

XaaS Customer Engagement Framework Development

Solution Overview

To achieve long-term success with their XaaS portfolio, IT vendors need to ensure customers realize value throughout the lifecycle. IT vendors must be clear about the experiences they want to create with customers throughout the lifecycle, and the roles they need their partners to play to achieve business growth and scale. As a TSIA Consulting Alliance Partner, nVision has helped leading IT vendors develop their customer experience strategies. Bring nVision's experience and subject matter expertise to formulate or optimize your XaaS customer engagement framework and to define partner roles and capabilities required throughout the lifecycle that will accelerate your XaaS business growth and scale.

Duration: One Month

Key analysis areas

- Interactive workshops (virtual or live) to map out the forward-going customer journey and customer engagement framework aligned to LAER
- Definition of XaaS customer journey map and the experience vendor seeks to create with customers
- Identification of key activities, deliverables, and gates at each customer touchpoint
- Identification of opportunities for both the vendor and its partners to provide unique value throughout the lifecycle
- Establishment of high-level responsibilities matrix outlining roles and responsibilities at each phase throughout the lifecycle
- Identification of potential gaps, risks, and recommendations to address or mitigate
- Finalization of XaaS Customer Engagement Framework

The XaaS Partner Optimization Framework

In a digitized world, business is delivered through innovation that enables business performance and value realization.

From vision to execution, nVision can help you achieve your business objectives, capture key market transitions and develop sustainable strategic and competitive advantages.

