

# Our Case Studies



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**Benchmarking  
Review**

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**Assessment in a  
Gov. Agency**

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**Developing a  
CX Strategy**

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**Improving an  
NFP**

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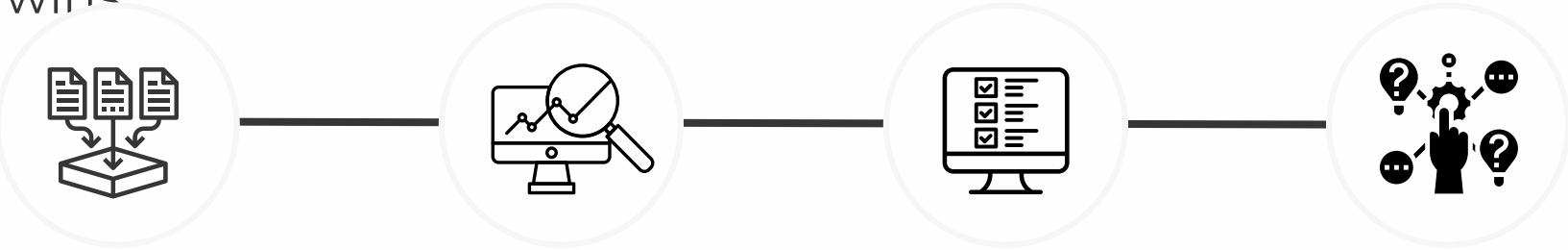
**Facilitating a  
workshop**



# Case Study 1

# Benchmarking Review

CXTT Consulting was engaged by a Superannuation Master Trust in August 2023 to conduct a benchmarking and assessment of their outsourced Contact Centre services. The project involved a check-up with assessment of documentation and information, interview of key personnel, benchmarking and assessment of operational performance and alignment of their services and report with findings and recommendations. This project delivered a detailed benchmarking assessment, including prioritised improvements, with several quick wins

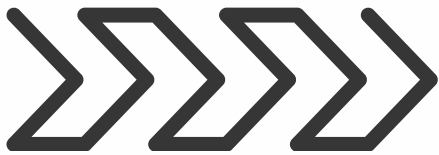


**Document Review**

**Interviews and Benchmarking**

**Presentation of Findings**

**Report and Quick Wins**



## Snapshotz Developmental Sections – Nearing World Standards

- 1.3.0 Business process alignment and change management
- 2.2.0 Customer Complaint Management
- 2.3.0 Customer Satisfaction
- 2.4.0 Digital Service Delivery
- 4.0.0 Contact Centre Structure
- 5.2.0 Career Development
- 5.3.0 Remuneration
- 7.1.0 Internal Communications
- 8.2.0 Service Measures
- 8.3.0 Reporting – Contact Centre Metrics
- 4.0 Contact volumes and costs
- 5.0 Call and contact quality management
- Technology
- Quality and process analysis
- Planning and Objective Setting

