

# Orchestrate HUMANIZED CX to Drive Stellar Outcomes

Forrester predicts that 4 out of 5 CX teams will lack critical design, data, and journey skills. Experience is everything today. Customers interact with brands at multiple points during their journey. Brands must create superior end-to-end experiences that ensure customer loyalty and retention. Do away with disjointed experiences and consider customers' experience in its entirety.

## MEET CUSTOMERS ON THEIR TURF

**Empower service agents with the full context or details of the customer's journey** mapping across channels and personas.

This can come from various sources: previous purchase, response to an ad, returns, and other touchpoints.

**71%**

of B2C customers and 86% of B2B customers expect companies to be well-informed about their personal information during a service interaction.

- Gartner



## INGENIOUS WAYS TO CONNECT

**Empower connections via humanized experiences and technological ingenuity in real-time.**

Craft relevant interactions via novel technologies.

Augmented Reality Boosts Online Shopping Sales Up To

**200%**

- Forbes

## CUSTOMIZED SUITE OF CX SERVICES

Drive market share via a host of CX orchestration services that fit your specific business requirements.



Customer Service & Satisfaction



OnDemand Gig Peer Experts



Consumer Technical Support



Revenue Generation



Customer Retention



CX Transformation as-a-service

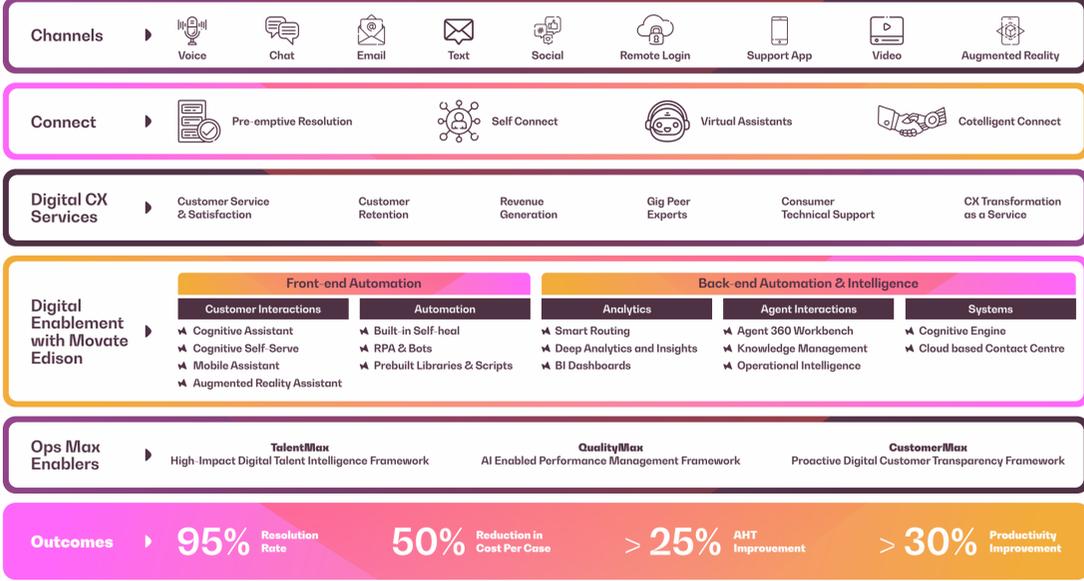


Digital Customer Experiences (DCX) are powered by proprietary platforms: Movate Edison (CX transformation platform) & Movate OnDemand Gig CX ecosystem.

## THE SECRET SAUCE FOR HUMANIZED CX

Power-packed with front-end, back-end automation plus intelligence, the CX Orchestration framework ties together a variety of key solutions (or enablers) that maximize talent, performance, and customer transparency to drive outcomes. Let's take a look at the holistic set of elements that come together to orchestrate humanized CX.

### Customer experience orchestration



## ORCHESTRATE WITH THE HUMAN TOUCH

Movate brings human-centric technologies to the fore for driving superlative and empathetic experiences. Differentiate yourself with the empathy factor across interactions.

Are you ready to meet the future ?

# Empathy is critical yet elusive.

Consumers are gravitating toward the brands that prioritize people over profits.

- Forrester

## YOUR VALUE PARTNER IN CX ORCHESTRATION

With Movate as your value partner, turn customers into loyal advocates for a lifetime. Garner brand loyalty and drive engagement like never before. Partner with the most-awarded service provider in its revenue range.

**300+ analyst recognitions & 75+ global awards.**

Here are a few.

### ANALYST RECOGNITIONS

#### CX for Startups and Emerging Brands



Recognized as a **Leader** in NelsonHall's CX Services in Startups & Emerging Brands NEAT Assessment for multiple quadrants.

#### Contact Center CX Services



Recognized as a global **Leader** in the ISG Contact Center Provider Lens in the AI & Analytics and Social Media CX quadrants for 3 years in a row.

#### Future of Work



Recognized as a **Leader** in the ISG Provider Lens in Future of Work Services and Solutions for Managed Workplace Services End User Technology Midmarket, U.S. quadrant.

### AWARDS



Movate wins **Silver Stevie** at the 21ST Annual American Business Awards®.



Movate recognized in the **Best Company Outlook 2023** among top 100 organizations with the brightest future by Comparably.



Movate named **The Platinum Winner** in 'IT Service Provider of the Year 2023' at the TITAN Business Awards.

Get more details on the secret sauce

### Additional Information



**E-BOOK**

CX trends for 2023



**FLYER**

Digital CX Services



**E-BOOK**

Tech trends for 2023



**BLOG**

CXaaS drives meaningful outcomes



**ARTICLE**

Getting hyper with personalization