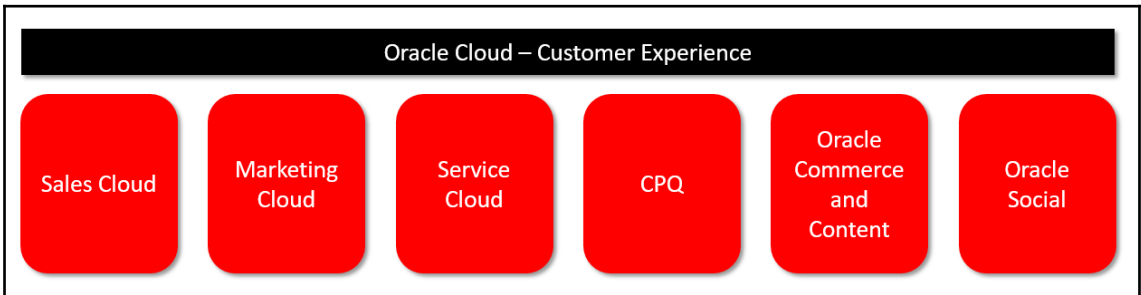
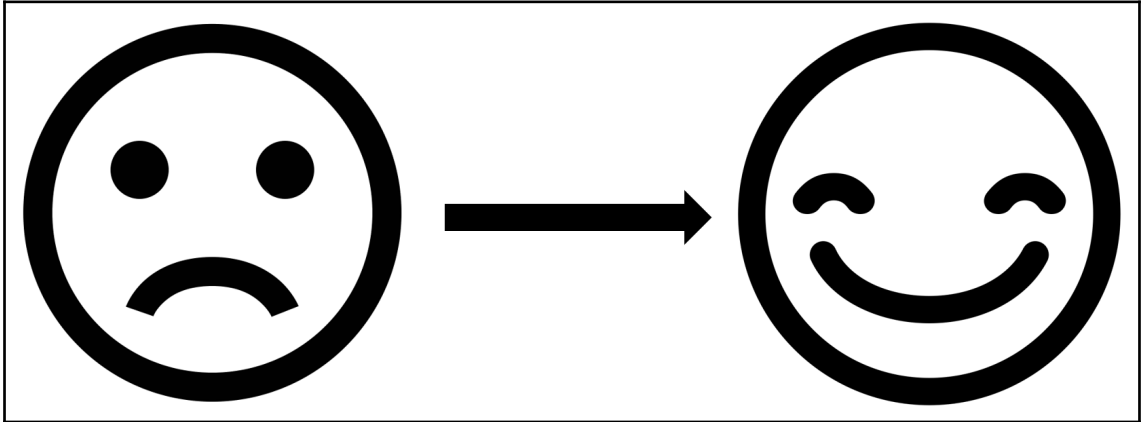


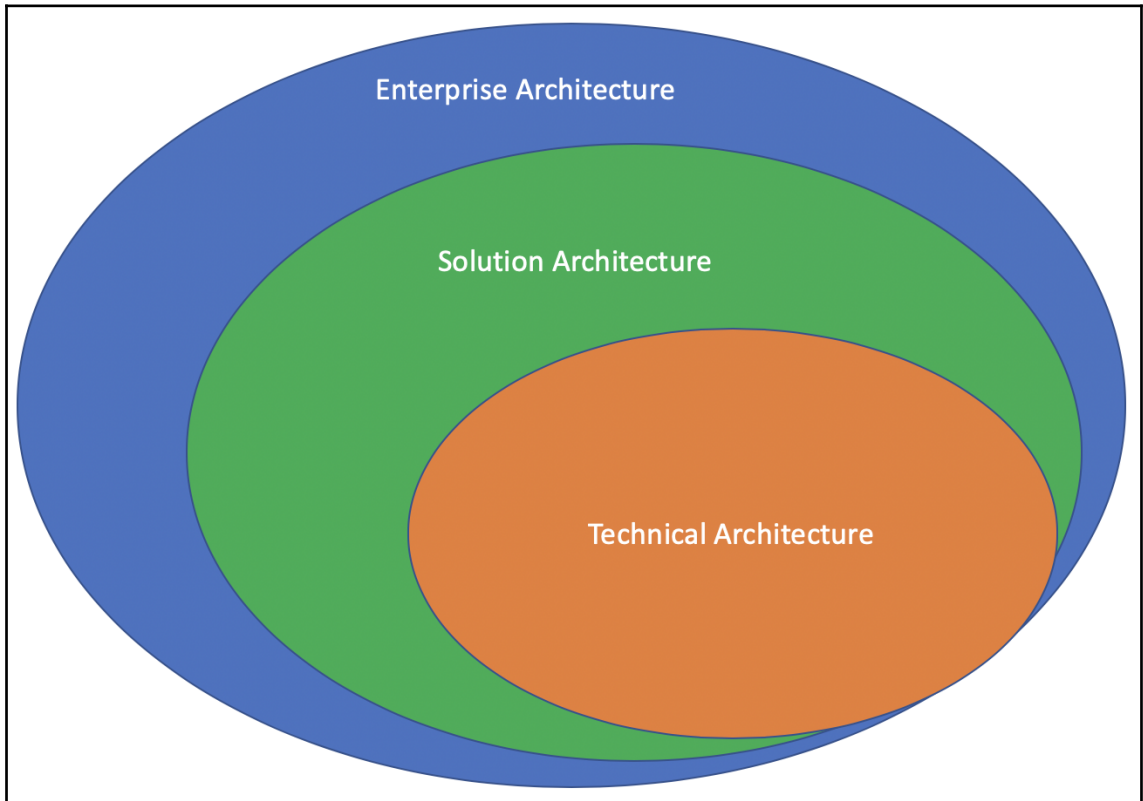
Chapter 1: The King Is Dead, Long Live the King

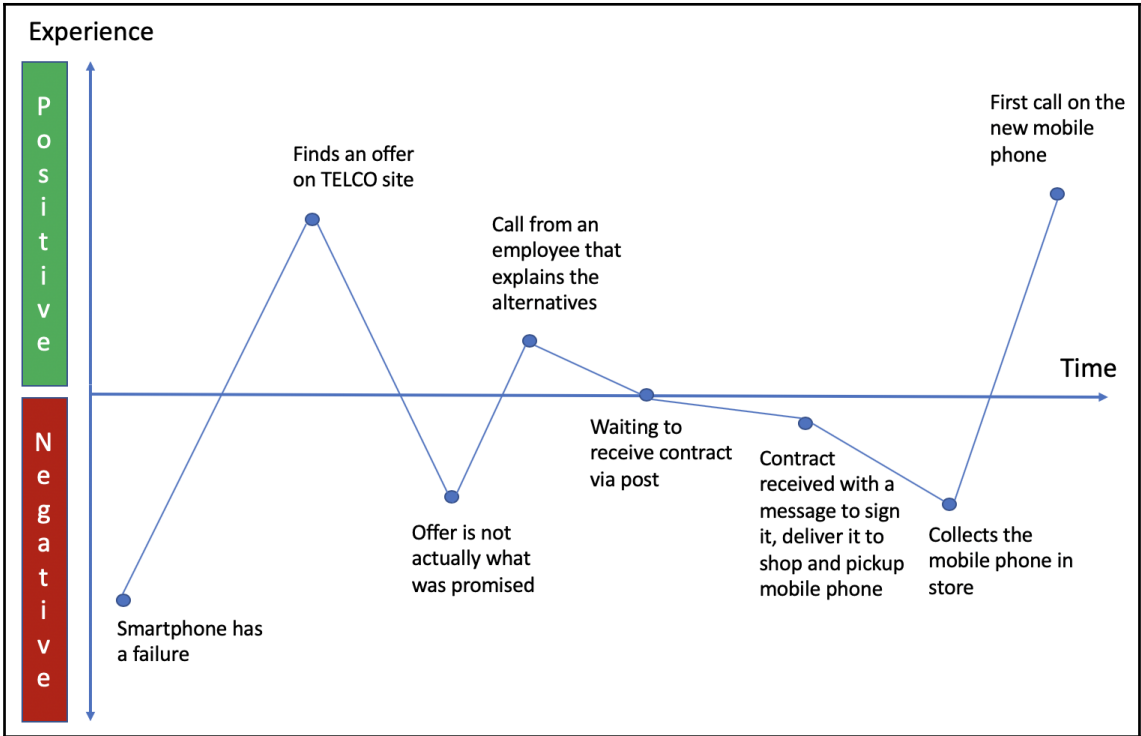


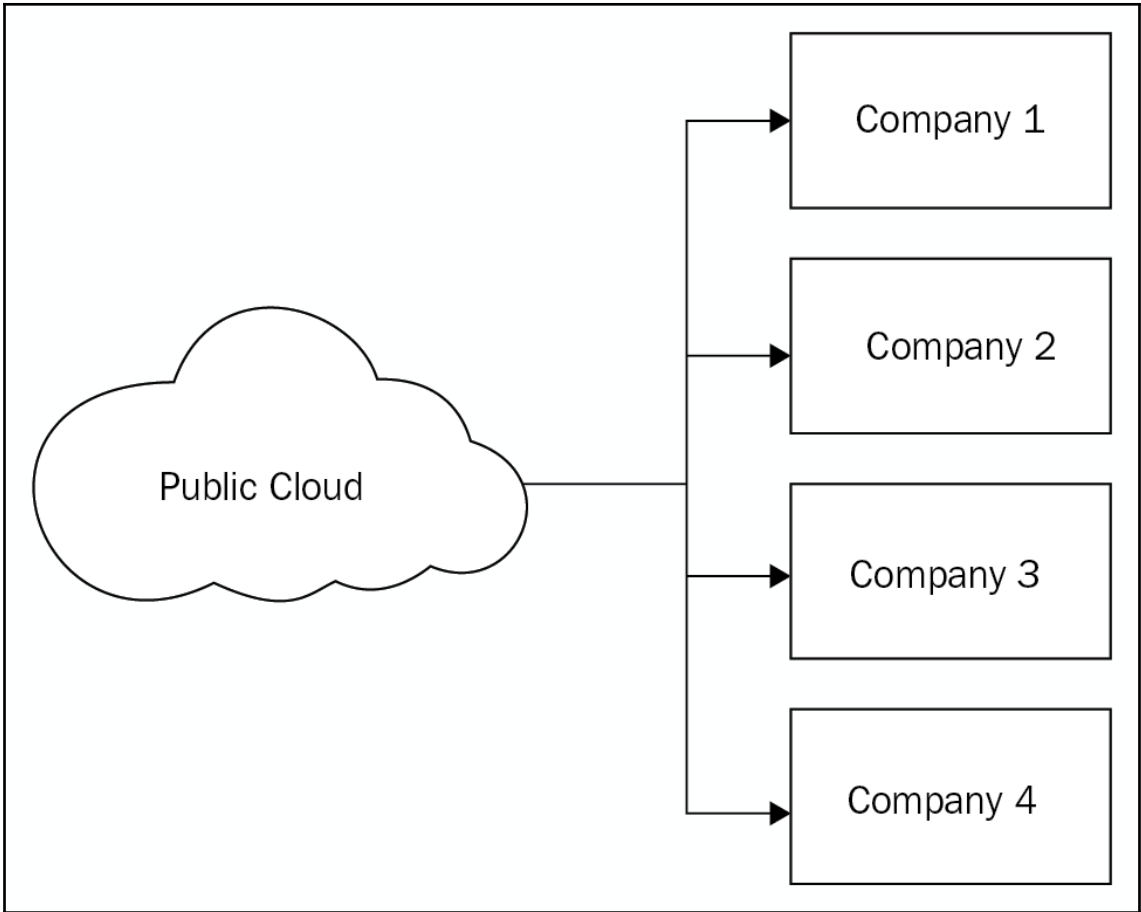
Chapter 2: Overview of Products

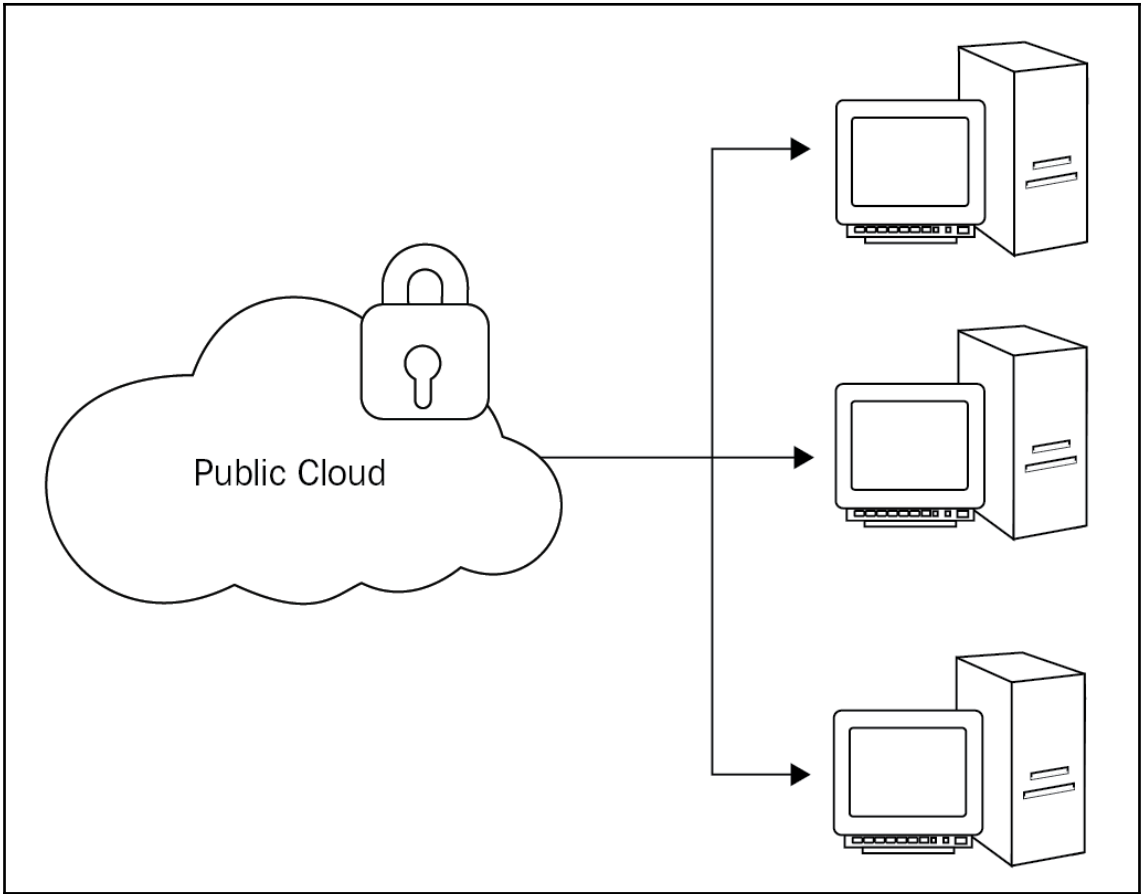
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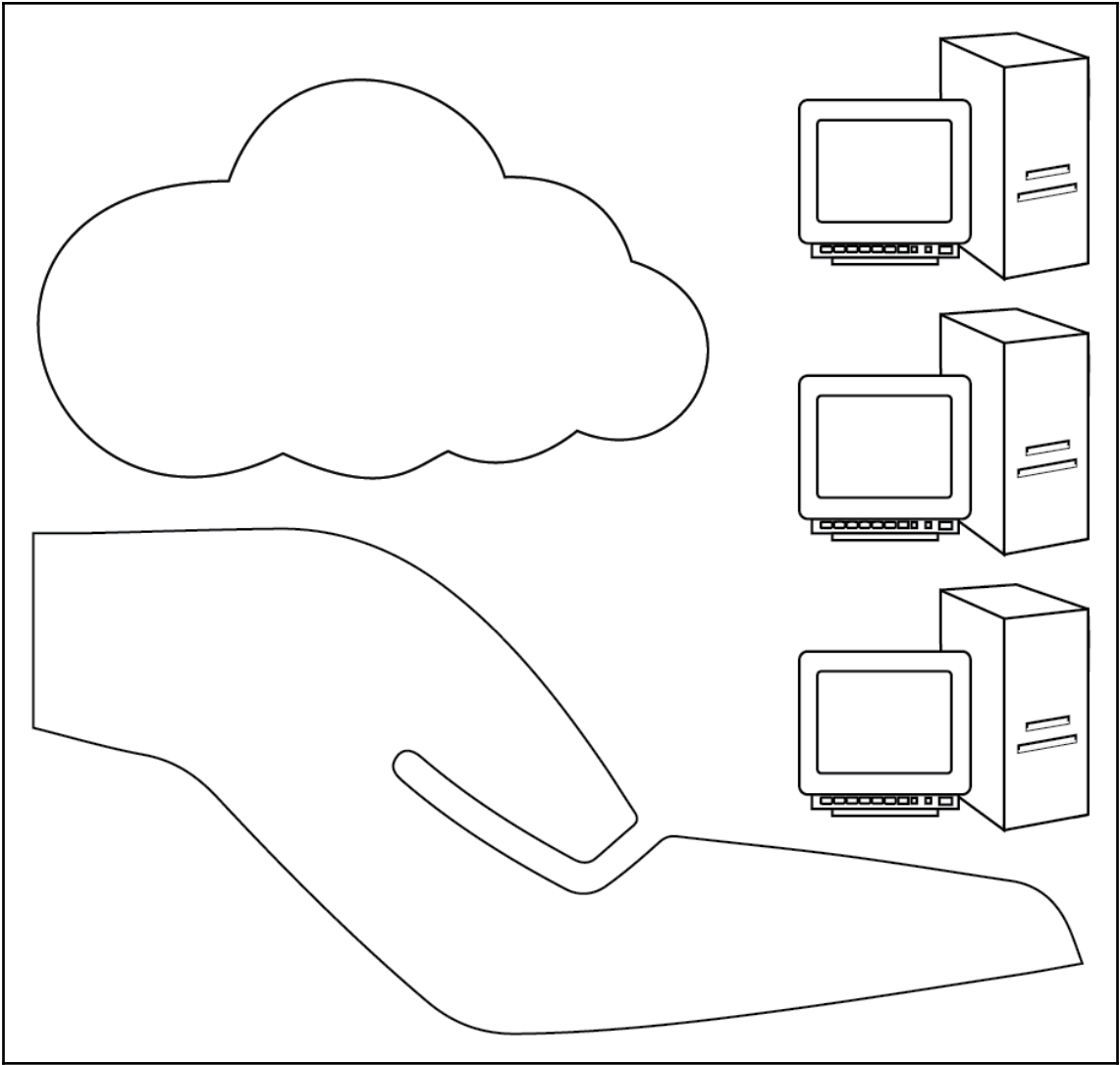
Chapter 3: CX Solution Architecture

