

## **Acquisition of Customer Experience Management (CEM or CXM) System**

The organisation requires a CEM or CXM system to provide real-time solutions to monitor, manage, and enhance all customer interactions across all business touchpoints. The objective of the system is to improve customer satisfaction, employee engagement, loyalty, and brand perception.

The organisation does not have a measurement tool or system to receive customer feedback more regularly or to detect challenges to be resolved by specific business units timeously.

There is no platform to identify recipients or stakeholders that are either promoters or detractors of TIA brand based on a specific key metrics that inform how the TIA brand is perceived.

Internally, the organisation does not have any mechanism to measure inter departmental collaborations and frequent feedback on staff engagement satisfaction, and brand loyalty. TIA has a staff complement of +-200.

## **System functionalities**

The SAGE CRM platform is utilised for all customer escalations and complaints management. The following functionalities must be provided by the technology solution proposed:

1. Segments customers based on behavior, demographics, preferences, and lifecycle stage
2. Customer journey mapping
3. Customer feedback collection
4. Determine customer emotions, sentiment, and satisfaction trends.
5. Flag negative or urgent feedback for escalation
6. Integrates email, chat, phone, social media, and physical stores
7. Provides a 360-degree view of customer interactions
8. Predict customer needs and automate actions
9. Real time analytics and dashboards
10. Automates routine customer interactions and survey triggers
11. Seamless integration with the CRM system
12. Conduct Employee engagement, satisfaction and brand loyalty surveys
13. Integration of employee satisfaction to customer satisfaction

**Service providers are requested to propose a solution that can be owned by TIA or a subscription model offering all the functionalities required.**