![NTT DATA logo]

Managed Services

Managed Customer Experience

Keeping you connected to your customers

Service overview

Managed Customer Experience is designed to simplify the management and operation of your customer experience investment, enhancing your technology and business functions, keeping you connected to your customers.

Customer Experience (CX) has been on the rise as a sustainable business strategy to attract, retain and grow customers in marketplaces where brand differentiation and customer loyalty are key. Customers' demands and needs are evolving and increasingly, the expectation is to deliver immediate and on-demand services, through the mechanism of the customer's choice.

Cloud transformation in CX has helped enterprises stay ahead of the competition and meet the evolving needs for customer engagements. Enterprises can break away from slow upgrade cycles, inflexible workflows and difficult to deploy features, transforming their practice to a flexible, data-rich and digitally-led operating model.

For clients that are looking to manage this transition, greater demands are placed on the business in terms of time, skilled resources and knowledge on how to optimize the new capabilities, which has greater emphasis as complexity increases.

This new model has brought opportunity, but realization of the benefits cannot always be managed alone.

Managed Customer Experience bridges the gap in skills, knowledge and capabilities, enabling clients to deliver on their CX requirements and meet the challenges of their customers in a rapidly evolving, competitive environment.

Business benefits of Managed CX

Reduced operational complexity and cost
We take a proactive role in the management of the CX environment, to enable an efficient and effective service, with skilled resources, system monitoring and applied automation. We rapidly troubleshoot, resolve and provide continued service improvement.

An agile and responsive CX practice
Deliver differentiated experiences to customers with assistance by NTT DATA, and gain access to critical skills, consulting services, and tools to help you build innovative and rich client experiences, allowing you to stay ahead of evolving clients' needs.

Optimized service operations
When customer interactions are critical, identification of potential issues can be uncovered before they occur. Automated testing of end-to-end inbound customer experiences for availability, functionality, and call quality factors can be tested to avoid impact to customer experiences.

Global consistency, governance and compliance
Standardized, optimized and automated operations of Cloud environments, continuously refined through proactive analytics. Adhering to ITIL Standardized Managed Services Operations process framework.

A complete service including voice, globally
The inclusion of NTT DATA's Cloud Voice for CX reduces the number of vendors, with a natively integrated voice service that is globally available, running on NTT DATA's Tier 1 global IP network.

"

Trusted by 75% of Fortune 100 companies as the ideal partner, with unrivalled advisory, cloud, systems integration and managed services expertise.

Managed Customer Experience (CX)

Managed CX provides the following **proactive services**:

Proactive support on vendor cloud & hybrid platforms	NTT DATA Premium Service Request fulfilment*	Advanced SLA & response time
Monthly status reporting & insights delivered by a dedicated Account Manager	Premium automation and self-service options	Proactive unified monitoring

Managed CX add-ons for devices include the following services:

NTT DATA Service Request fulfillment	Proactive device monitoring
Hardware maintenance support*	Proactive remote device management

Managed CX Analytics

Advanced operational reporting add-on for Contact Center as a Service (CCaaS)

on the following **products**:

Genesys Cloud   Webex   Dynamics 365   NICE CXone   Amazon Connect

on the following **devices***:

Infrastructure Devices

- SBC*: Audiocodes, Cisco Cube, Oracle, Ribbon
- Edge Device Monitoring

Agile Innovation

Devops Team focused on continuous enhancement and optimization

*See Service Request Catalogue and Supported Device list for details

Managed CX delivers an end-to-end service to provide an integrated and standardized managed service across your Customer Experience environment

Real-time management insight. We deliver reporting and analytics to provide insight into performance levels. Coupling this with monitoring and automation our service has the full wrap with information-based service optimization.

Simplifying management operations. Built on industry best-practice (ITIL, ISO 27001), our tooling, monitoring, and automation capabilities simplify the day-to-day operations so you can focus on your business objectives. We manage the vendor relationship to ensure swift response times.

Managed CX Analytics. We offer solutions that bridge the gap in skills, knowledge, and capabilities. Our comprehensive range of advanced reporting packages, known as Managed CX Analytics, provides essential tools for managing your contact center effectively.

Enhanced customer experience. We prioritize the agility of our managed services by incorporating CX assurance testing. This testing allows us to detect faults at an earlier stage, enabling us to proactively identify and resolve any issues. We swiftly address faults and ensure a seamless customer experience.

Client success management and adoption services. We help you extract maximum value from your CX solution by understanding usage, identifying areas to optimize, and driving efficiency to help you reduce costs and maximize platform usage.

Global delivery capability. Access to highly skilled engineering resources available 24/7/365. Delivering faster resolution through a global pool of technical and specialized experts, across multiple technologies.