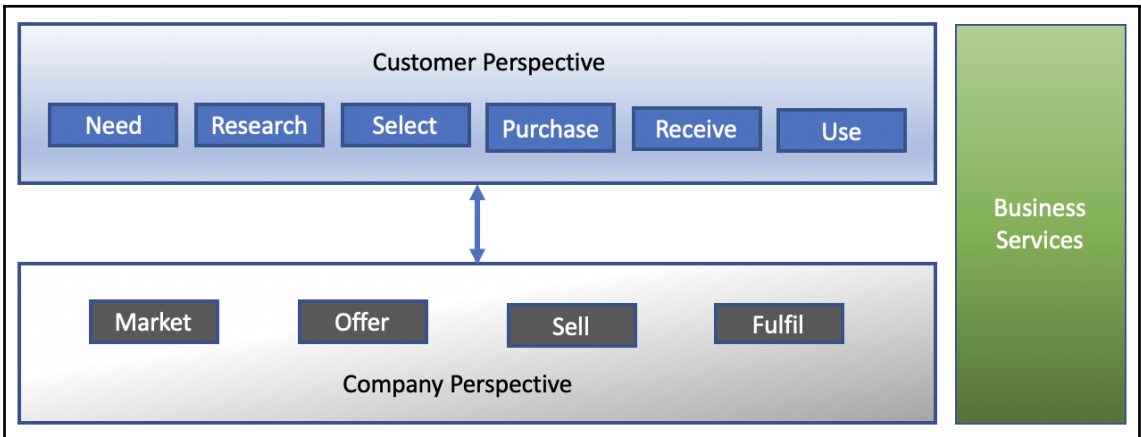
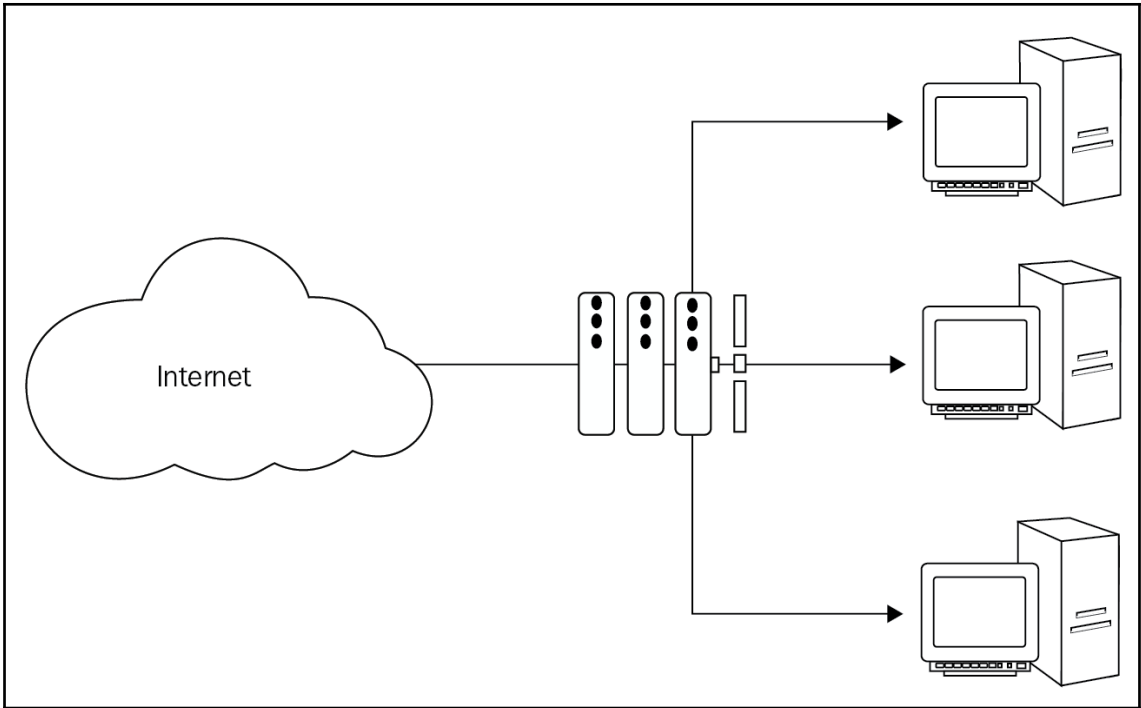


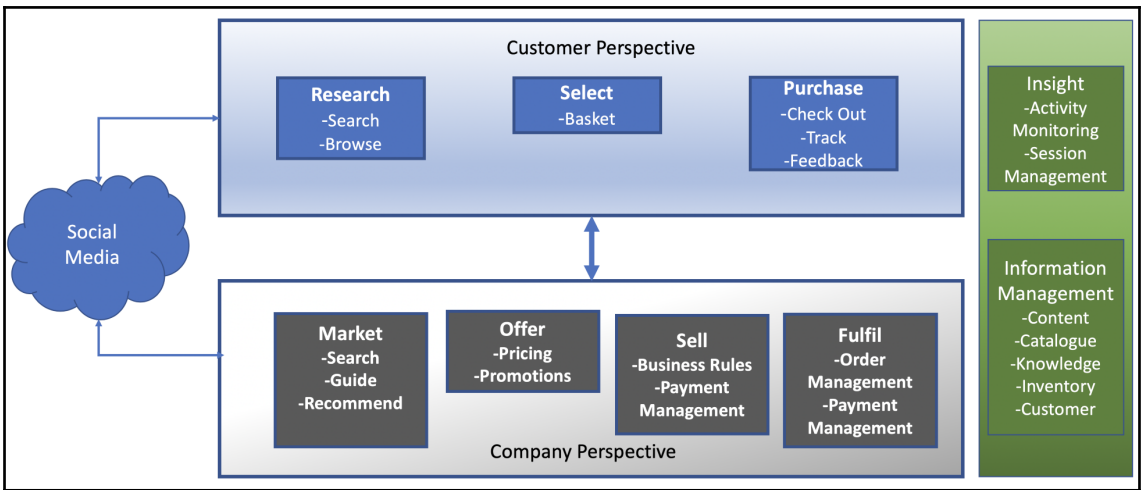
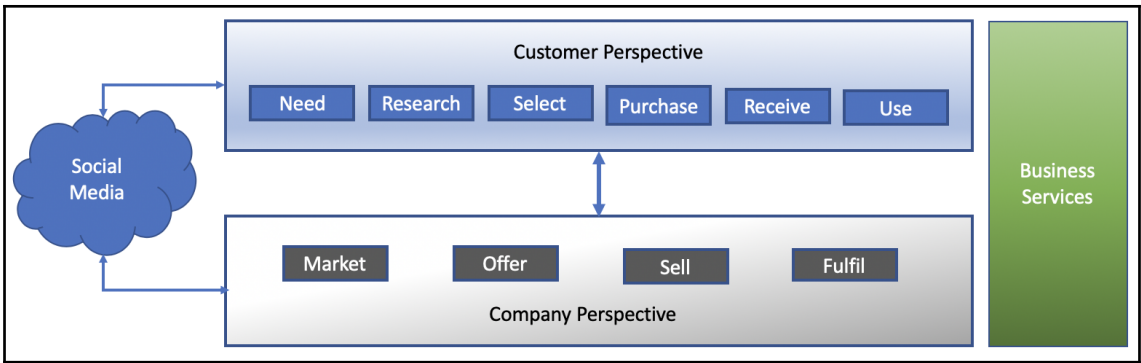


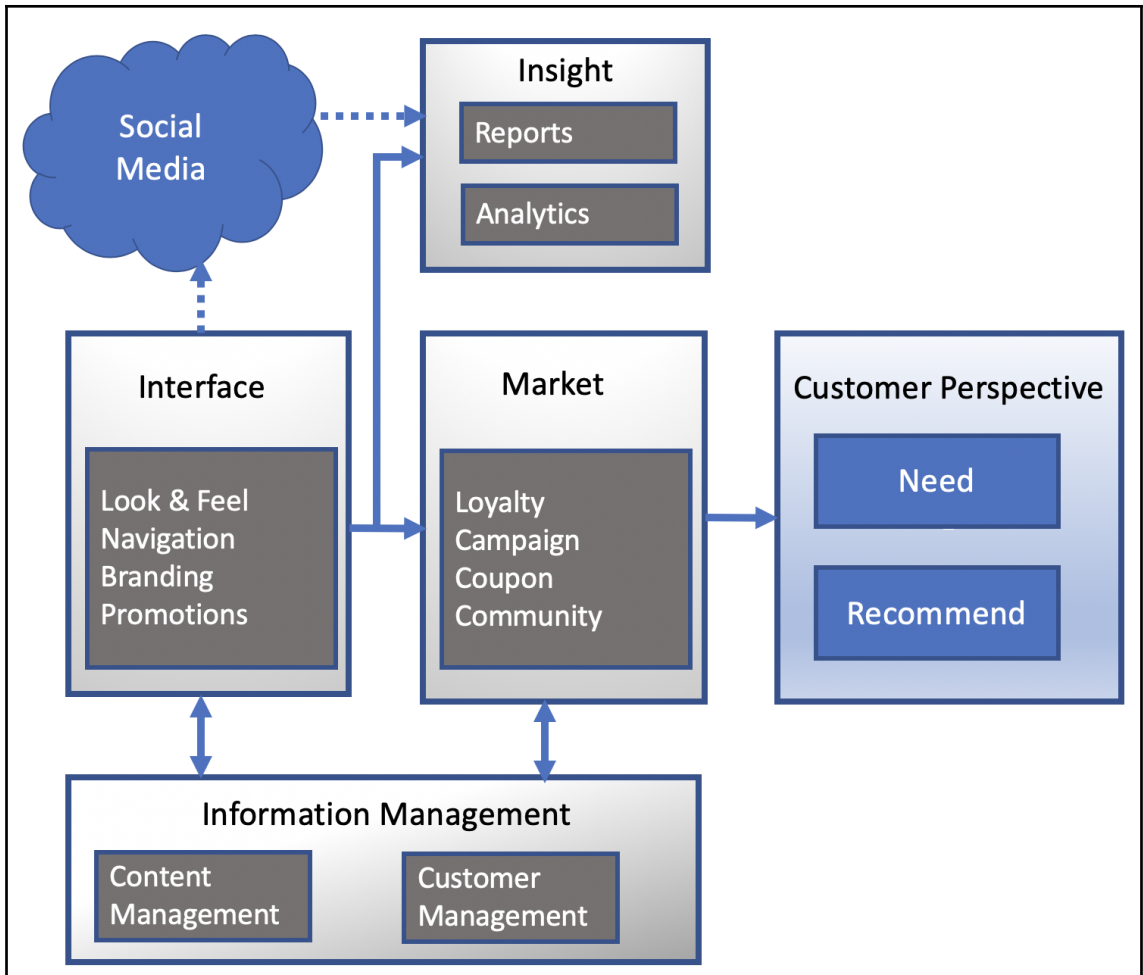


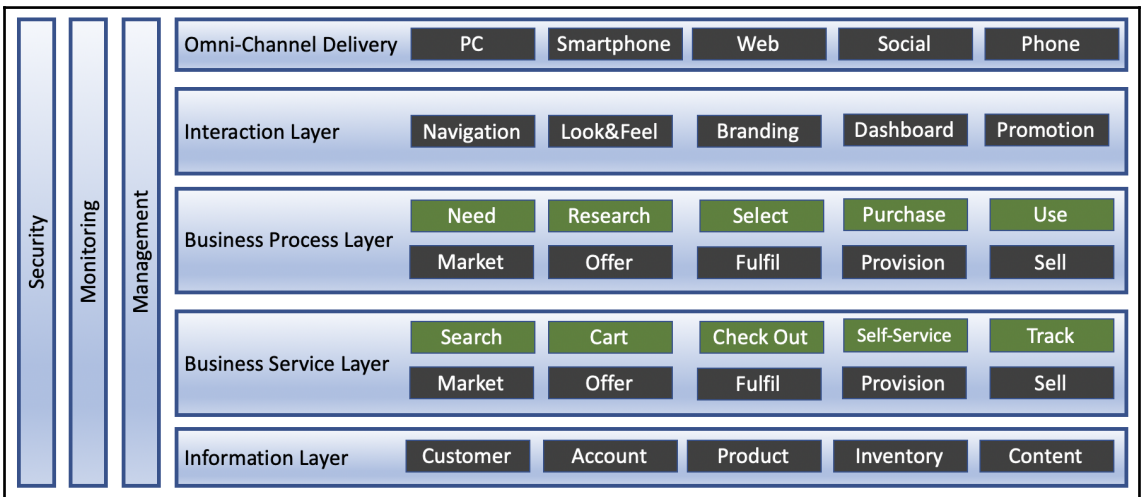
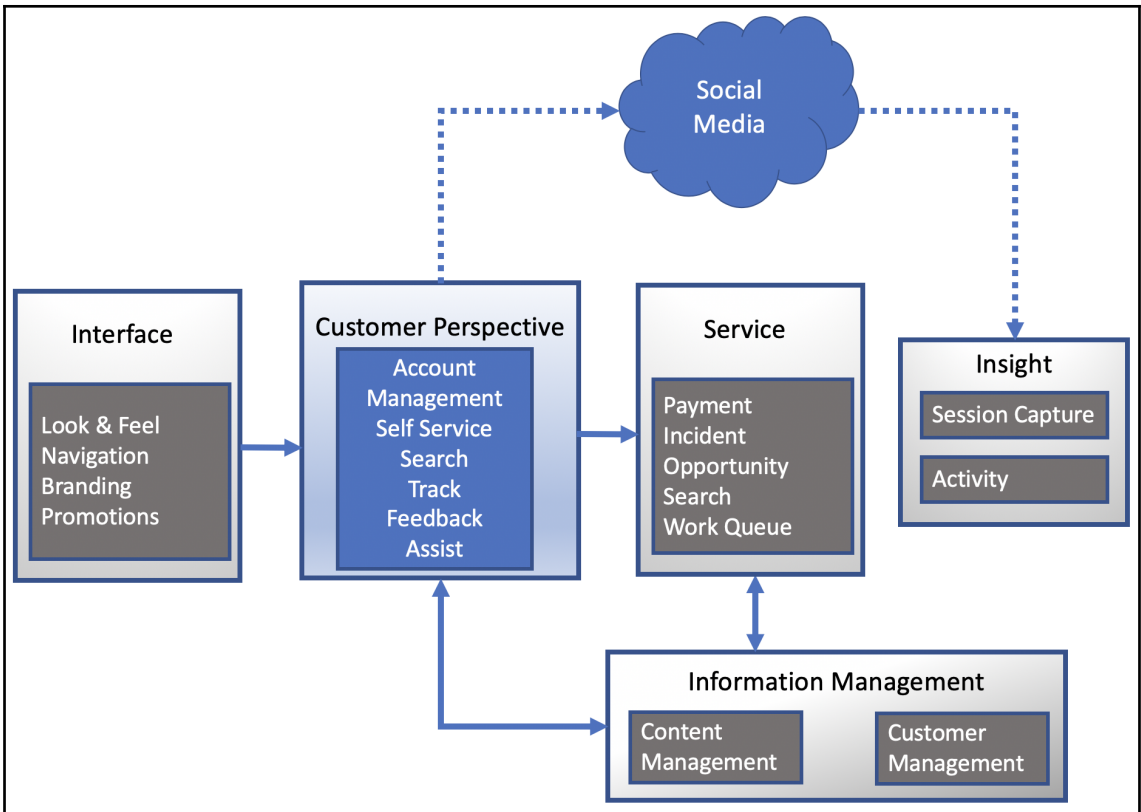


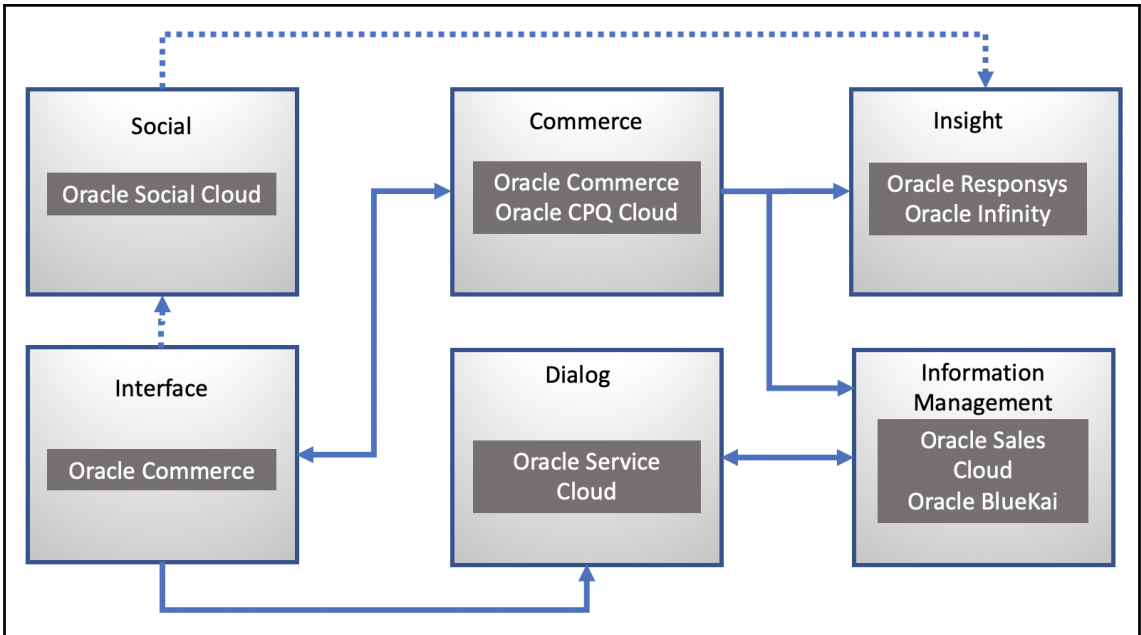
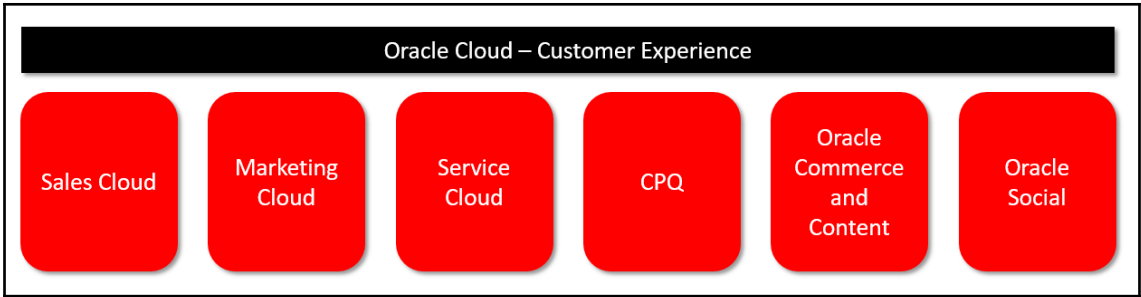


