

# Customer Experience Management (CXM)



## Frequently Asked Questions

### Where do we start, there are so many options available?

The starting point depends on the level of customer experience maturity in your organisation: (1) what has been done before, (2) how much strategic focus is placed on this and (3) what are the pain points currently.

If organisations are unsure, we normally recommend customer experience research. This will highlight the highest priority issues, from the viewpoint of your customers.

The outcome will clearly point out the next steps and we will provide those recommendations and insights.

### Still unsure about something?

Contact us on any of these channels:

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