

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?