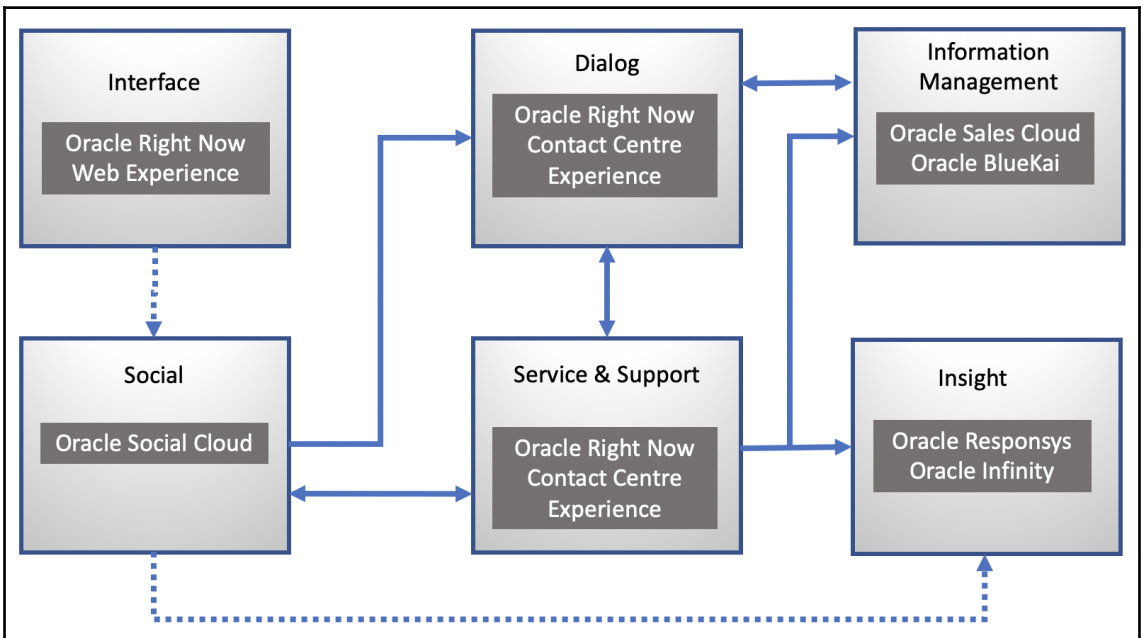
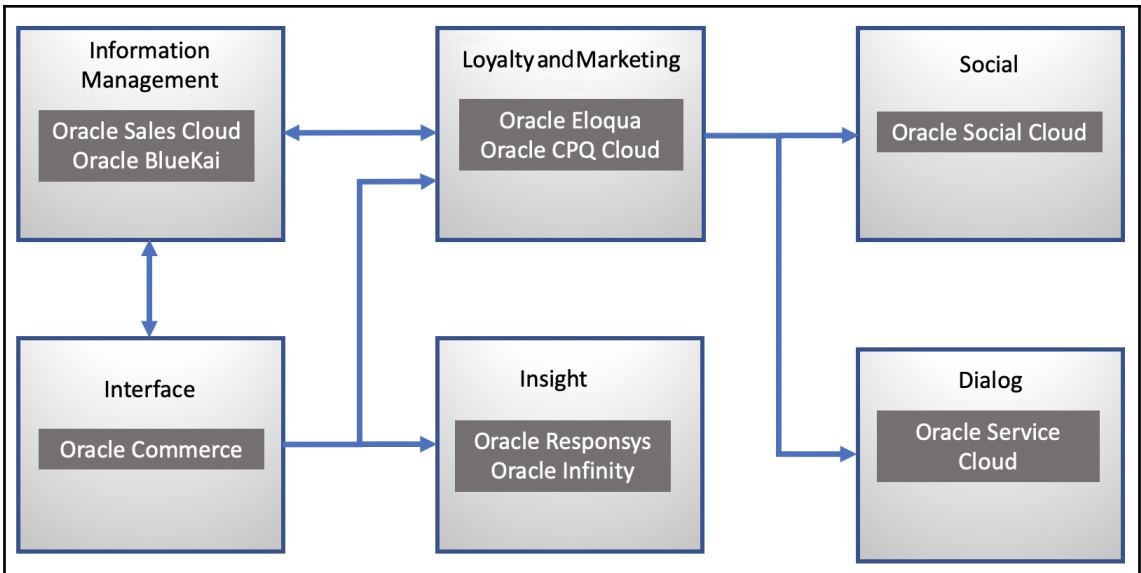




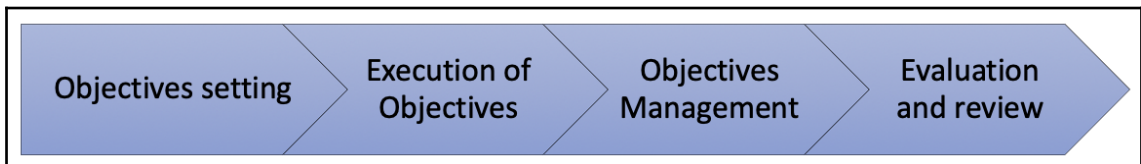
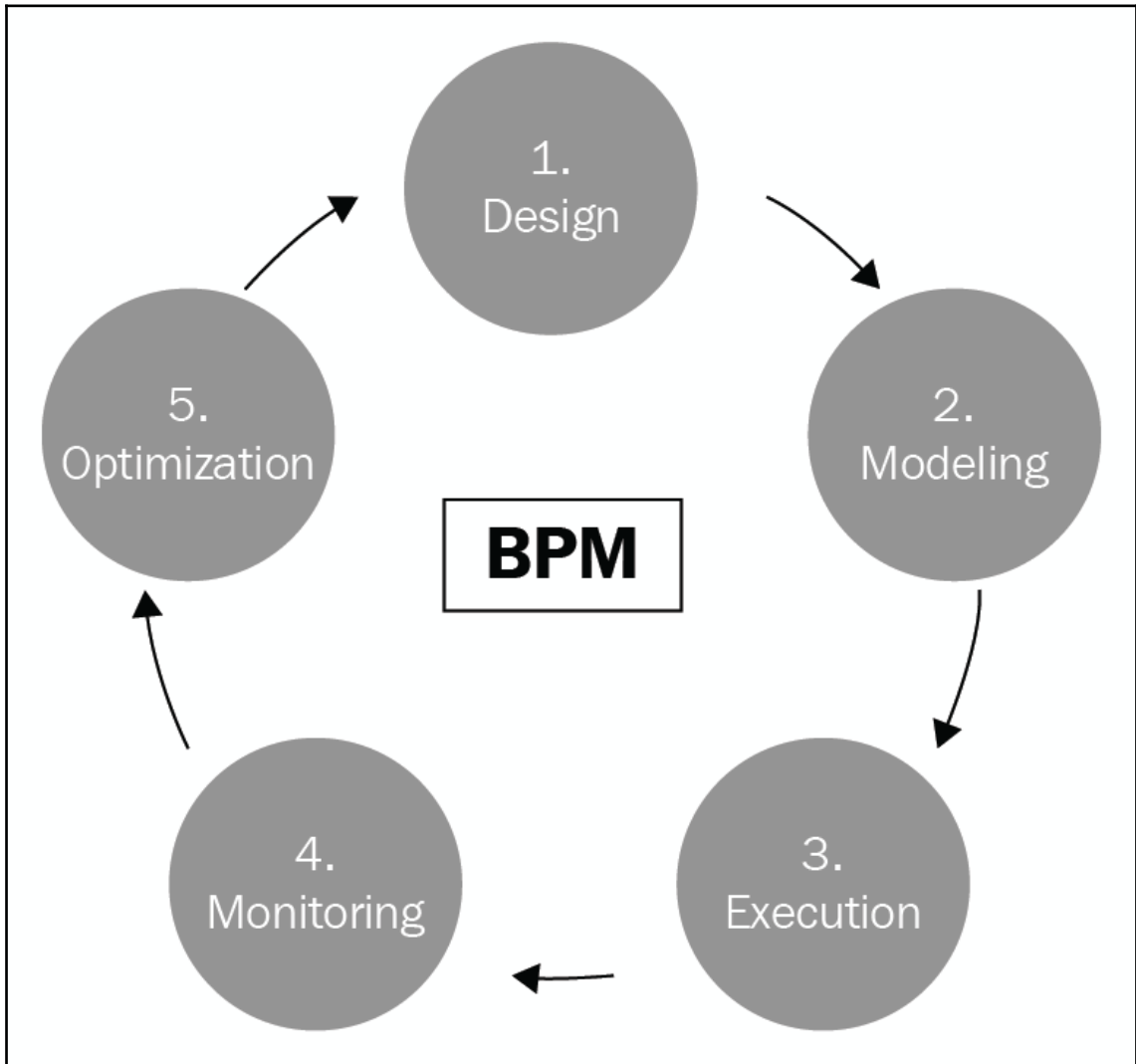


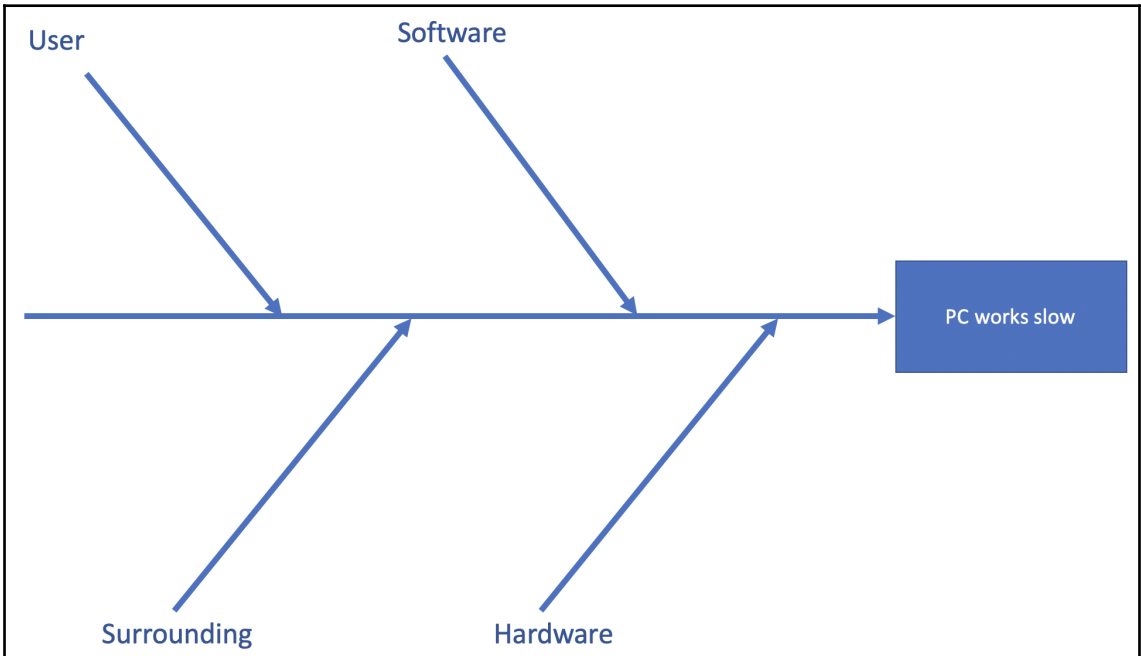
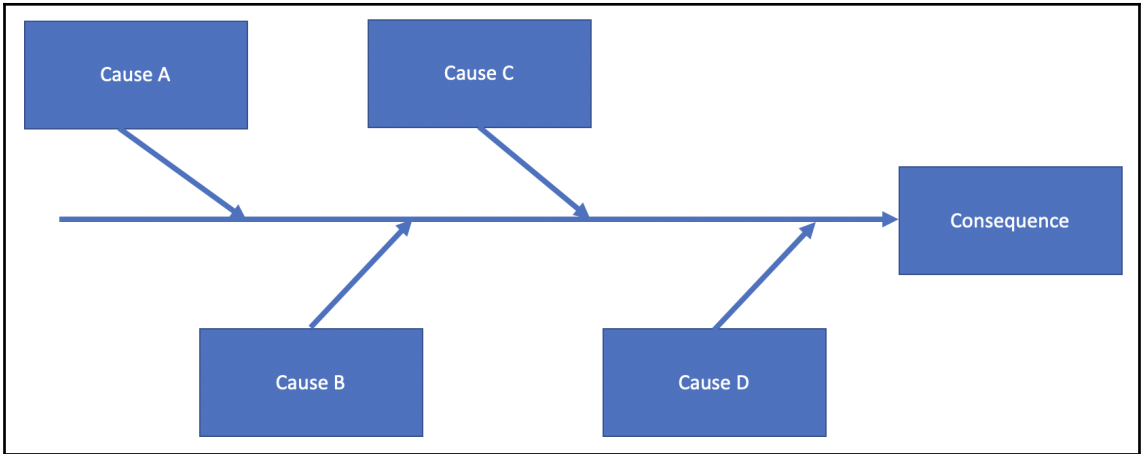


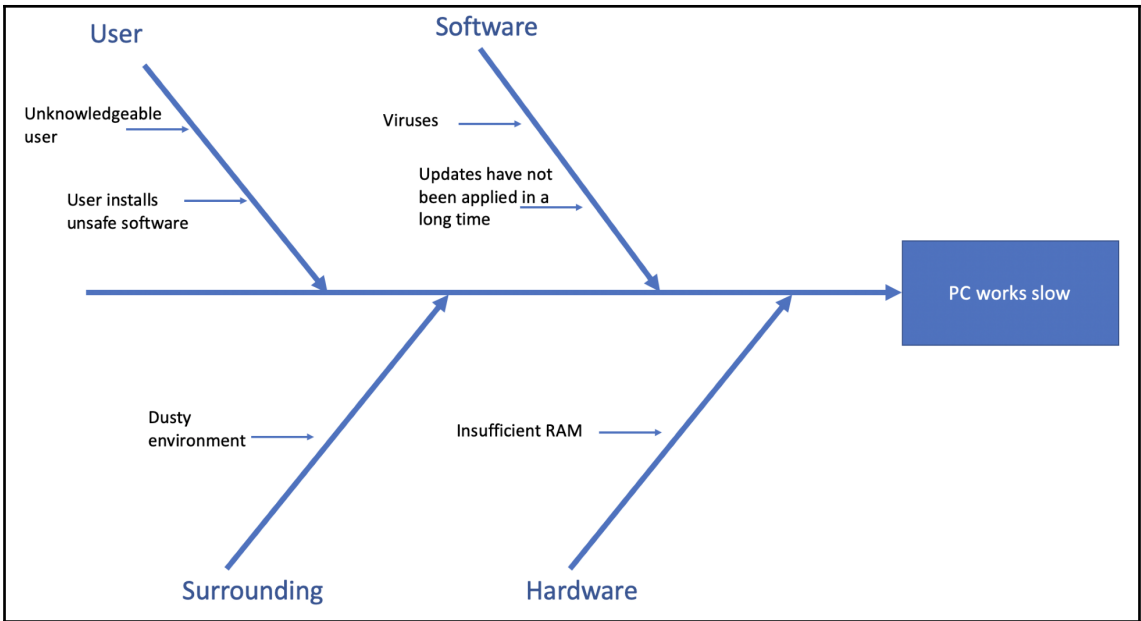




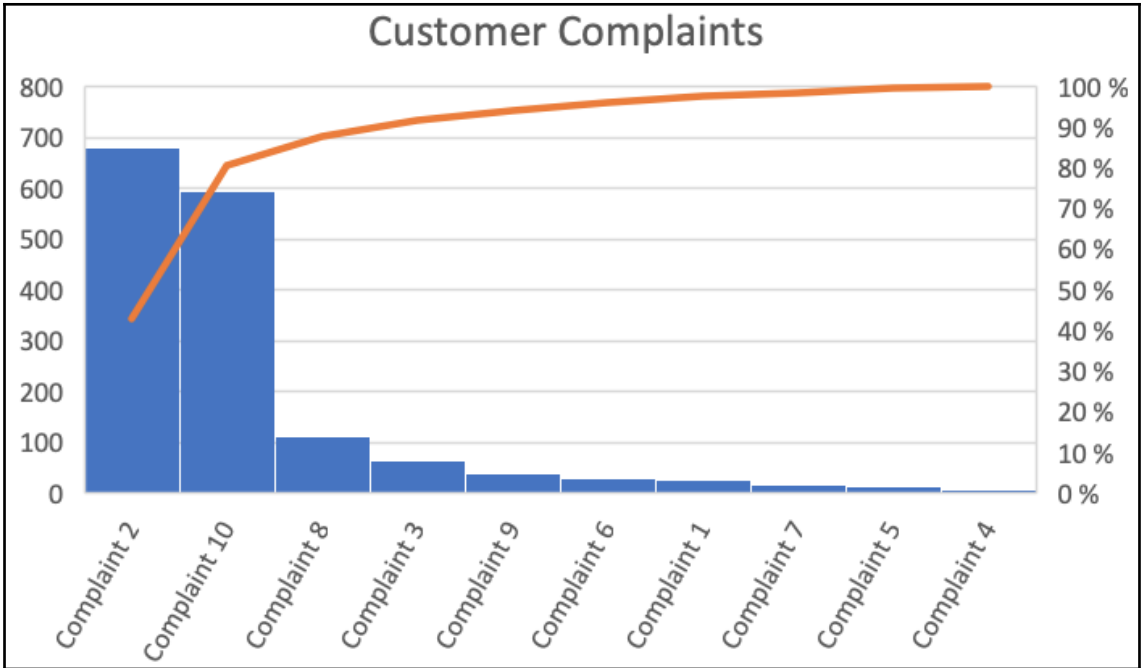
Chapter 4: As-Is and To-Be Analysis



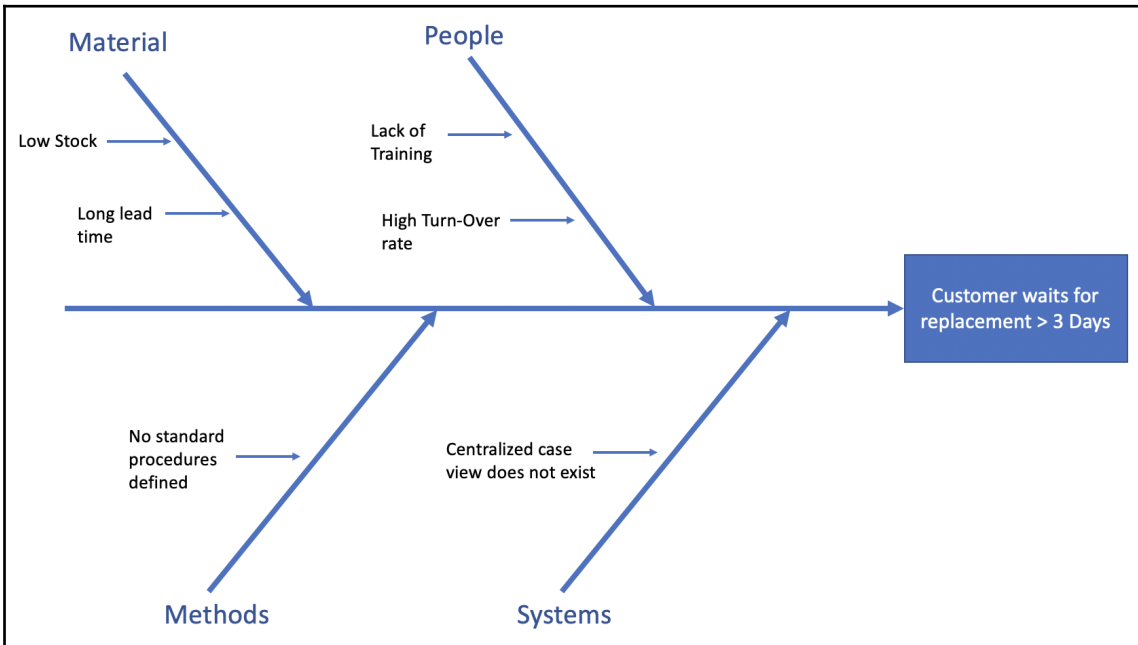
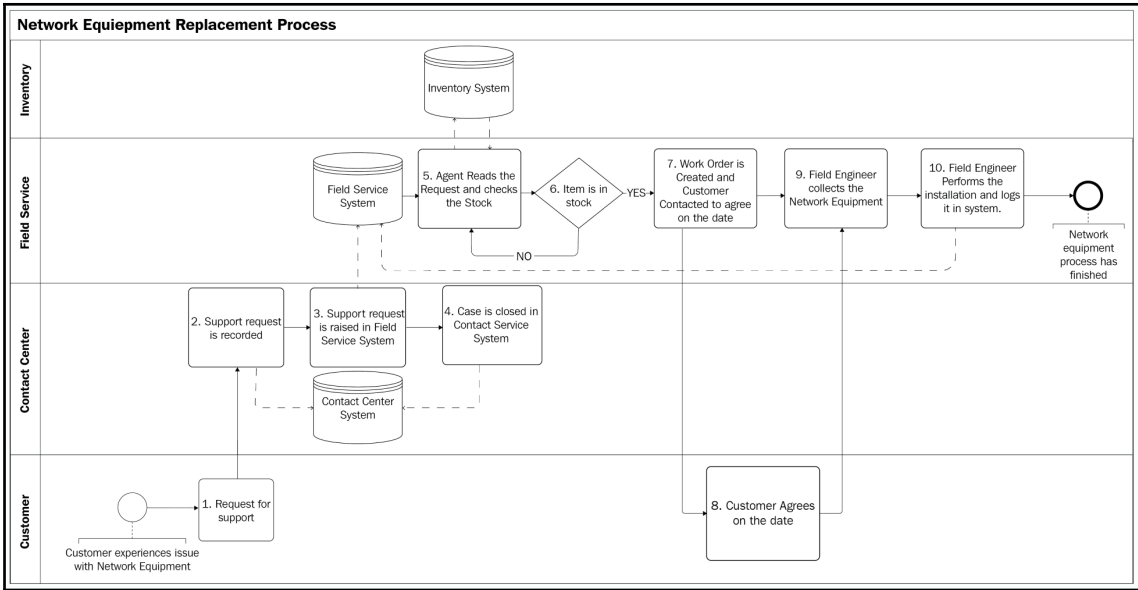


