

What is a Fractional CXO and why you need one

A positive customer experience makes a person five times more likely to recommend a company and more likely to purchase in the future.

Driving and delivering positive interactions with customers is paramount in building loyalty and affinity so organizations can retain revenue and earn new sources. That's why Chief Customer Experience Officers (CXO) are gaining traction in the C-Suite to enrich and manage the customer life cycle in finding, winning, growing, and keeping more customers.

What Does a Fractional Customer Experience Officer Bring to Your Organization?

A Fractional CXO provides an executive-level solution and cost-effective investment in creating a unique, sustainable, competitive advantage. Facilitating the customer journey requires a deliberate, disciplined, and uniquely designed experience for both customers and employees to ensure success.

When you hire a fractional CXO, you're getting senior counsel for your C-Suite along with expertise in the entire customer journey:

- **Optimizing share of wallet and achieving bottom line results** by retaining customers, building cross/upselling opportunities and developing customer experience strategies aligned with business goals **Ensuring customer success** for their full lifecycle from effective onboarding strategies through monitoring and tracking retention plans
- **Sustaining marketing and sales efforts** by leveraging customer experience and building champions for your brand
- **Impacting key performance indicators** by integrating customer and employee experience
- **Improving and enhancing products** through dynamic customer feedback
- **Elevating employee satisfaction and productivity** by creating connects between customers and employee experience
- **Reducing costs** through system efficiency and scalability

Blending expertise in both customer experience and the healthcare industry, Quantum Age brings high level thinking and practical implementation for businesses who want to manage costs while continuing to grow and expand. Hiring our CXOs is one of the most value-driven additions to your budget.