## Certified to World Standards or Above

## Snapshotz Certified Sections or Above World Standards

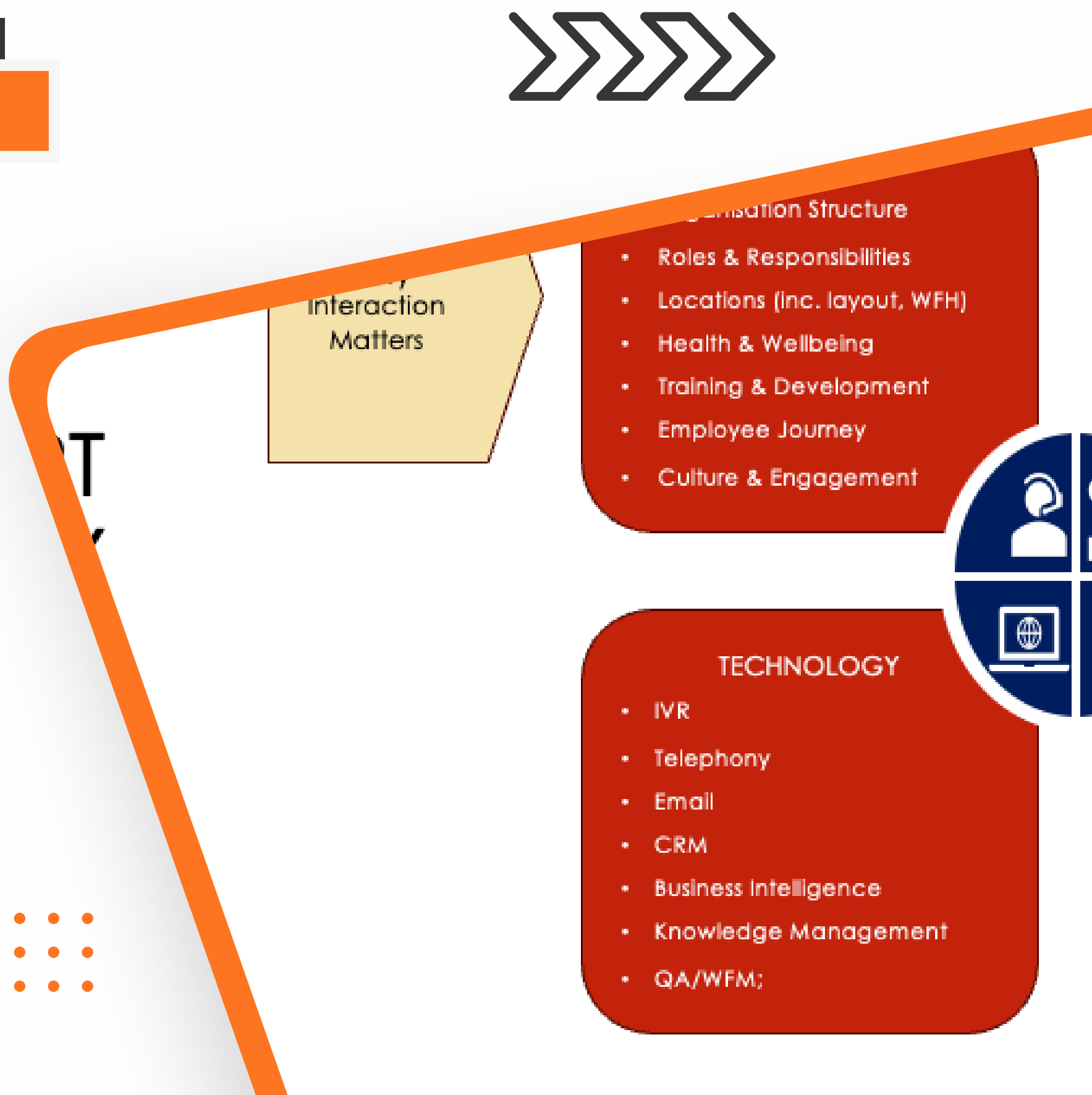
- 1.1.0 Corporate Objective Fit
- 1.2.0 Call / Contact Centre Strategy
- 1.4.0 Disaster Recovery Plan Security and Compliance
- 3.1.0 Health & Safety - Work Environment
- 3.2.0 Health & Safety - DSE and Equipment (DSE) and environment
- 3.3.0 Health & Safety - Emergency controls and practices what needs to be in place
- 3.5.0 Staff Wellbeing
- 3.6.0 Staff Wellbeing – Core routine and work practices the centre
- 5.1.0 Recruitment
- 6.0.0 Training

# Case Study 2

# Assessment in a Government Agency

CXTT Consulting was engaged by a Commonwealth Government Agency to assess their current state customer-facing operations, and develop a roadmap for improvements.

This assessment involved document review and ~30 workshops and interviews engaging 110 employees to develop a current state assessment, and create a time-based roadmap for improvements. The second phase of this work program is currently in negotiation.