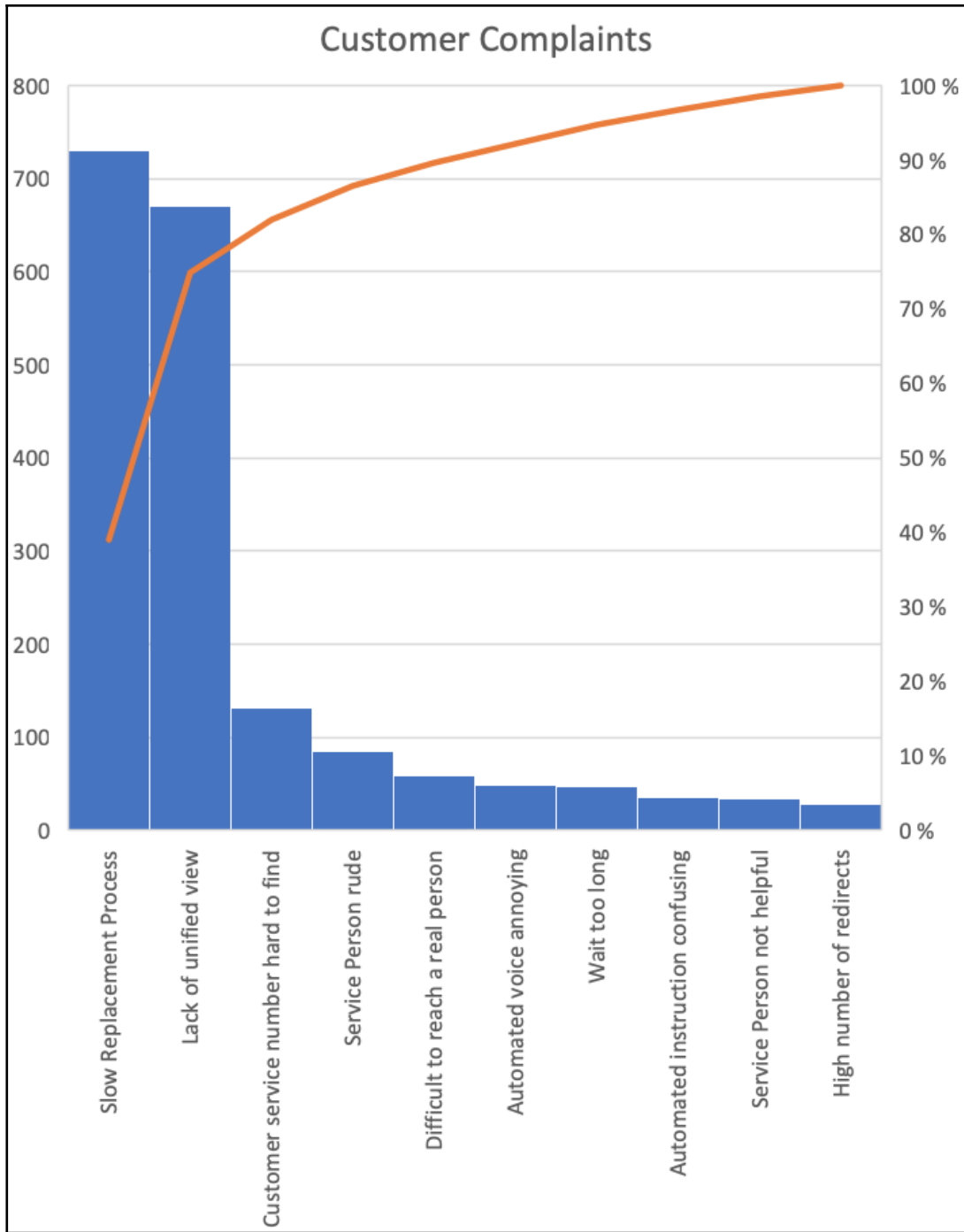


Customer Complaints	
Complaint	Count
Complaint 1	27
Complaint 2	680
Complaint 3	65
Complaint 4	8
Complaint 5	14
Complaint 6	28
Complaint 7	16
Complaint 8	111
Complaint 9	39
Complaint 10	595

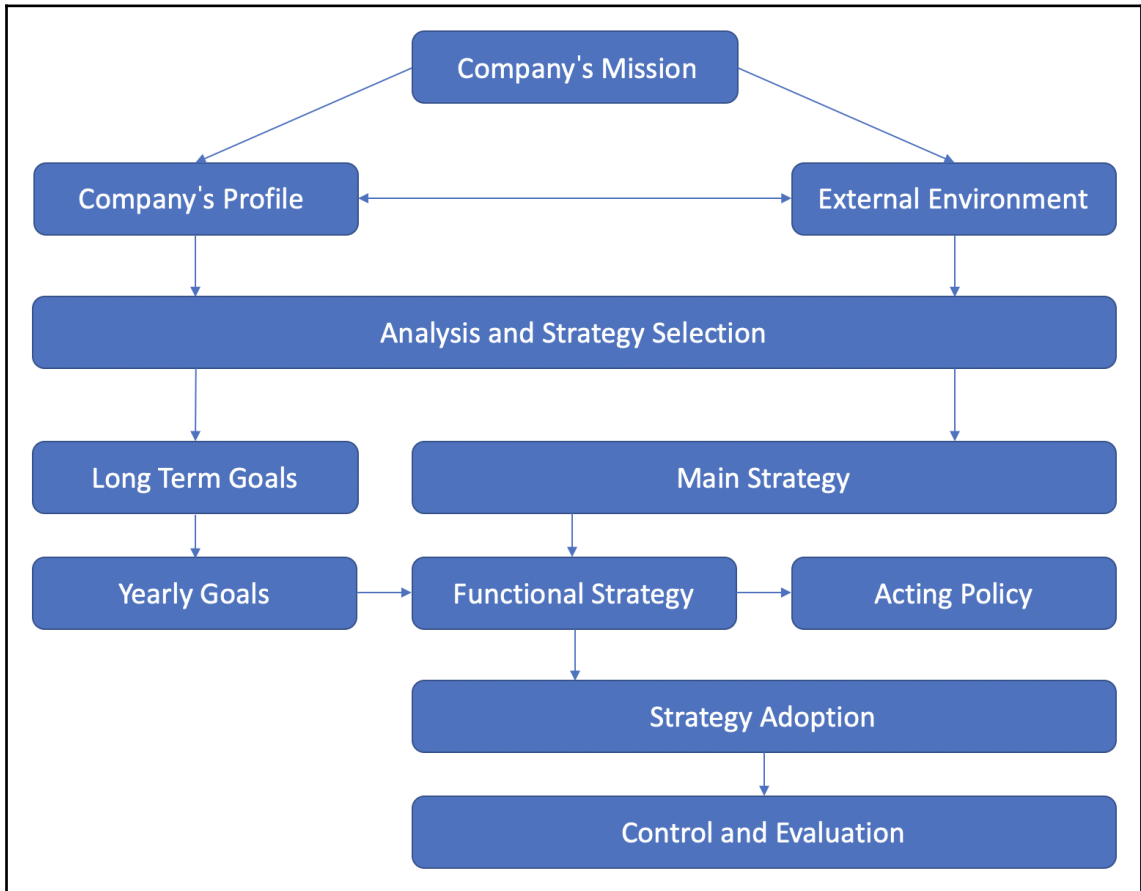


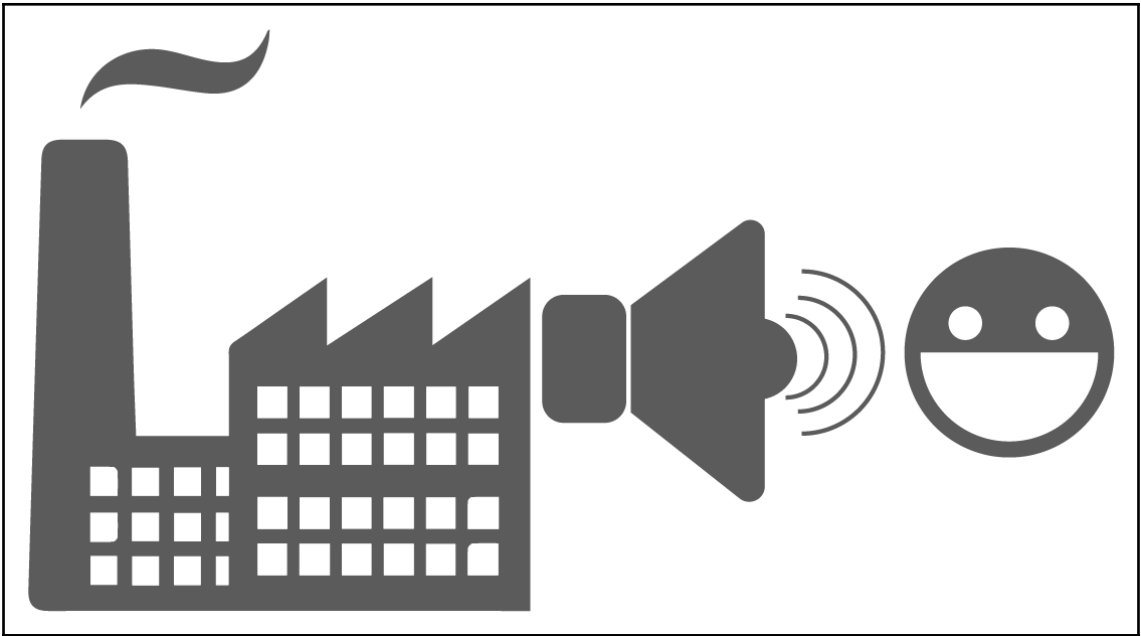
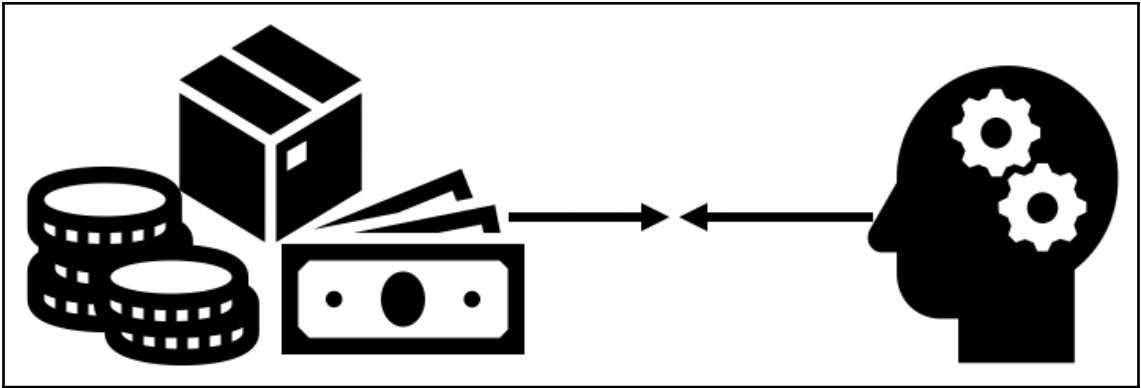
Nr.	Gap description	Gap	Gap Severity Minor/Normal/Major	Gap Priority 1-5 (1 Highest, 5 Lowest)
1.	Customers wait more than 3 days to have network equipment replaced. During that period they are not able to use companys services. Current replacement time is estimated to be 7 days.	4 Days	Major	2





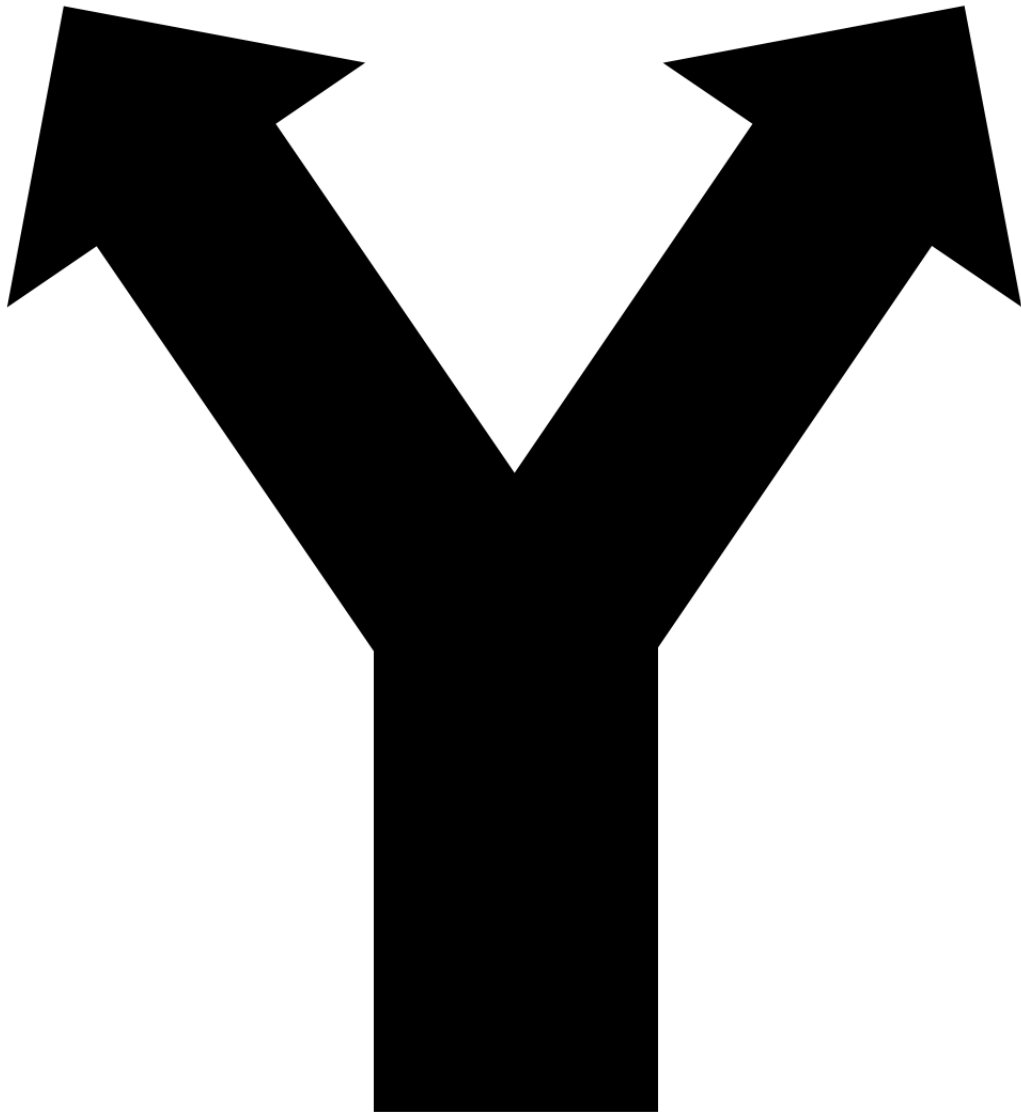
Chapter 5: Adopting a Strategy - Organizational Changes

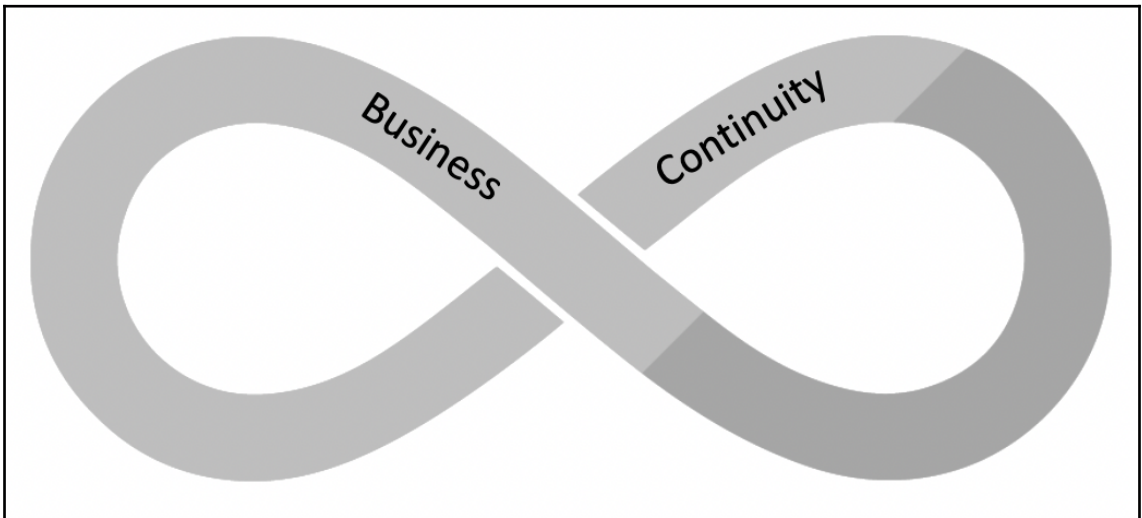
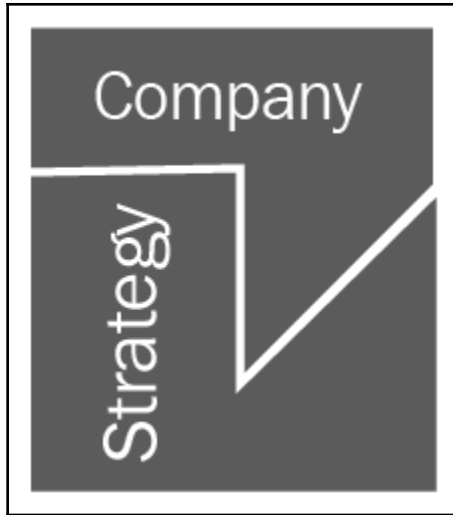


