

Optimize
customer experience
With
Axellience Business Transformer®

THE FIRST ONLINE COLLABORATIVE PLATFORM FOR AGILE & CONTINUOUS
TRANSFORMATION

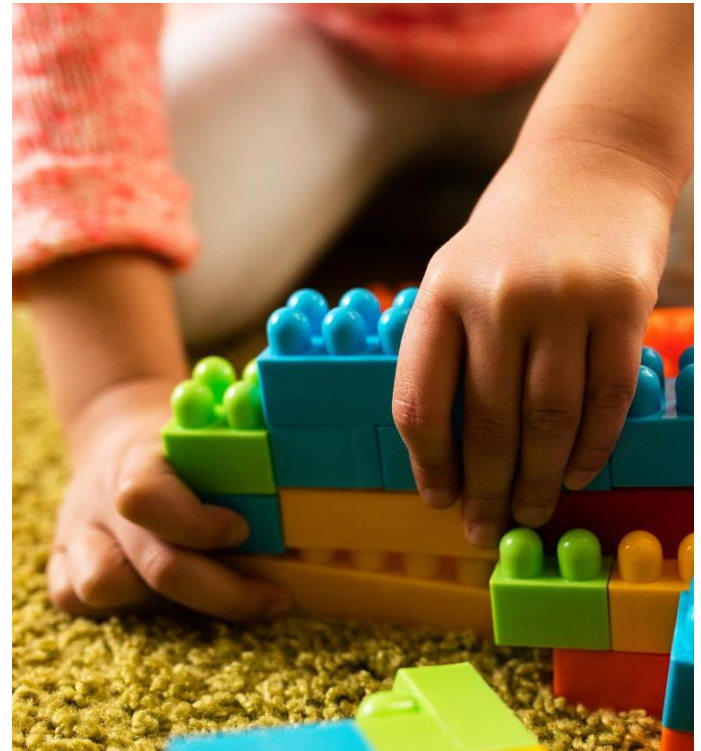
*« Customer experience is the only compass to guide your
transformation programs »*



Axellience

WITH AXELLIENCE BUSINESS TRANSFORMER® :

- 1) Define and analyze your personae
- 2) Build and explore customer journeys to analyze customer value and experience
- 3) Easily understand and analyze what enterprise resources are involved in customer experience
- 4) Analyze organizational and IT issues
- 5) Capture improvement and innovation ideas. Build actionable transformation plans
- 6) Ensure transformation governance while optimizing innovation agility



DRIVE YOUR TRANSFORMATION



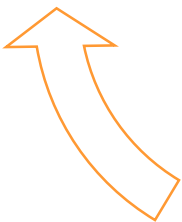
Map

Understand the actual performance of your company



Assess

Set direction and goals : the customer experience is your compass

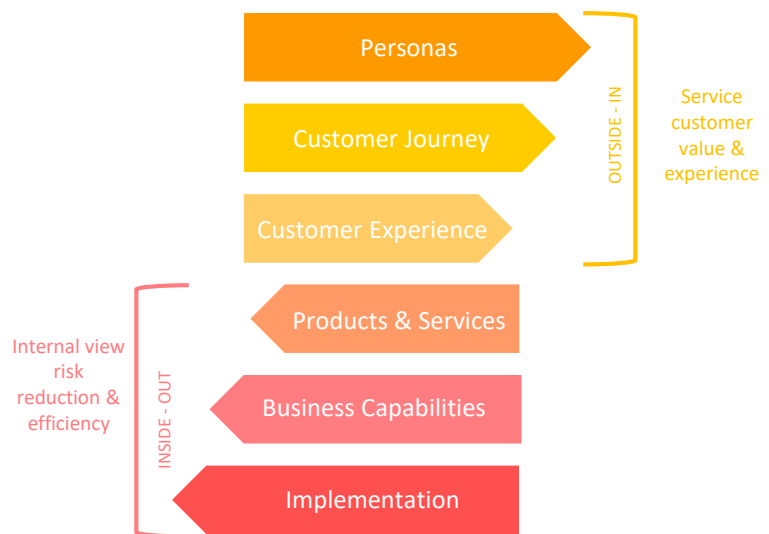


Transform

Collaboratively implement the best transformation scenario across silos



CLIENT CENTRIC APPROACH

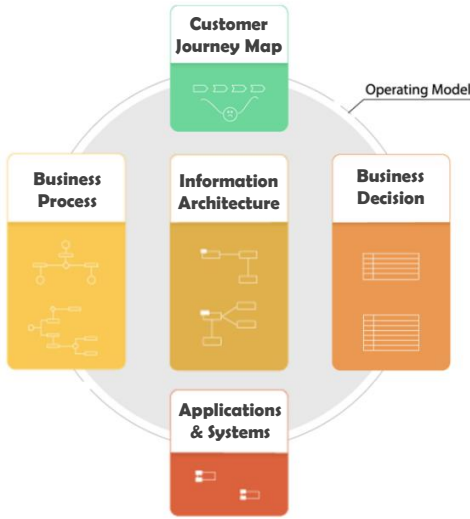


— You can't change, what you can't see

www.axellience.com

Axellience Business Transformer Suite®

Axellience Business Transformer® is a customer experience-centric, collaborative, graphical, SaaS / Cloud Suite used to manage digital transformation. It makes it much easier for stakeholders like marketing, sales, Business and IT architect teams to put transformation under control. It provides each role an analysis and decision environment relying on reporting, standards and best practices

