



# MaritzCX™

Be empowered with actionable insights. Connect employees, partners and customers. Deliver holistic customer experiences.

Connect the employee, customer and partner experience with MaritzCX™. All the tools, technology and expertise you need to optimise relationships and gain competitive advantage. The MaritzCX™ software platform is the technology

heart of Achievement Awards Group's CX solutions. Together, we integrate human behaviour expertise with robust analytics, research, reporting and services to help you deliver outstanding customer experiences.

## How MaritzCX works for you

Achievement Awards Group has joined forces with our long-standing partners at MaritzCX™ to offer everything you need to create and manage a holistic CX program. Tap into the thinking of your employees, partners and customers. Gather, analyse and transform big data from these multiple sources into actionable insights. The MaritzCX™ software platform is the technology heart of our CX solution, integrating human behaviour expertise with robust analytics, research, reporting and services to help you improve every customer experience.

### Research & analytic tools

Based on assessment results, we identify the research, services and technology products that will help you better understand, engage and inspire customers, improve the customer experience and boost your business results.



#### Surveys & data collection

Industry-leading survey software with state-of-the-art data collection management features

#### Text analytics

Powerful features for transforming open-ended comments into meaningful CX insights



#### Dashboards & reporting

Data visualisation capabilities that bring customer experience metrics to life

#### Predictive analytics

Predictive modelling that combines survey results with big data to anticipate customer behaviour



#### Action & case management

Tools to facilitate closed-loop action and organisational change

#### Social CX

Targeted social capabilities that improve online reputation and drive CX-specific outcomes



#### CX strategy & design

Solutions for your business, industry, and financial objectives

#### Vertical expertise

Experts that focus on specific industry and market needs



#### Mystery shopping

Trusted, professional mystery shopping experts for a customer view of your business



#### Advanced analytics

The experience to turn raw data into insights that matter to your business



#### Consultative services

Research and consulting services that translate directly into actionable insights

#### Comprehensive program management

Expert care of your program from implementation to action planning



## Why Achievement Awards Group



Over 35 years' engaging, motivating and rewarding people



Comprehensive services for CX program research, design, development and delivery



Together with market leader MaritzCX™, offer exceptional integration of employee, customer and partner experiences

## Food for thought

"By 2017, 89% of marketers expect customer experience to be their primary differentiator." Gartner, Marketing for Leaders survey 2014

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