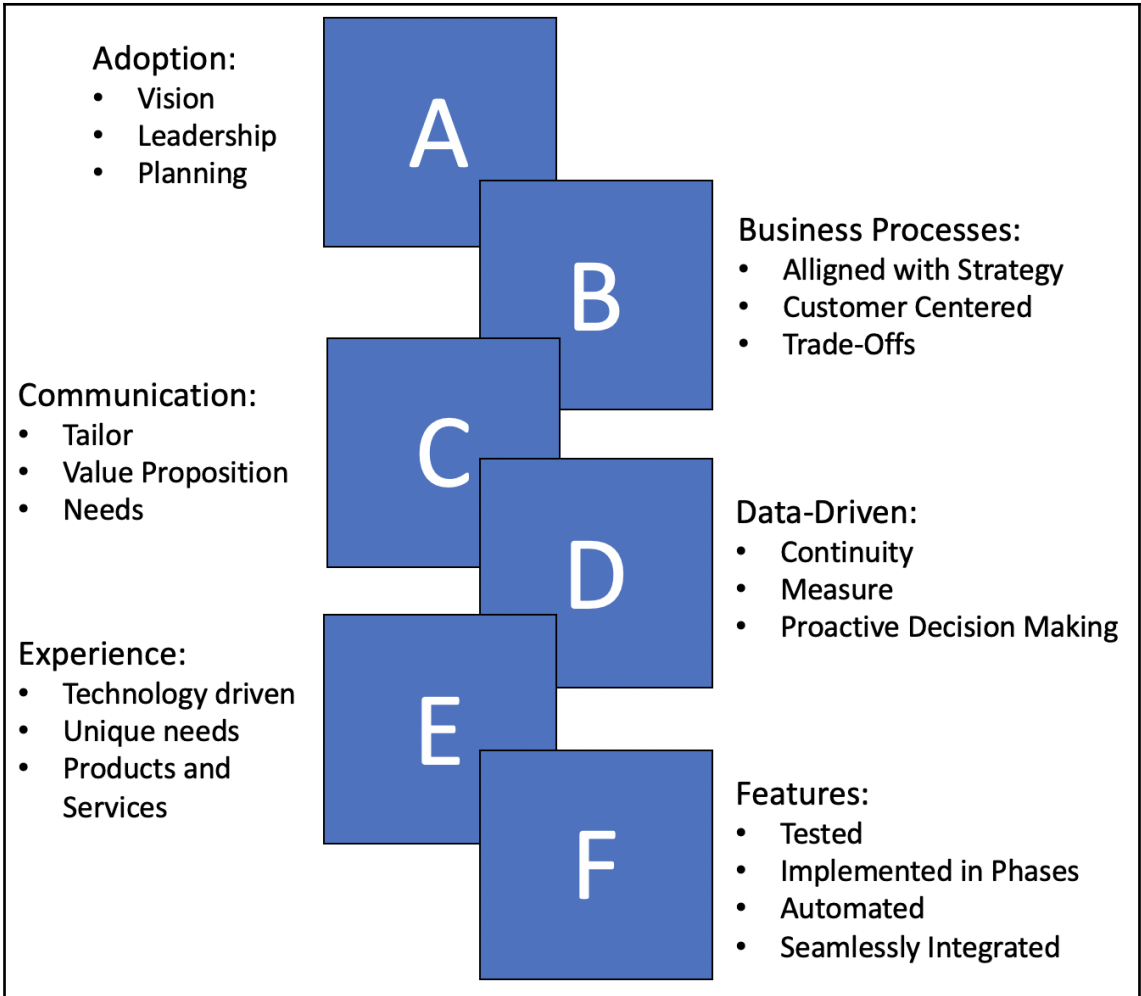


Choice 1

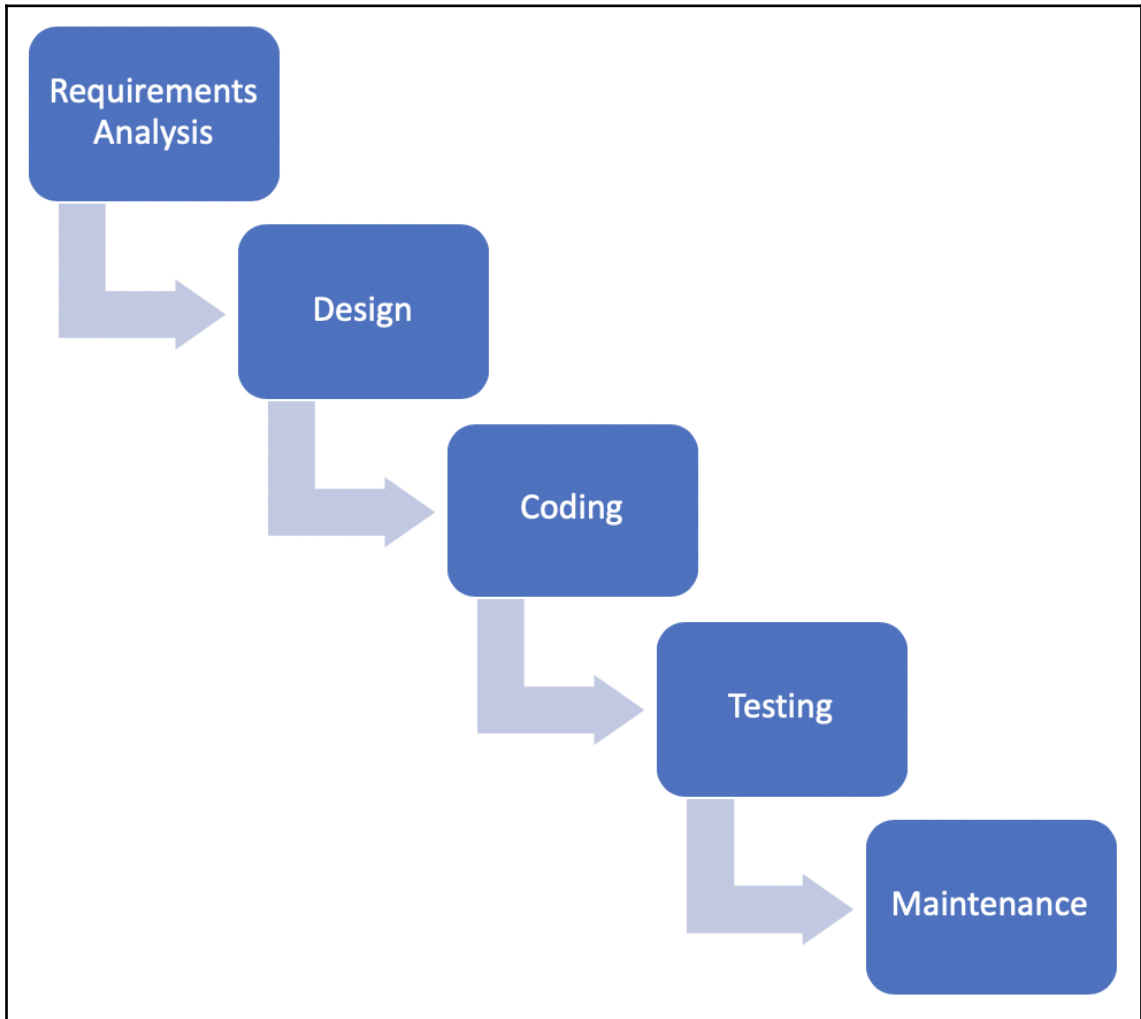
Choice 2

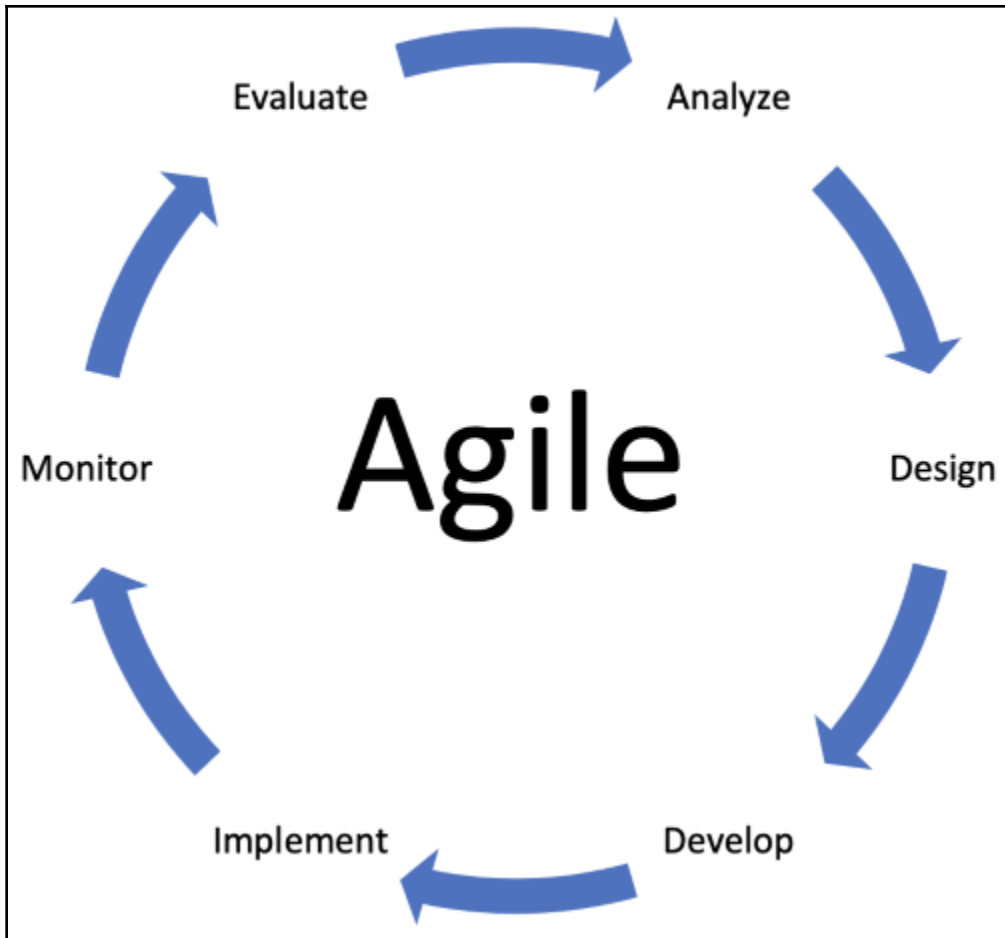


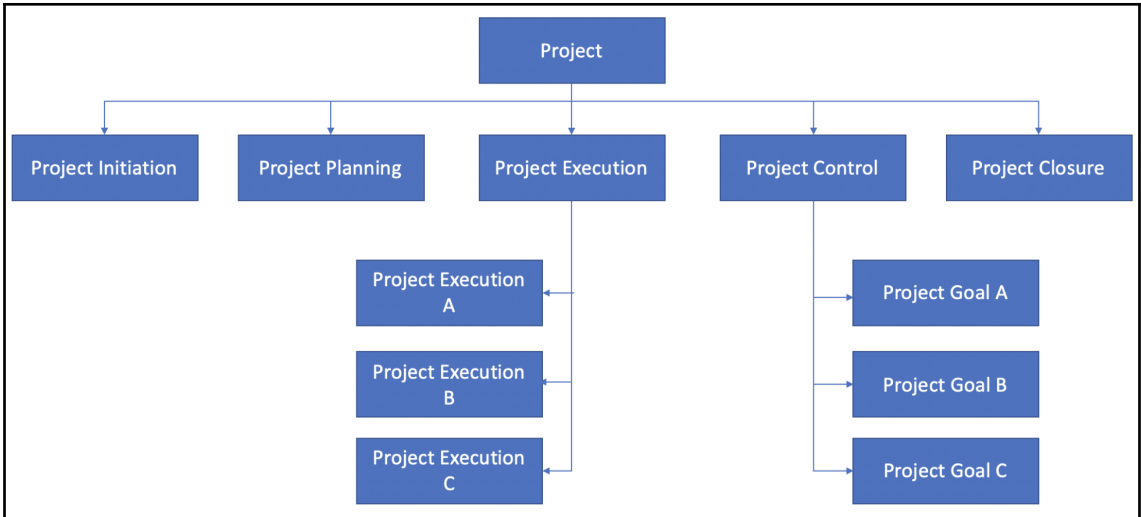




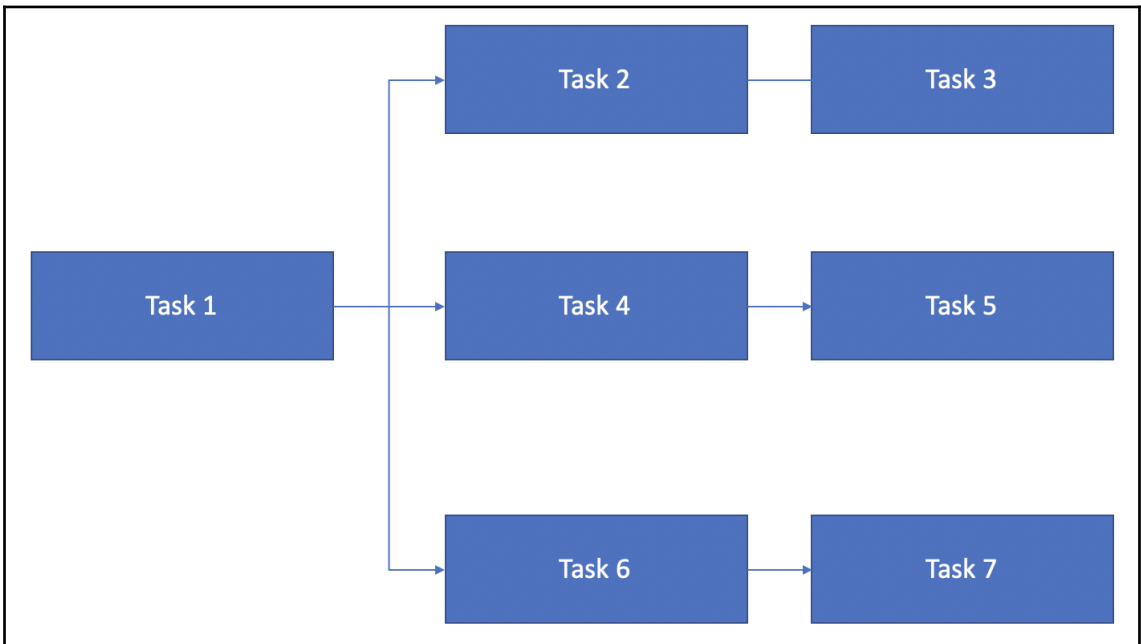
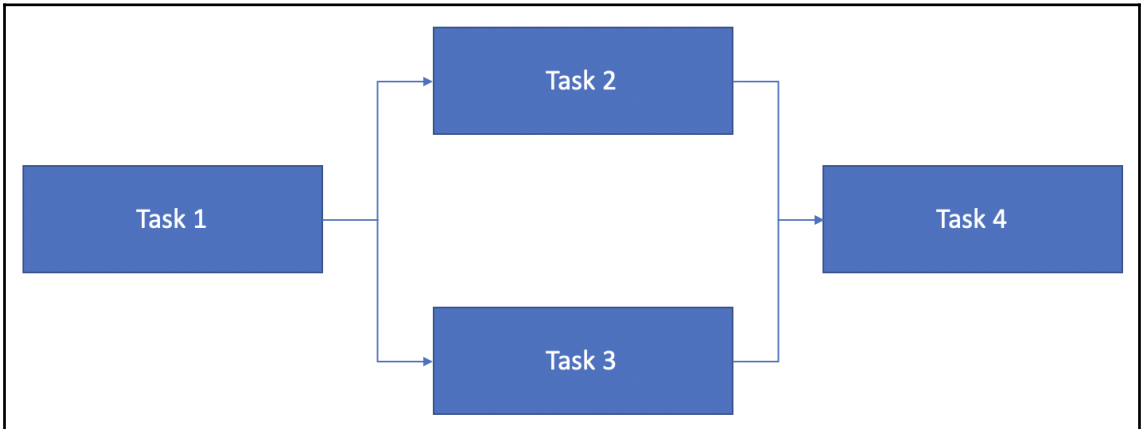
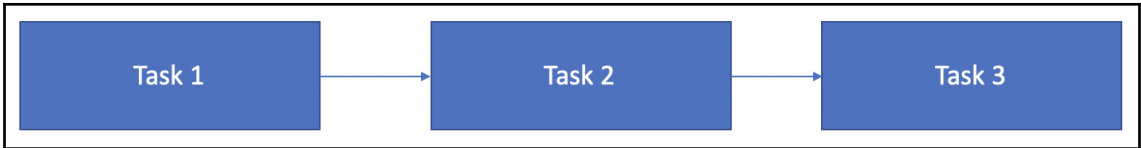
Chapter 6: Organizing and Conducting an Implementation Project