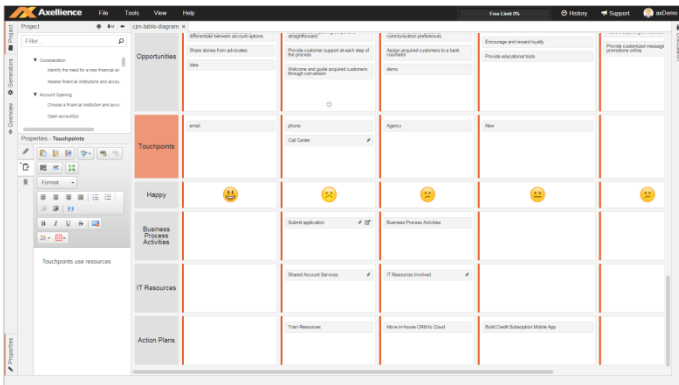


Whether you start from IT architecture, business processes, customer journeys or experience analysis, you can consistently and seamlessly navigate from any business domain to the next and can easily measure what processes and what IT application best influences customer experience and perceived value.



Customer Journey Manager

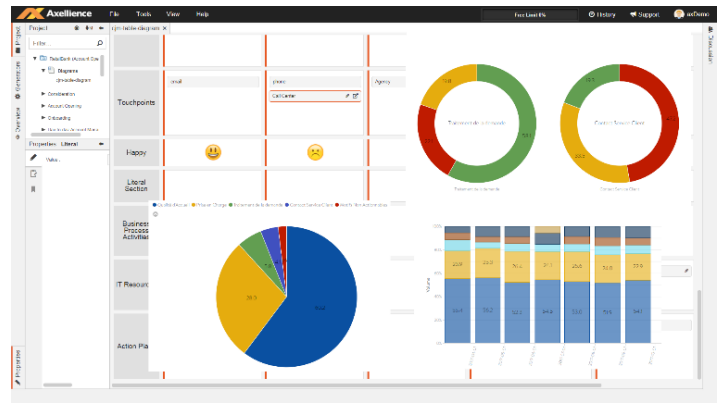
With graphical customer journeys, you help the marketing department visualize conversion funnels, touchpoints, moments of truth and the linked resources. **You can easily shape up your personae and discover which ones best impact the enterprise business performance.**



Customer Experience Manager

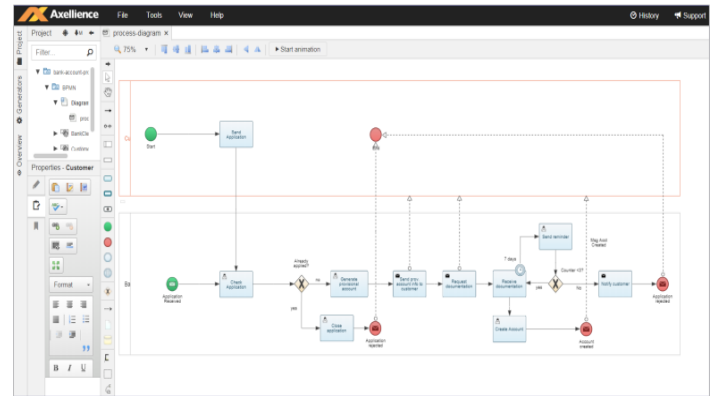


To accurately measure customers' perceived value, you collect and analyze the communication content between them and the enterprise (call centers, social networks, surveys feedback). Thus, **you measure the perceived quality of your products and services, and you spot possible changes and improvements.**



Process Manager

Using the BPMN standard notation, you capture and analyze the performance of your business processes. **You understand which steps influence customer experience most.** You decide what change to do. In this way, you choose if you should offer new online services to your customers, recruit, add automate processes etc.



Decision Manager

Complex decisions are at the core of your response to market needs (speed, accuracy). With simple decision tables, you analyze and document your organization in order to make it as flexible and automated as your customer segments expect. As a consequence, **your processes are modular and can dynamically adapt more easily to such or such persona business context.**



Enterprise, IT & System Manager

Your IT resource architecture impacts your agility for transformation. With standard notations such as Archimate and UML you map your assets, their dependencies and you put your IT roadmap under control. Challenges like IoT becomes much easier and you control the impact of IT on customer experience.



Information Architecture Manager

Using standard E/R notation for semantic information and data models, you can build glossaries and link them to storage and circulation models, IT and organizational resources. Facing constraints and regulations like GDPR is much easier. Meeting data governance requirements and leveraging huge volumes of data allows you to better know your market and customers' needs.