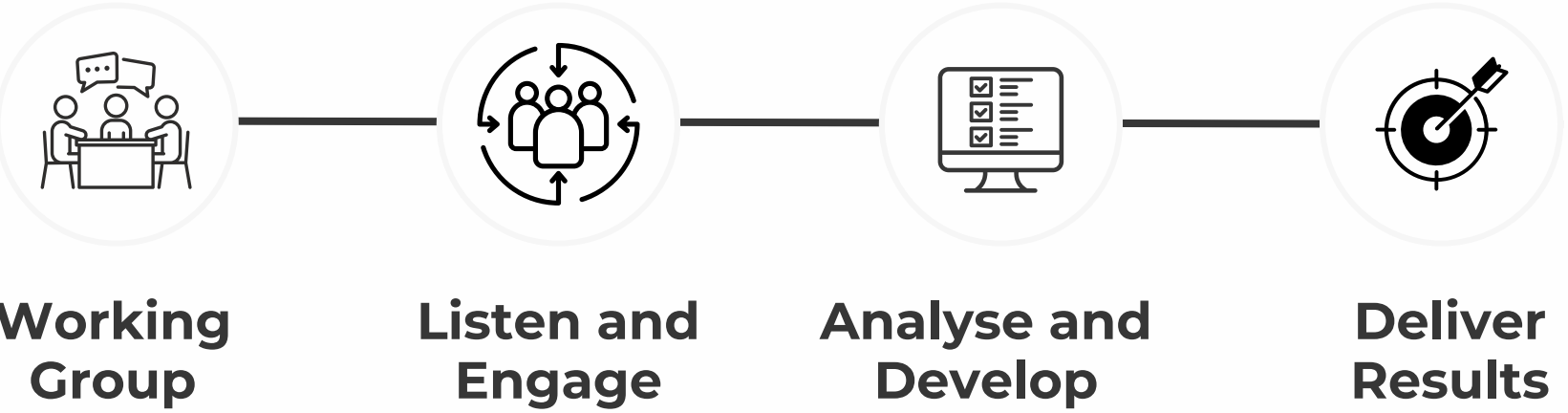




# Case Study 3

## Developing a CX Strategy

In a previous role leading Customer Service in a Commonwealth Government entity, our Principal Consultant led internal consultation and development of a CX Strategy. This involved creating a working group of cross-functional leaders, defining customers, assessing existing customer-facing channels, customer journeys and developing a CX Strategy which was approved. This 4-year program delivers people, process and technology improvements with a 17% uptake in customer engagement, improved customer satisfaction, and saving over \$2 million in costs, and achieving industry recognition.

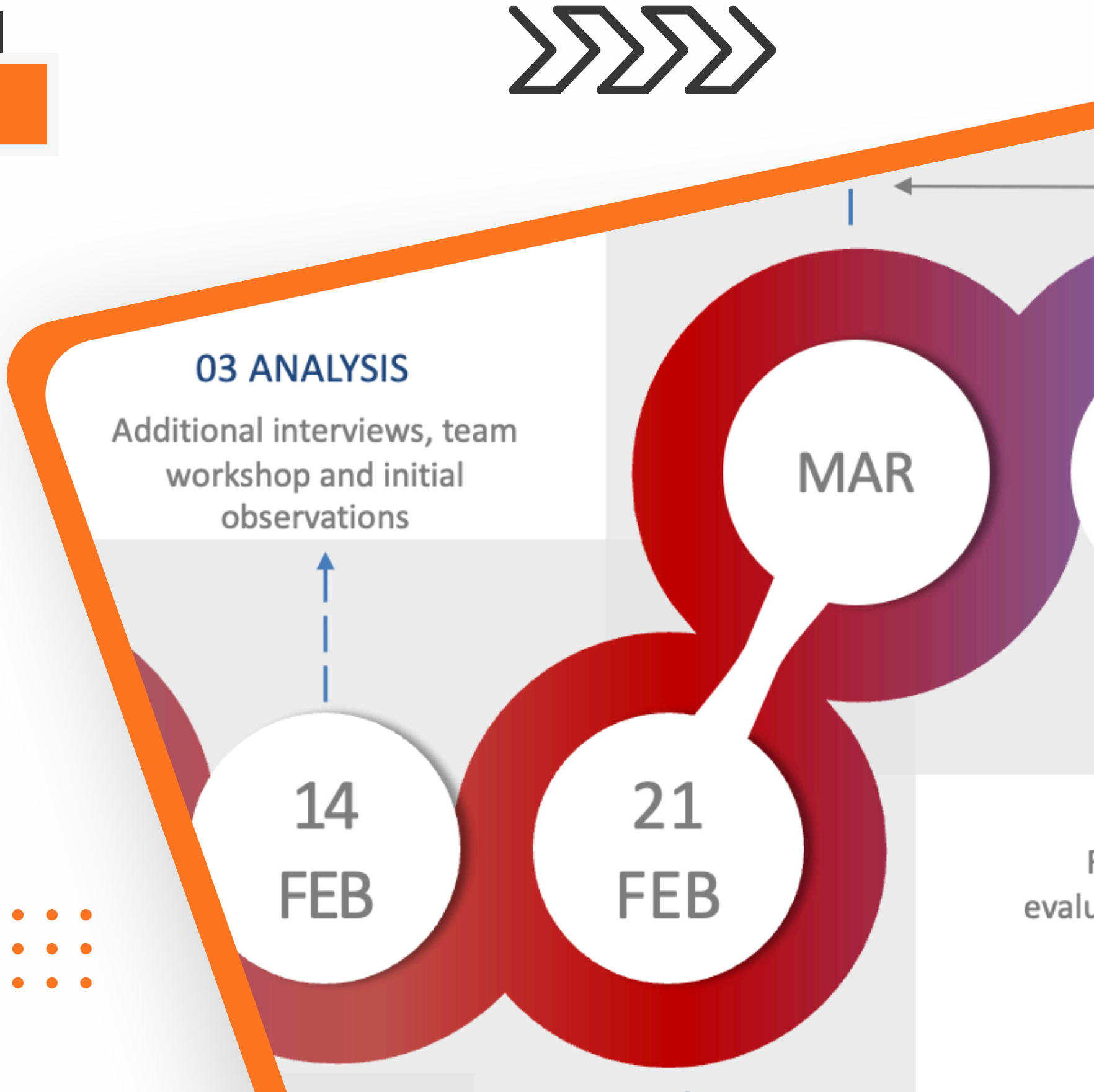
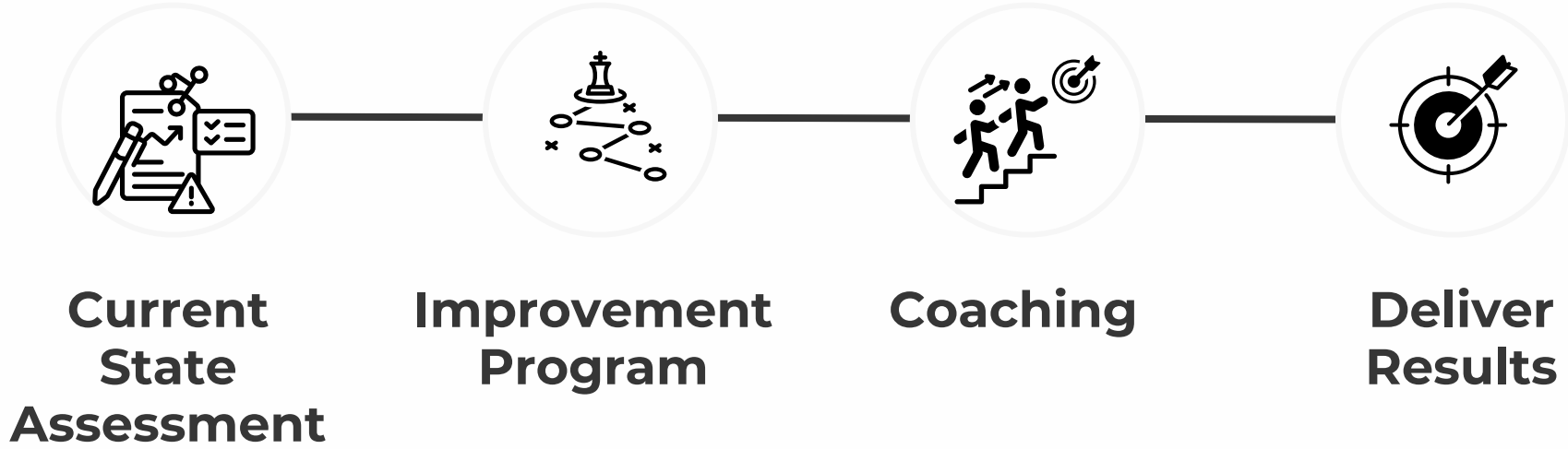