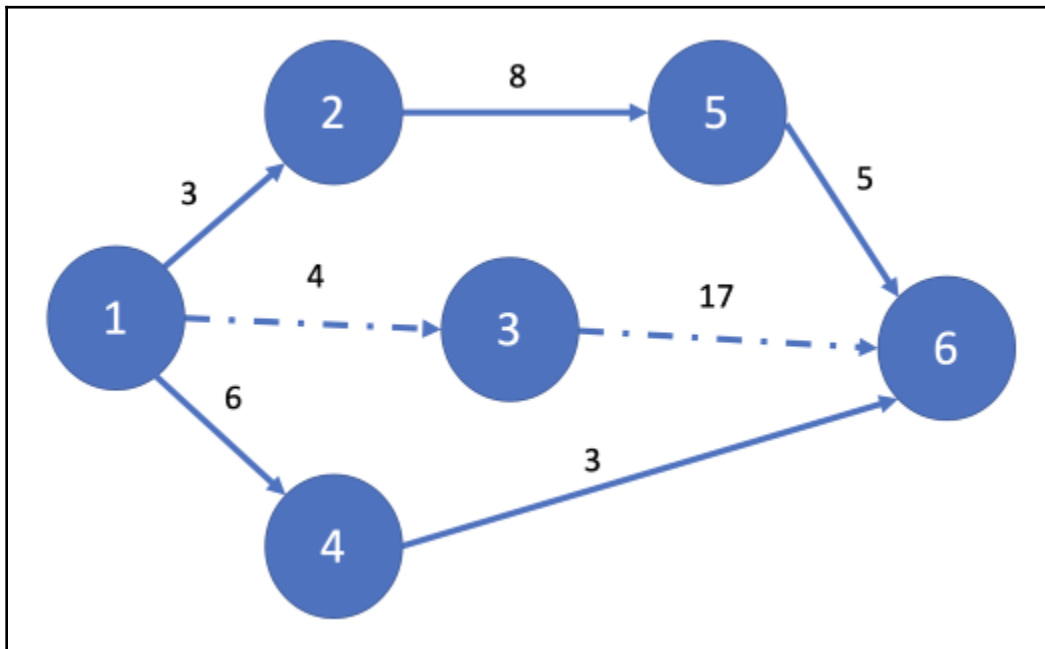


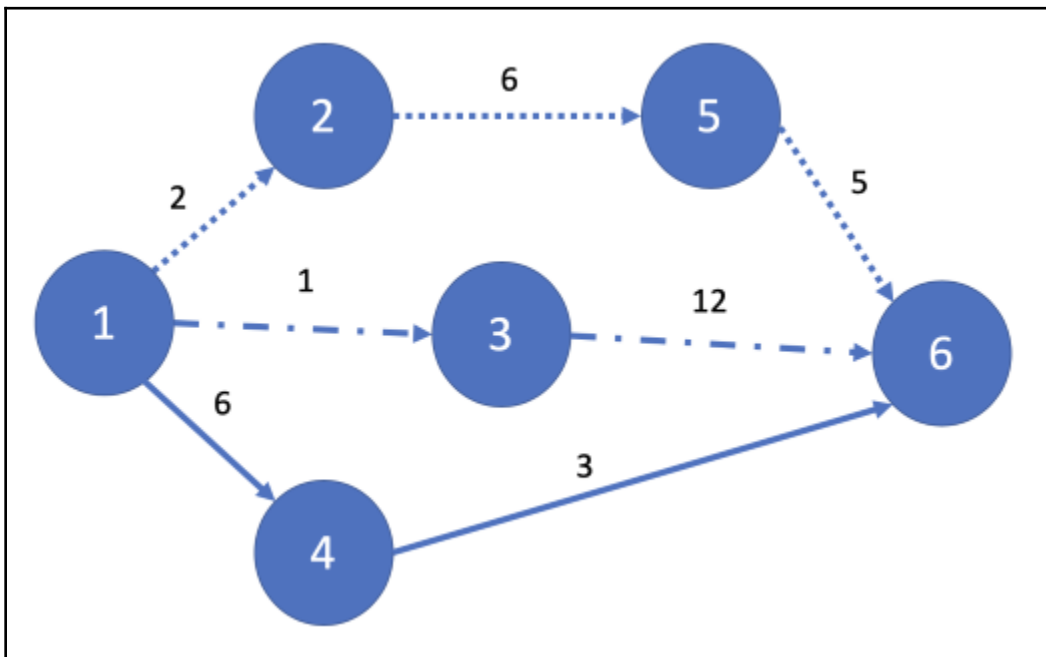
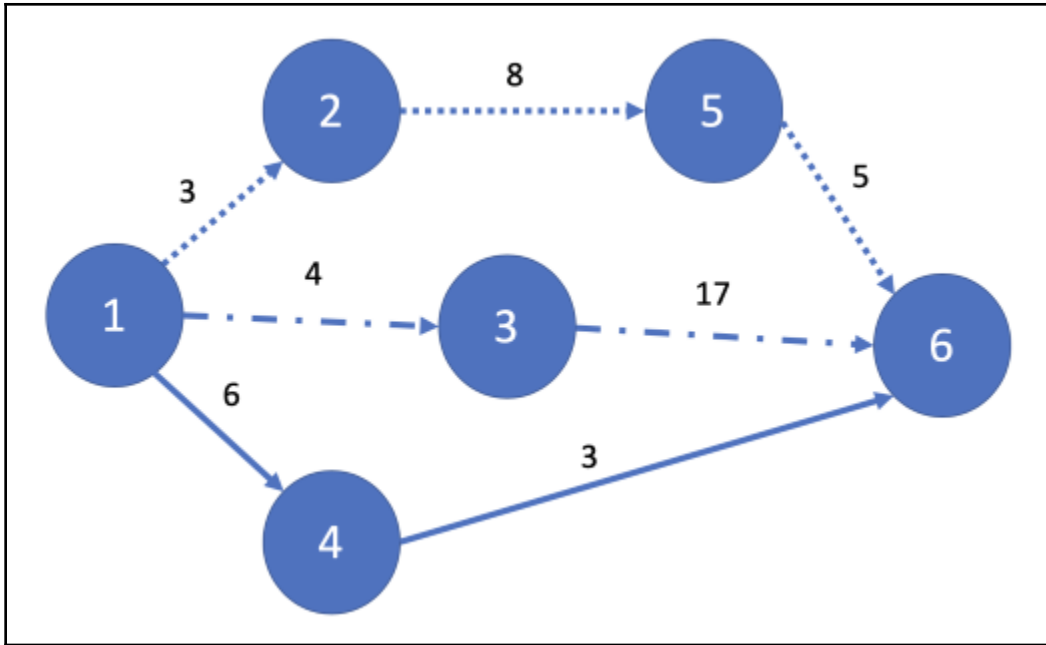


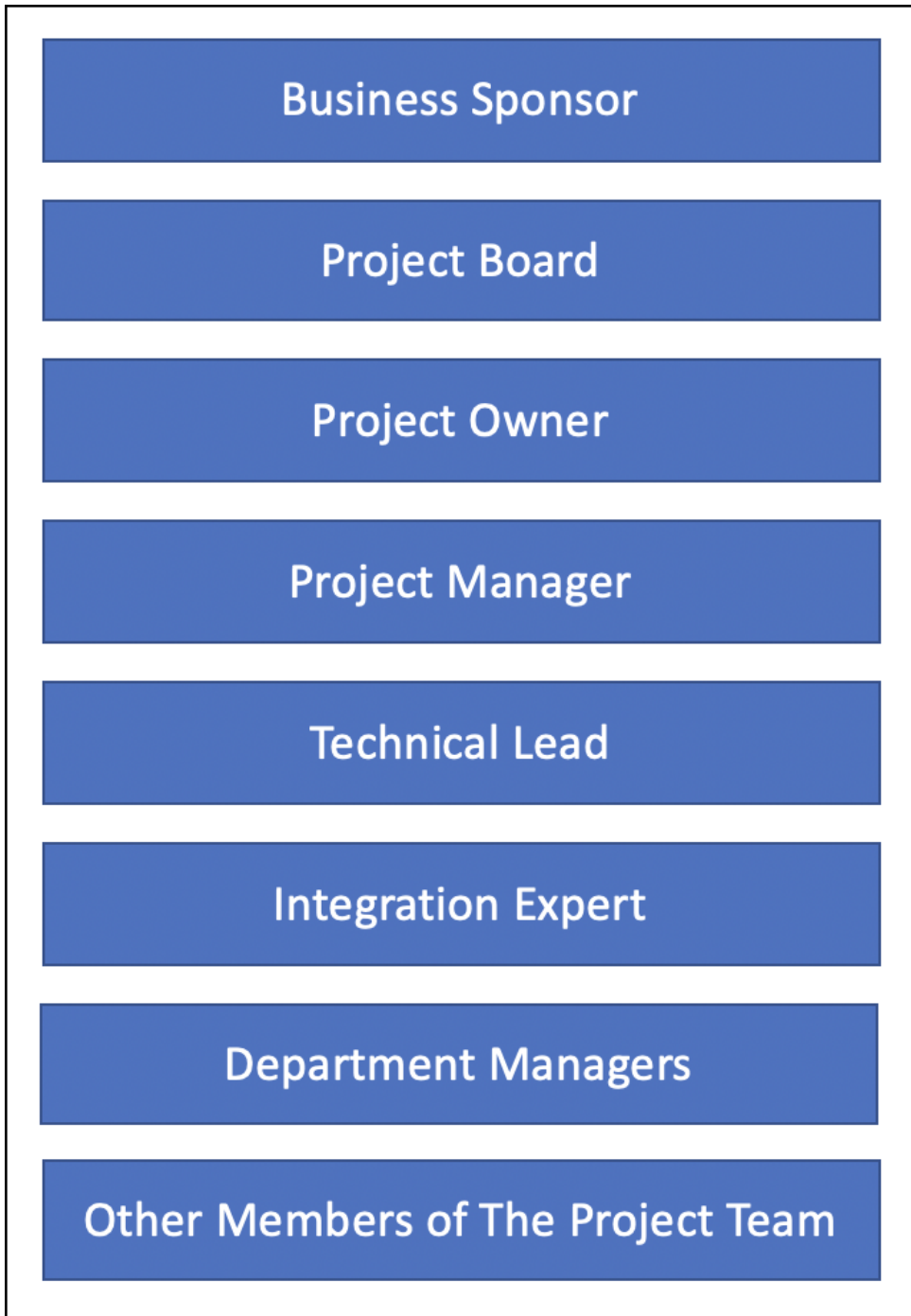
Description of the work tasks		
Task name	The owner	
of the task	WBS Number	
		Resources
Start	Runtime	
Performance		
Additions		
Remarks		



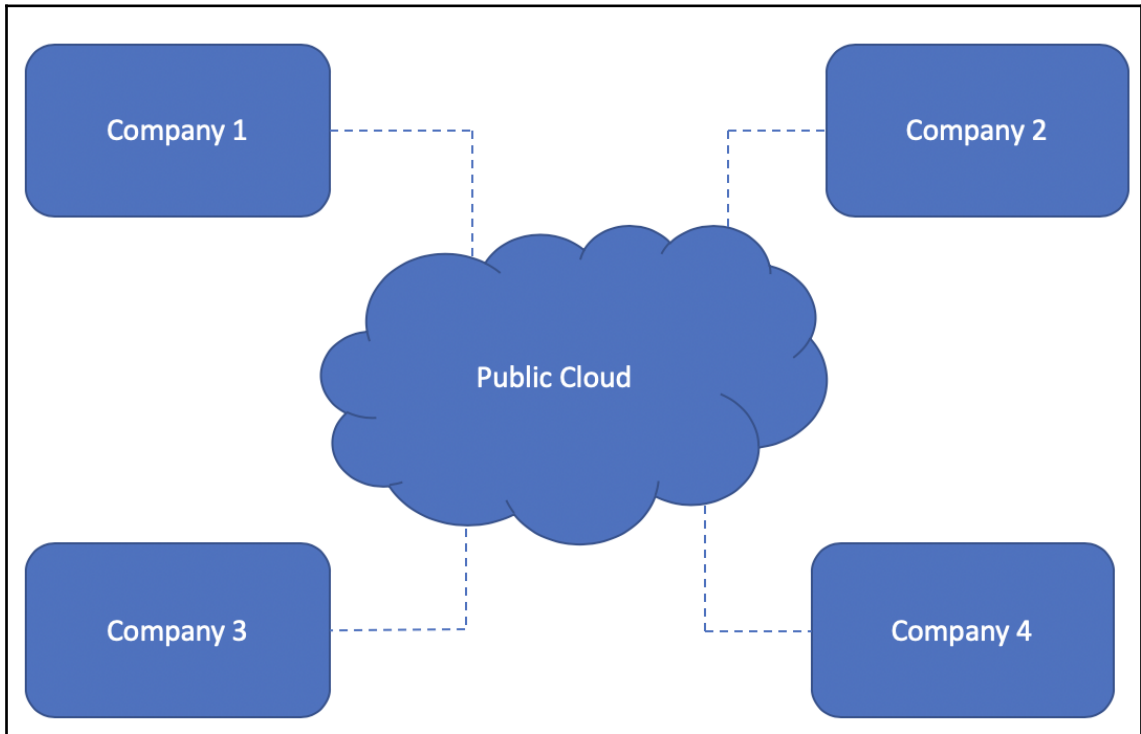
Activity	Time in days	Cost
A (1-2)	3	500
B (1-3)	4	600
C (1-4)	6	900
D (2-5)	8	300
E (3-6)	17	800
F (4-6)	3	600
G (5-6)	5	400

