights for CX decisioning with truInsights. It empowers customers to spot trends, capture justifications, use sentiment analysis as a competitive advantage, and stay ahead by providing essential intelligence for executing CX projects.

- Enables data-driven decision-making
- Quickly create charts and business intelligence output for sharing of data across the organization
- Streamlines operations – track progress toward participation with user analysis
- Drives confidence in the process and requirement outcomes
- Generate custom requirements by CX project, based on priorities, scoring and justifications

truWorkspace Hub: This hub allows downloadable resources for customers to then customize to their needs.

- ROI calculators
- Deeper questions to ask vendors
- RFP and requirement templates
- Templates to help drive business justifications

Top Industries Served

- Financial Services
- Healthcare
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Elite Subscription

- Mid-size to Enterprise Contact Center (300+ agents)
- Sweet Spot – 1,500 to 10,000 agents, but scalable to unlimited number of agents
- Customer feels current CX platforms and tools are disparate, complex and hindering innovation
- Customer is migrating from premise-based contact center platform to the cloud
- 20+ CX stakeholders and decision makers involved in the decision-making process
- Committed to continuous improvement for all “ongoing” CX initiatives and projects

Engage One-Time Fee

- Smaller contact center (25 to 300 agents)
- Sweet Spot – 150 to 300 agents

- Short-term need on a specific project or CX project
- \$10k for up to 10 Users over 30 days, use it as a “trojan horse” strategy
- Less complex environment, not many decision-makers
- Subscription sensitive based on size of the contact center

Qualifying & Technical Questions

When engaging with a Customer Experience (CX) stakeholder, it's crucial to ask questions that help you understand their current situation, challenges, goals, and the technical landscape of their CX initiatives.

Qualifying Questions

- Do you have an initiative to drive innovation or change in your CX practice?
- What are the primary goals and objectives of your current CX strategy?
- How do you currently measure the pain points, needs and wants from the CX teams internally?
- Can you describe the key challenges your organization is facing in delivering exceptional customer experiences?
- How aligned are your internal teams (e.g., marketing, sales, support) to CX priorities?
- Do you struggle with driving executive participation upfront in the data gathering process around needs analysis and discovery?

Technical Questions

- How scalable is your current CX infrastructure in supporting future growth and evolving customer expectations?
- Which technology platforms and tools are you currently using to manage customer interactions and experiences?
- What level of automation and AI-driven analytics do you currently employ in your CX processes?
- What challenges do you face in personalizing customer experiences at scale?
- How do you ensure that your CX platforms and processes are adaptable to changing customer needs and market conditions?

Elevator Pitch

truCX is the industry's first groundbreaking CX collaboration platform, revolutionizing how organizations approach CX orchestration by providing comprehensive frameworks and in-depth journey analyses that uncover meaningful insights.

truCX addresses the challenge of disjointed and uneven discovery strategies by offering a unified, collaborative environment that enhances decision-making, streamlines operations, and fosters continuous improvement across all levels of the organization.

Objections & Rebuttals

Why do I need a subscription?

Due to the speed at which truCX involves all CX stakeholders and provides insights, the days of single point assessments are gone. Now, you can continuously improve and review your CX capabilities to create an evolving CX strategy.

What if I decide I need a subscription after I use Engage?

You can always upgrade to a subscription within 30 days after your Engage subscription ends. The one-time fee will be applied as a discount on your yearly subscription.

We've already done some of this work on our own so why would we need truCX?

Many organizations have attempted or are in the middle of doing analysis on their own for their CX projects. Regardless of where you are now, truCX will accelerate involvement of your team quickly, accelerating your ability to generate your CX Baseline and ultimately improve your ability to make the right decisions across all the CX categories.