# Case Study 4

## Improving a Not-For-Profit

CXTT Consulting was engaged to review the current state performance of a Member-facing team within a Not-for-Profit. The assessment highlighted significant risks in terms of member engagement, sales and growth, and member retention.

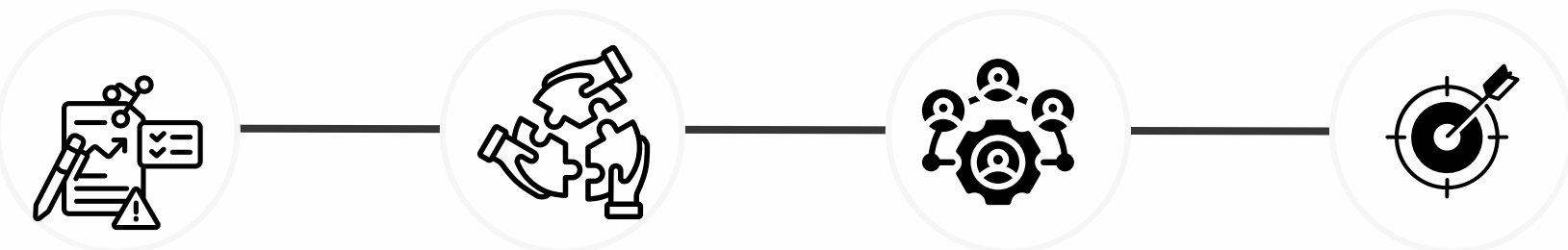
We developed an improvement program involving a mix of coaching and consulting, including a shift from pure B2C to a mix of B2B and B2C sales and growth. The outcome over 12-months was 5% improvement in member retention and 25% improvement in member growth.



# Case Study 5

## Facilitating a leadership workshop

CXTT Consulting was engaged to develop and deliver a full-day leadership and change workshop for approximately 80 public service leaders. The client wanted a mix of practical and theoretical learning and engagement as the organisation was going through significant change. We developed a workshop agenda in close collaboration with our client, and developed specific content to engage and inspire leaders with practical learning that they could implement with their teams. The workshop was highly successful, with strong engagement and very high satisfaction rates in post-workshop feedback.



**Agenda  
Development**

**Collaboration  
on content**

**Facilitation**

**User  
Feedback**