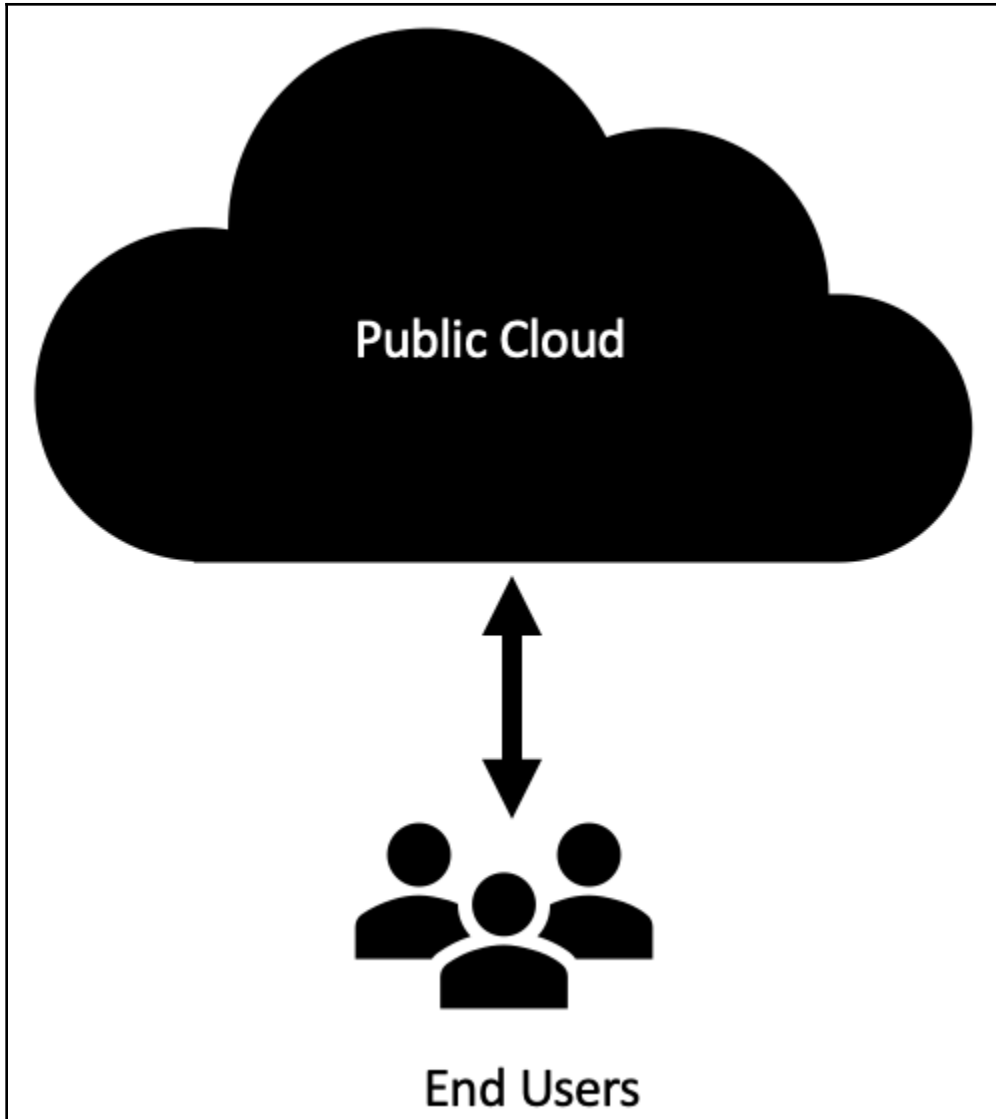


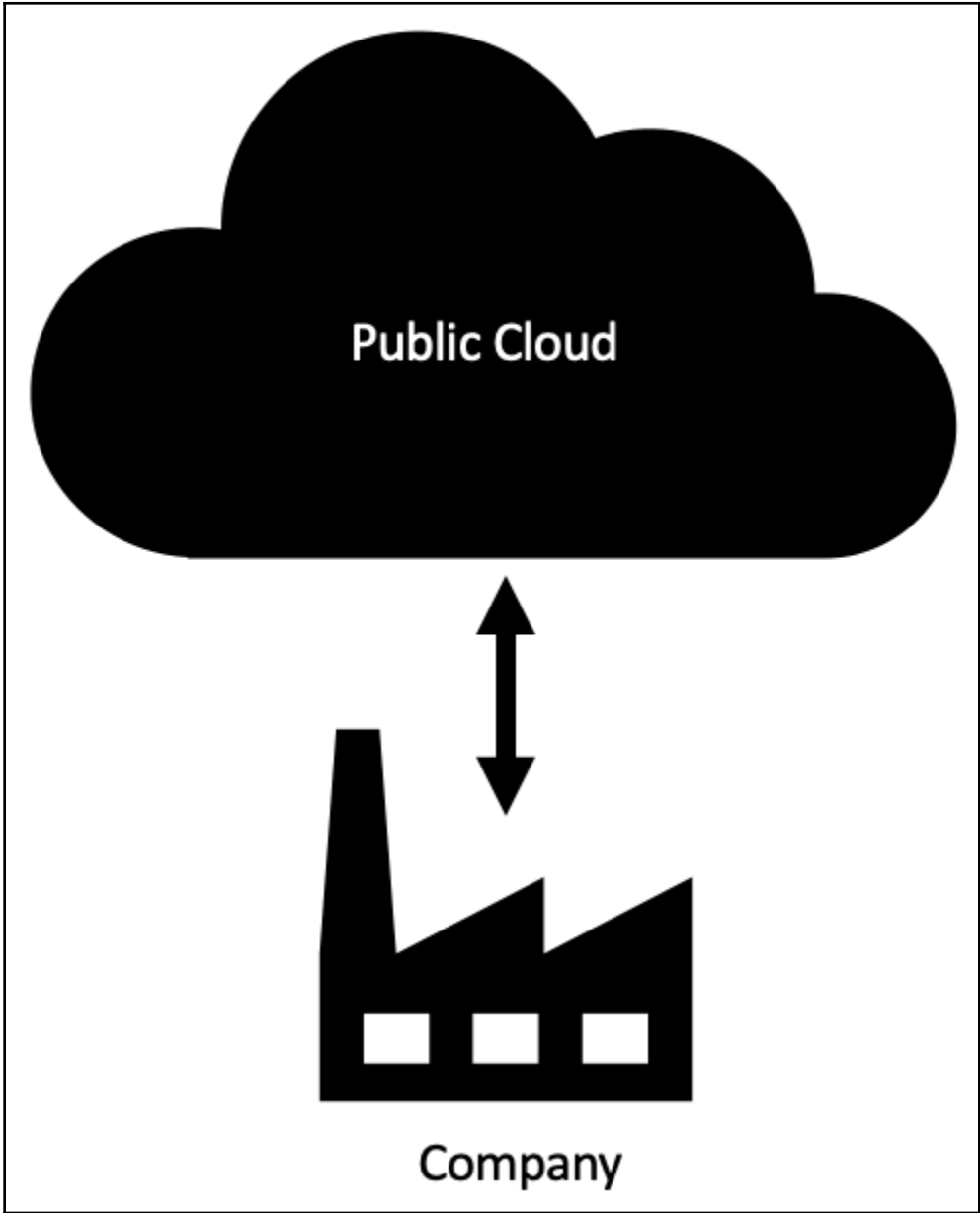


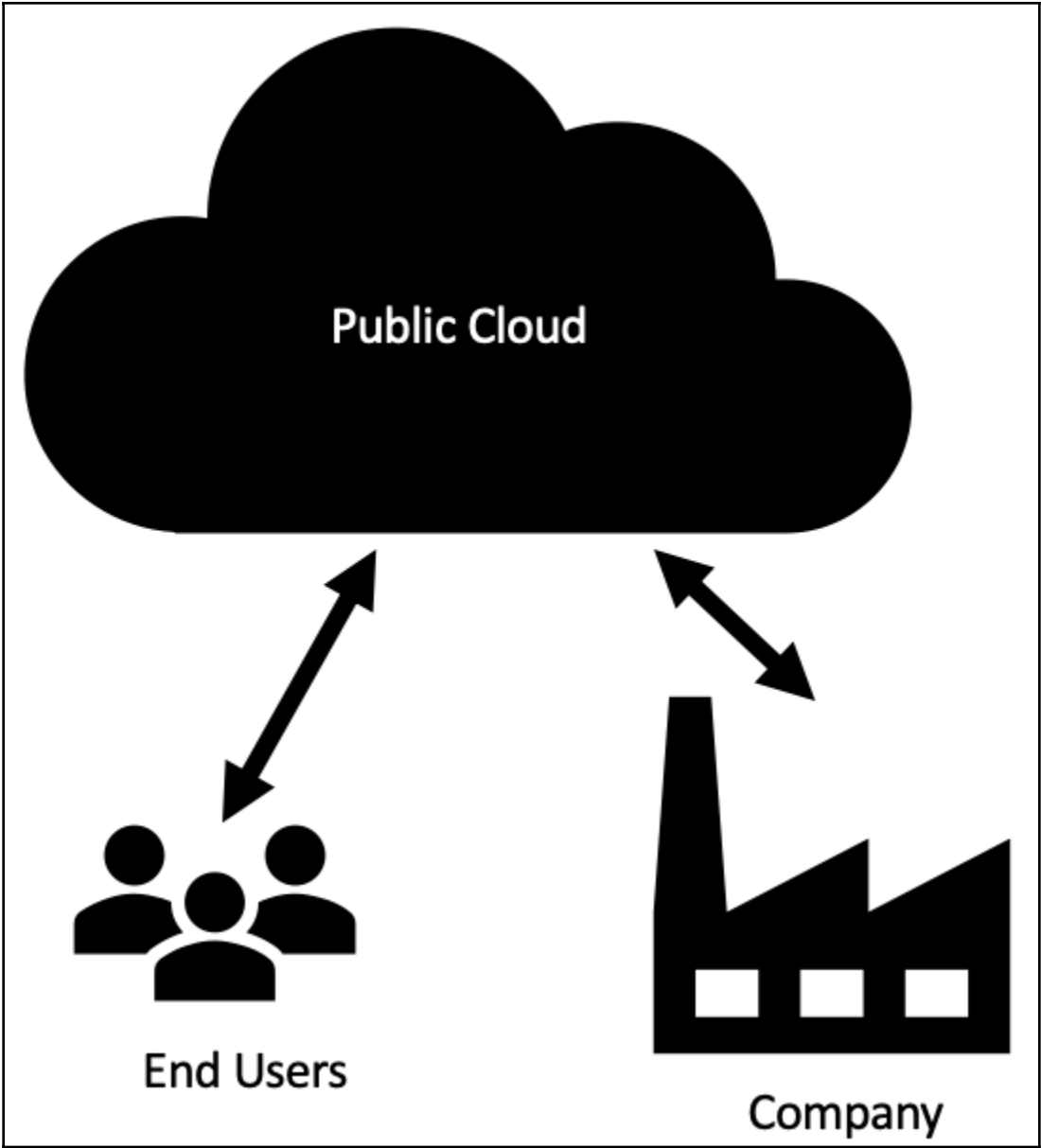


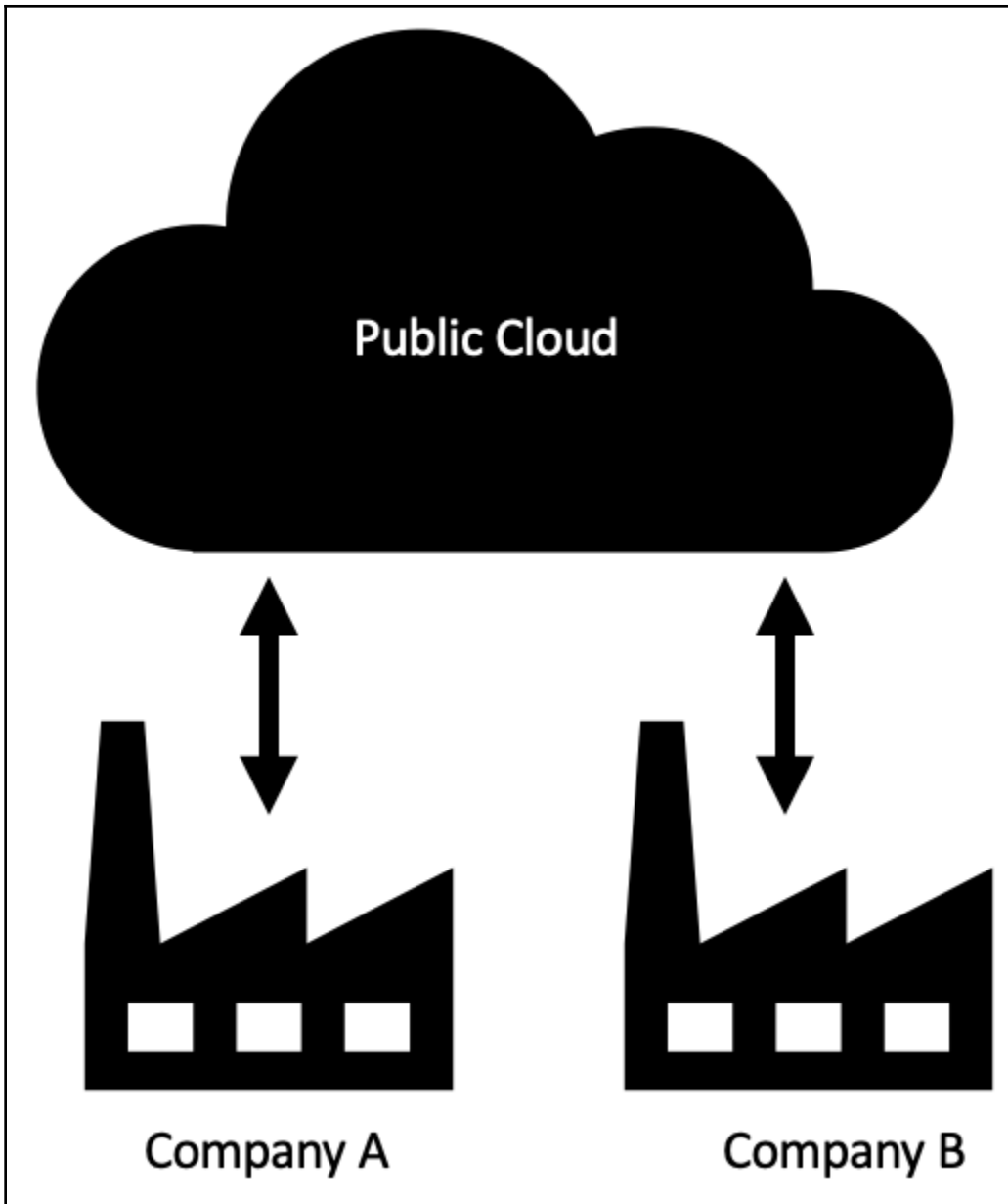
Chapter 7: Scenarios and Deployments

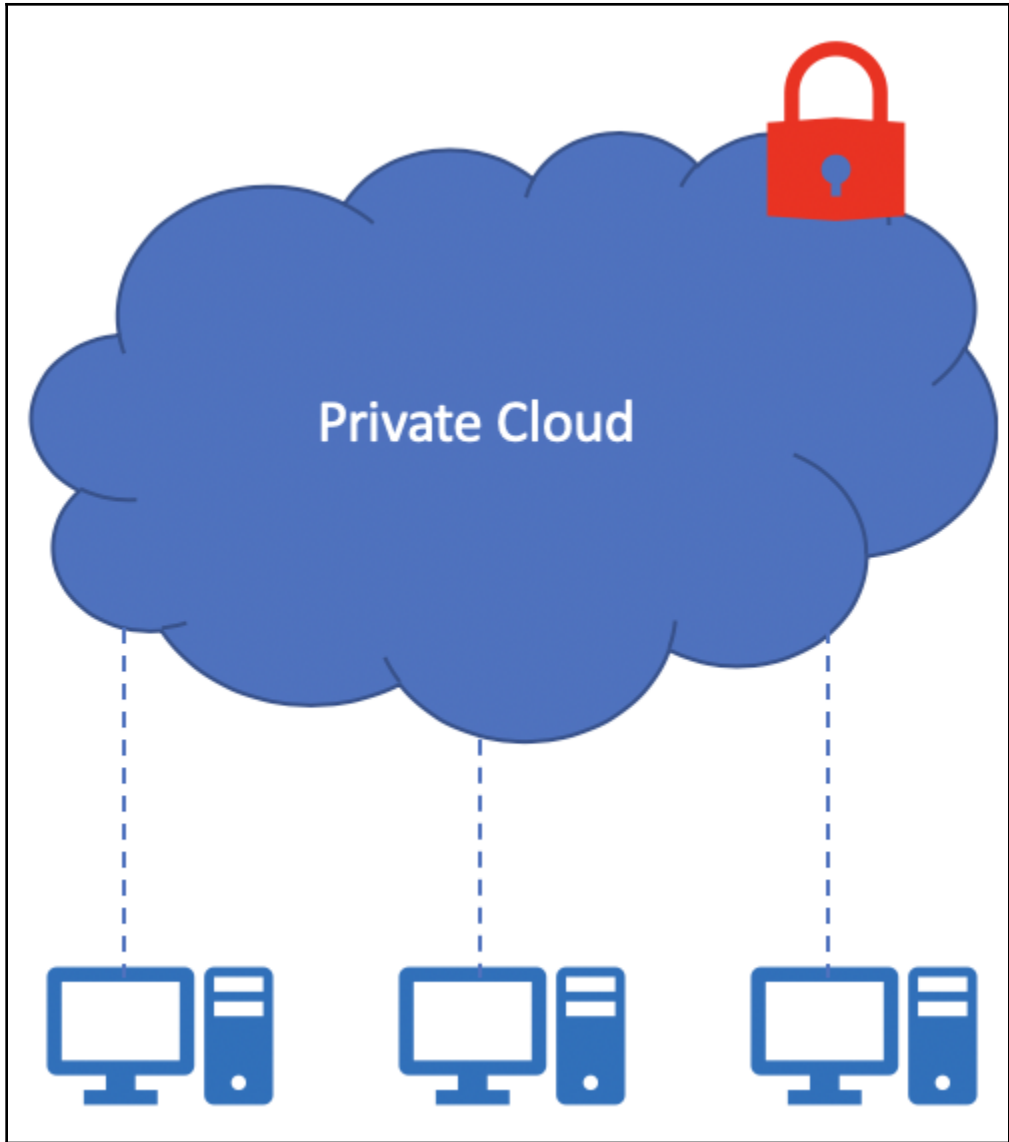




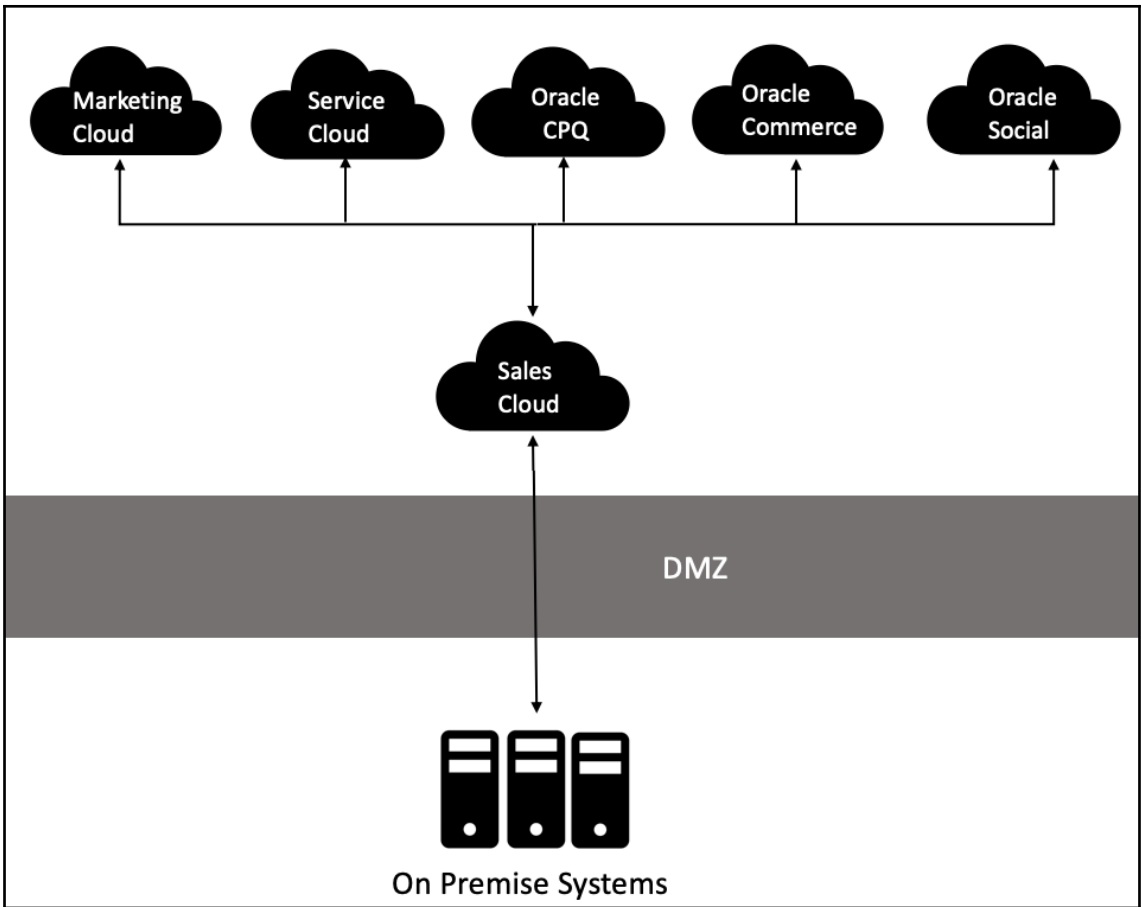


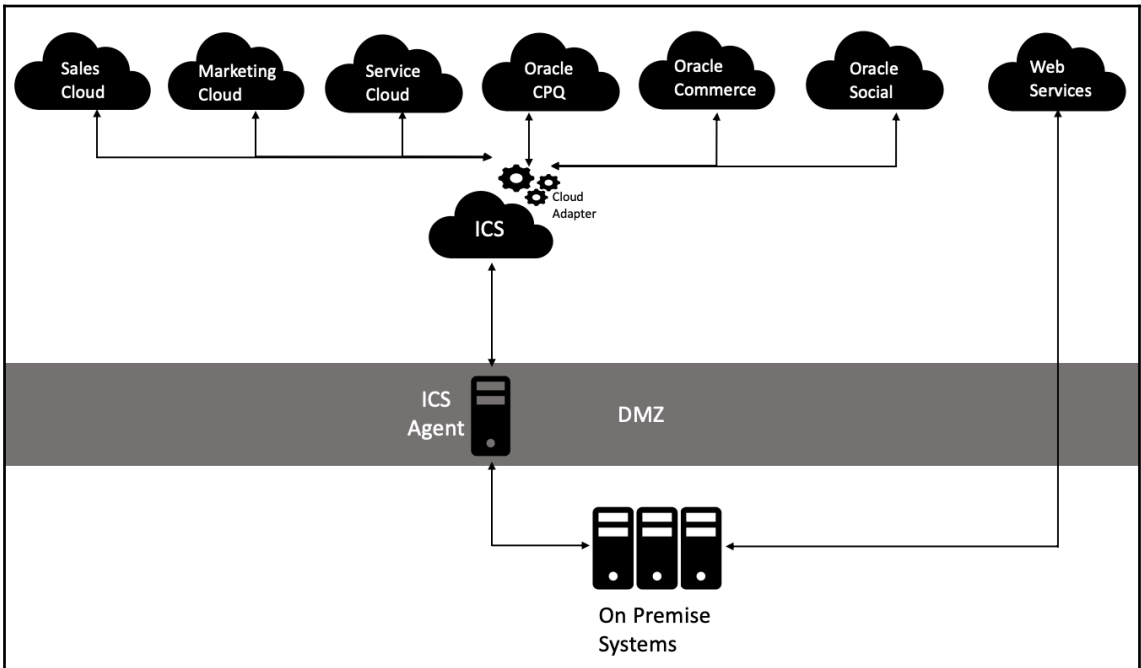
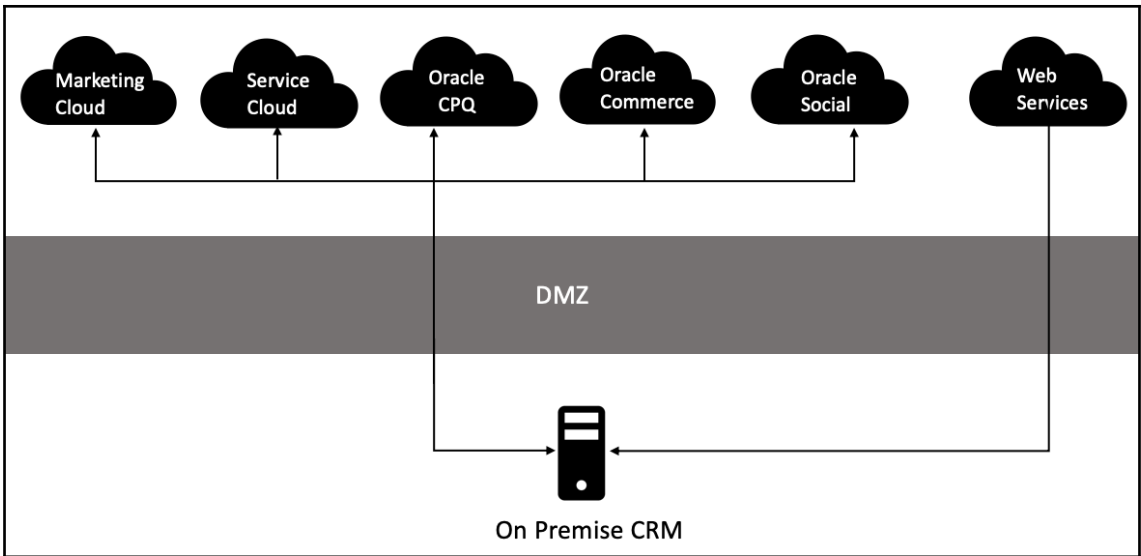


