



Mastech InfoTrellis Customer Experience as a Service (CXaaS)

Mastech InfoTrellis (MIT) is a specialist data management and advanced analytics firm with industry leading technical and strategic expertise. MIT has a track record of hundreds of successful projects, implementations, and deployments for Fortune 500 companies and public sector organizations worldwide. MIT helps clients improve Customer Experience, accelerate business velocity, minimize costs, and significantly improve corporate resilience through the application of data and analytics expertise.

MIT has acquired significant capabilities in Customer Experience Services through the strategic acquisition of AmberLeaf Partners, leveraging their expertise and experience developed over 1,900 Customer Experience (CX) projects. Organizations are looking to increase customer satisfaction and loyalty, target and serve varied customer segments, understand client expectations, develop distribution channels and define products and services to offer. MIT has spent years working with clients across most industries to define, refine and build relationship-based models by using customer data and insights. Clients can leverage this expertise directly by partnering with MIT through a well-designed Customer Experience as a Service (CXaaS) offering tailored to their specific needs.





With MIT CXaaS, organizations switch their focus from running CX solutions to checking things that might go wrong, monitor for behaviors that they weren't aware of, and develop deep insights into the health of the customer base, detecting early signs of customer issues. Organization behaviors shift to an outside-in perspective. Turning all customer data into actionable strategies becomes ingrained within the policies and procedures of successful operations and not a luxury. Clients control cost, while maximizing positive customer engagement.

At the heart of the MIT CXaaS is the management of a clients' Sales, Marketing, Customer Service, and information applications to optimize customer interactions and meet customer expectations. CXaaS takes a holistic view across all customer facing applications, and together with Advanced Analytics, provides critical customer insights that allow clients to focus on actions that drive specific desired outcomes. CXaaS may include a **CX Center of Excellence (CX CoE)**, with dedicated MIT personnel embedded within the client's organization, to drive Customer Experience Excellence.

MIT CXaaS aligns with client Customer Experience initiatives, managing all key aspects including Strategy, Policy, Technology and Connected Data:

	 CXaaS for Marketing	 CXaaS for Sales	 CXaaS for Service
 Strategy	<ul style="list-style-type: none"> • Campaigns • Branding alignment • Digital CX strategy 	<ul style="list-style-type: none"> • Sales force analysis • Territory review • Pricing optimization 	<ul style="list-style-type: none"> • Channel preference • Channel transition • Journey mapping
 Policy	<ul style="list-style-type: none"> • Process optimization • A/B analysis • Shared services 	<ul style="list-style-type: none"> • Process optimization • Pipeline analysis • Forecasting 	<ul style="list-style-type: none"> • Process optimization • Interaction analysis • Self-service deflection
 Technology	<ul style="list-style-type: none"> • Campaign development • Cross channel marketing • Mobility 	<ul style="list-style-type: none"> • Sales lead management • Territory planning • Commissions 	<ul style="list-style-type: none"> • Omni-channel • Contact center • Knowledge management
 Connected Data	<ul style="list-style-type: none"> • Omni channel • Sales • Service 	<ul style="list-style-type: none"> • Marketing • Service • Back-office 	<ul style="list-style-type: none"> • Marketing • Sales • Back-office

CX Analytics is at the heart of MIT CXaaS whether it's in the Strategy, Governance, Technology, and Connected Data Architecture for the specific service. The following examples of Analytics Services, from base reporting to Advanced Analytics can be custom-built to drive Data-Driven decisions:

 Strategy	<ul style="list-style-type: none"> • Reporting • Modeling and optimization • Scoring 	 Technology	<ul style="list-style-type: none"> • Warehouses & marts • Unstructured/alternative data • Enterprise intelligence hub
 Policy	<ul style="list-style-type: none"> • Metrics review • Decision support • Success measurement 	 Connected Data	<ul style="list-style-type: none"> • Sales, marketing, service • Omni-channel, social • 3rd party data, research

MIT's CXaaS is built on one of the world's broadest and deepest concentrations of technical and strategic talent to help clients develop effective customer relationships. MIT's significant depth in CX data management and analytics helps organizations improve the Customer Experience across all journeys.

MIT's CXaaS provides a combination of dedicated and virtual resources, which may include a CX CoE. These resources are dynamically deployed and utilized across multiple CX projects providing leadership, best practices, consultancy, training, and support for all supporting tools and solutions.