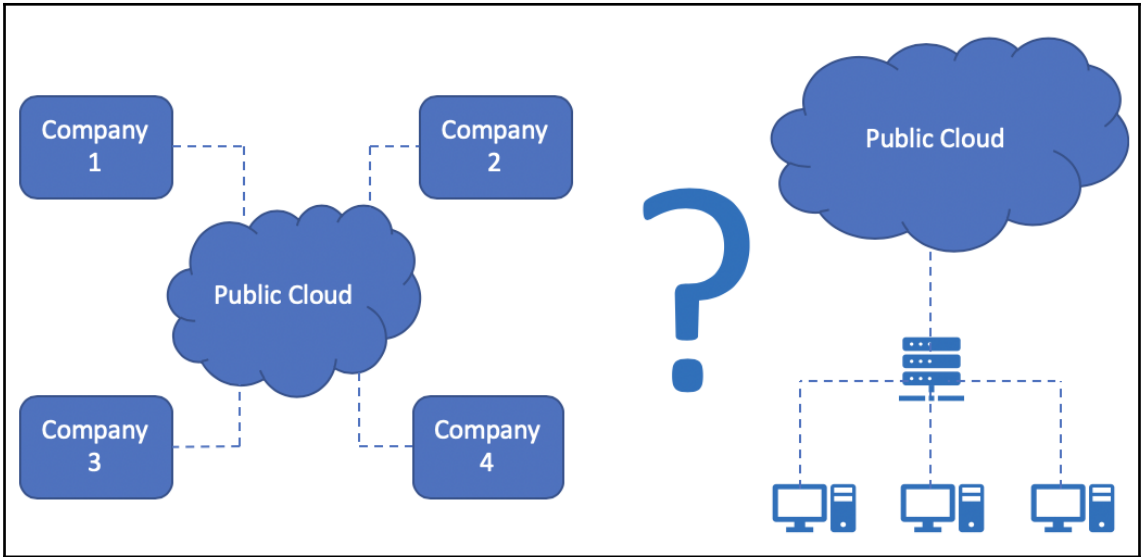




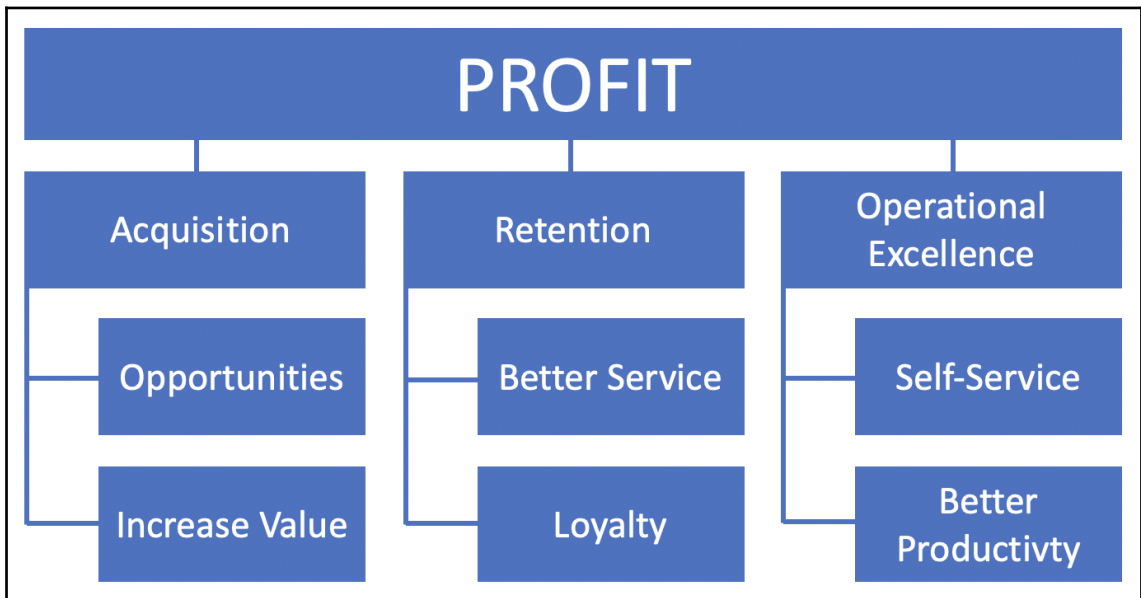
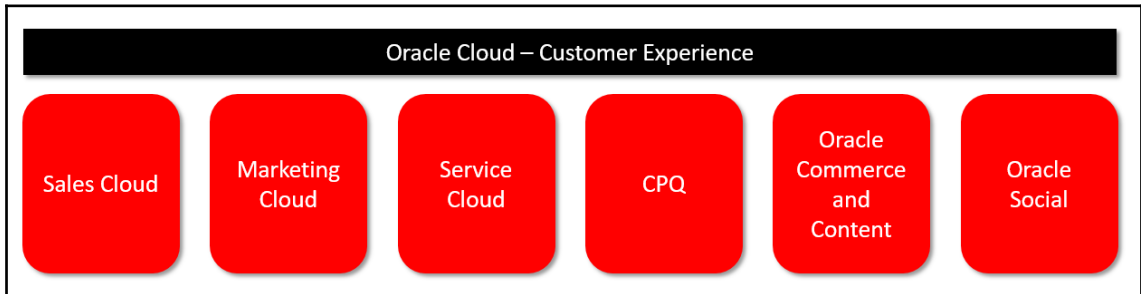




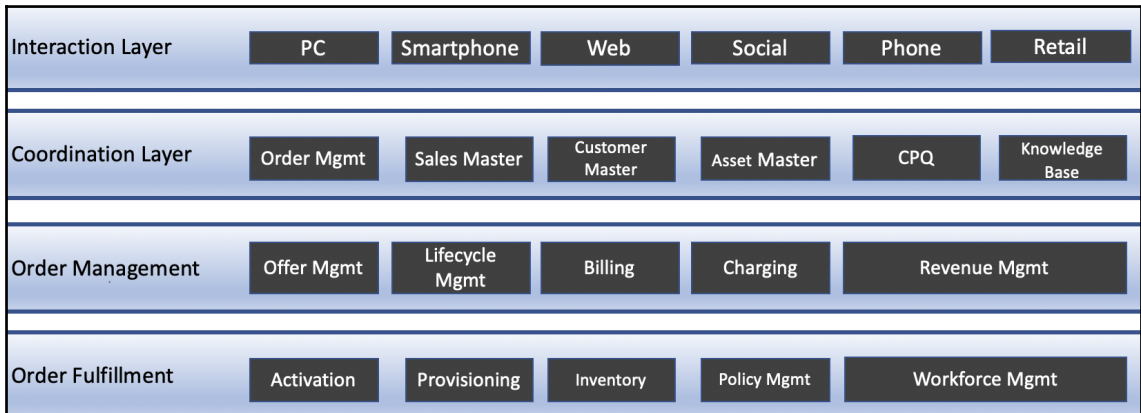


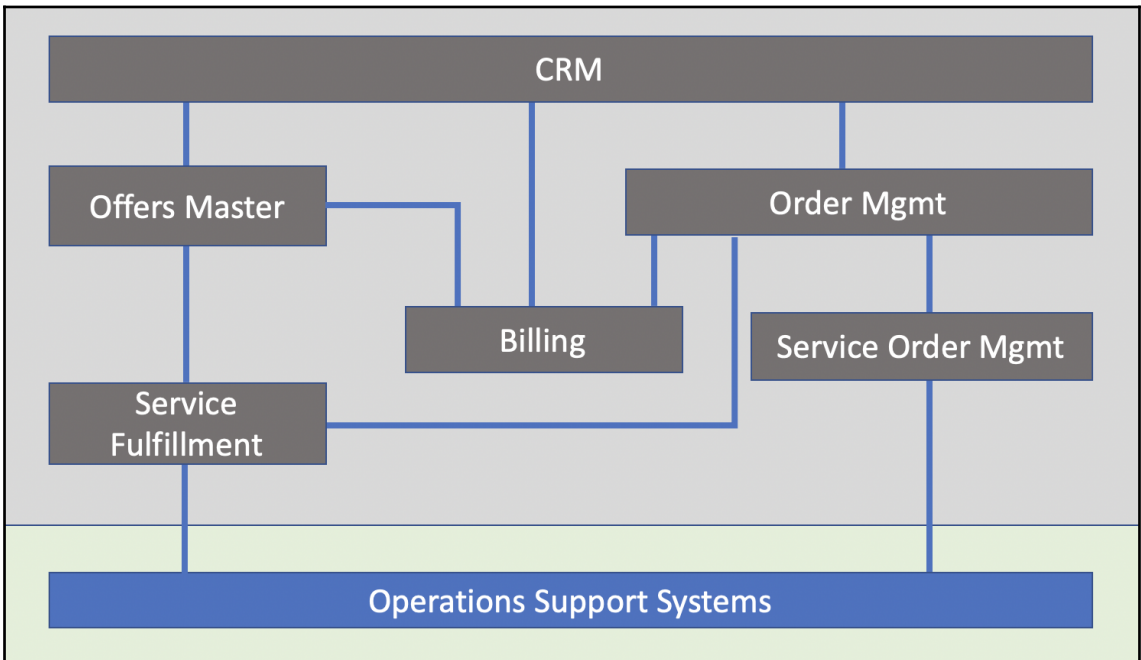
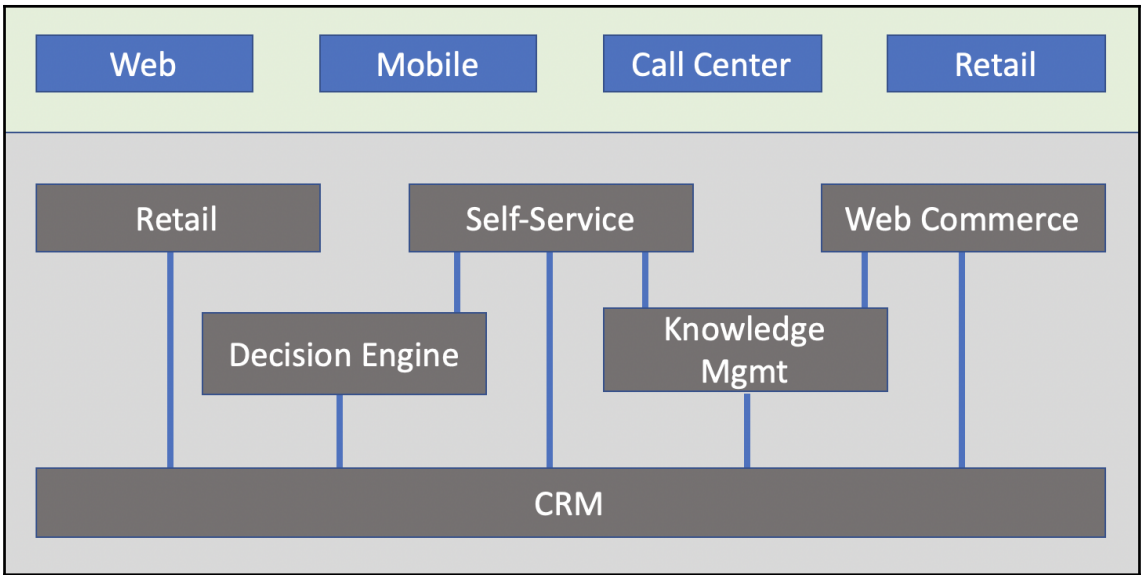


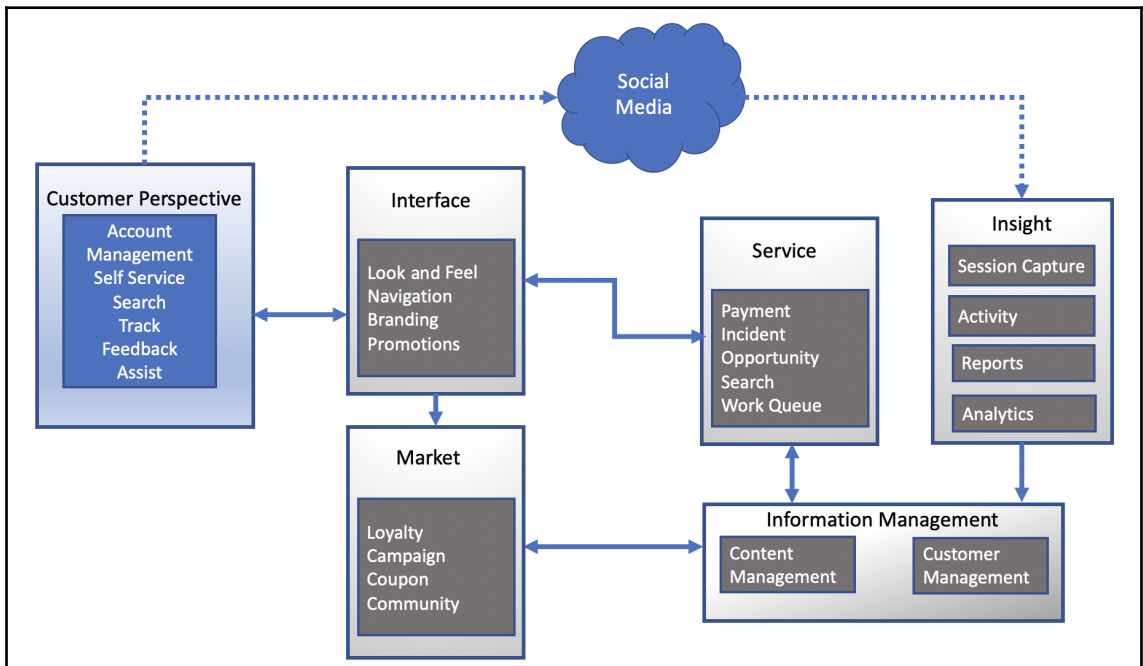
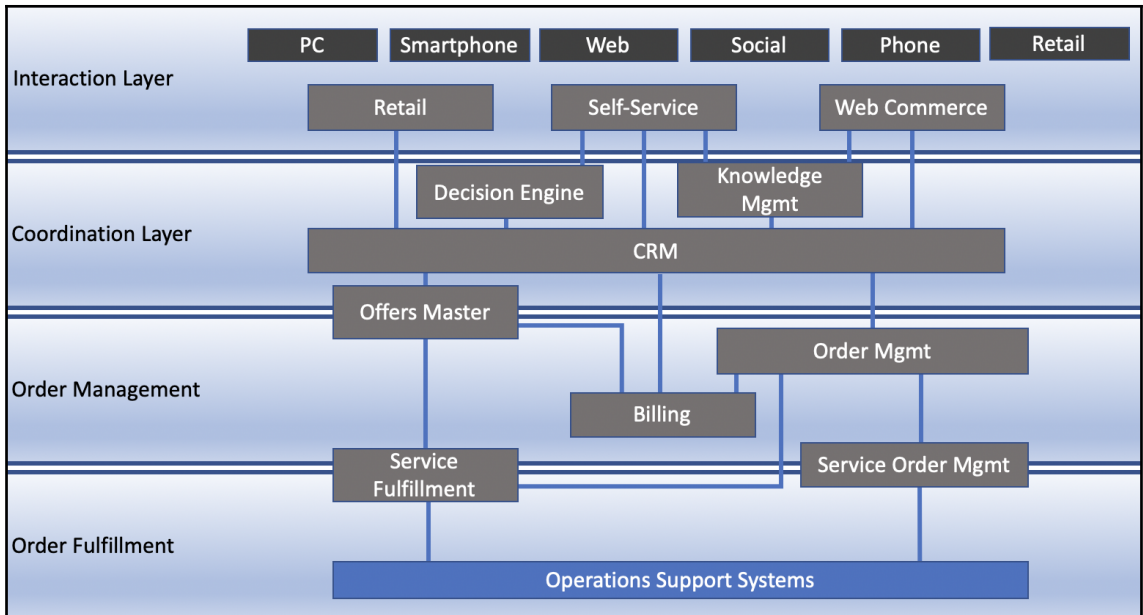
Chapter 8: Case Study - Oracle CX Cloud

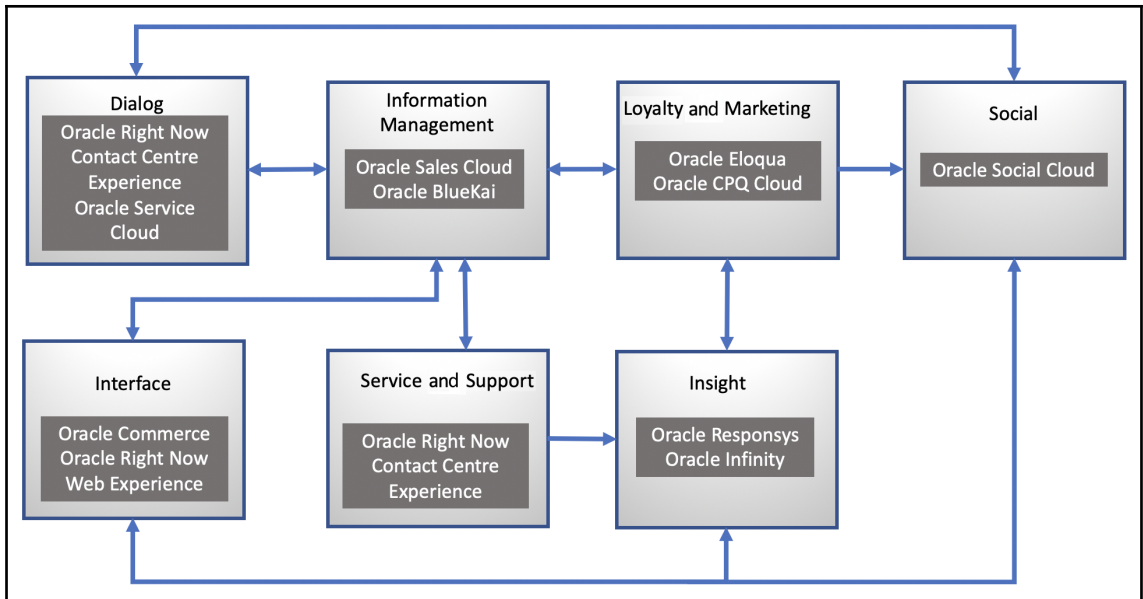


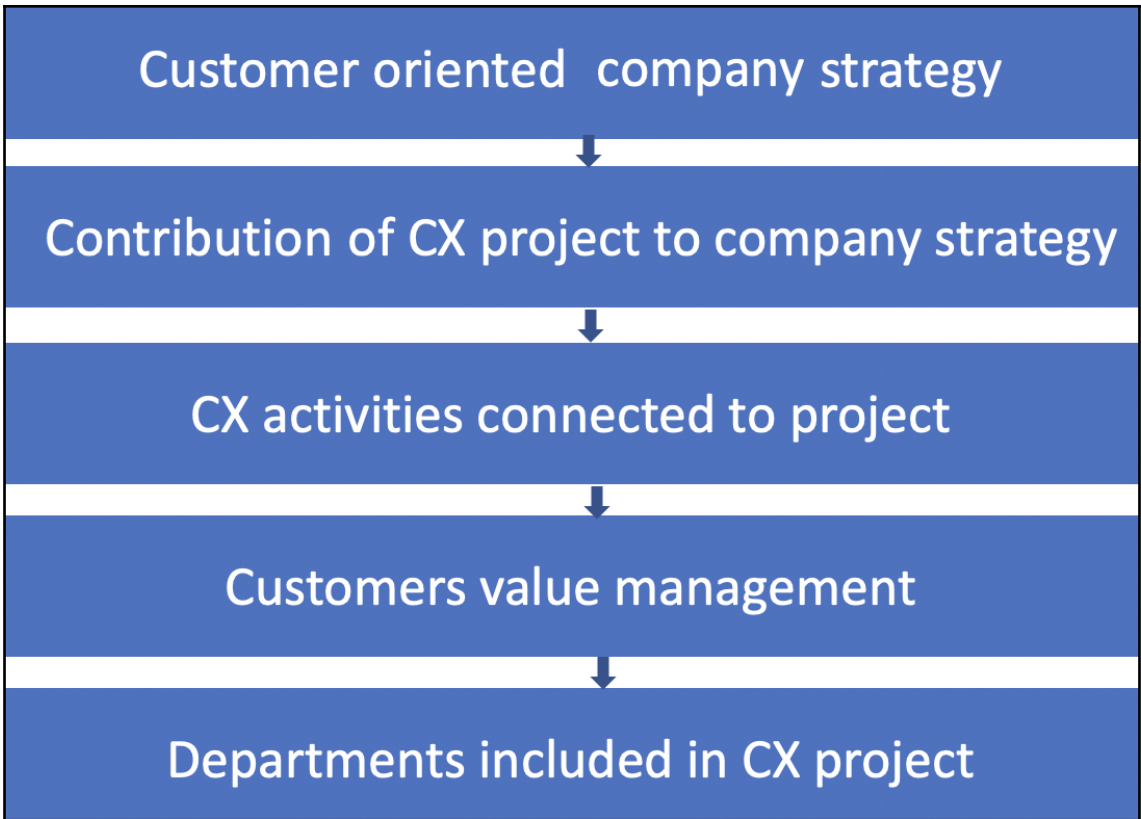
Nr.	Gap Description	GAP Severity Minor/Normal/Major	GAP Priority 1-5 (1Highest, 5 Lowest)
1.	Current interaction points are not easy for customers to use. Customers invest more time in understanding applications than using them.	Major	1
2.	Functionalities are unique to channel, there is no unified customer experience.	Major	1
3.	Current thinking and initiatives in company are compartmentalized and only address issues of some parts of the business.	Major	1
4.	Current systems are not integrated, resulting in fragmented customer experience.	Major	1
5.	Time to Market of current campaigns is below industry standard.	Major	1
6.	Look and feel of applications is not unified with brand representation in retail.	Normal	3











Increase Sales	Monetize relationship	Leverage Investment
More opportunities	Higher profit	Increase ROI
Brand value	Loyalty	Decrease cost of operations
Market share	Advocacy	Increase Productivity