

smg360® services

Professional services + insights to maximize your CX program

- ▶ Accelerate experience management (XM) program value + ROI with solution support
- ▶ Go beyond platform technology with expert-guided, multi-level insights consultation
- ▶ Get the success management you need that's aligned with your program intensity



Success plan | Overview

PROGRAM MATURITY SCORE = ##/##

Red needs to be better Blue Making progress Green Doing well

STRATEGY

- Clear 3-year XM strategy
- Senior leadership is engaged in our XM strategy
- XM strategy engages the entire organization
- We share and celebrate XM success

LISTENING

- We use data from all customer touchpoints

OPERATIONS

- Everyone is trained on how to use the XM platform
- Everyone has the tools and training to deliver great experiences
- Everyone is accountable for improving experiences
- We resolve customer issues in a timely manner

INSIGHTS

- We use XM insights to inform organizational decisions
- We act on company-level insights and track outcomes

SMG has always been known for our unique approach to providing industry-leading services as part of our smg360 platform, and we're constantly working to make those services even more valuable for our clients. Our unrivaled software with a service (SwaS) model includes end-to-end solution support, prescriptive success management, and consultative insights—going far beyond the software as a service (SaaS) model offered by other vendors. Clients see value in their XM programs faster and easier thanks to the quantifiable impact of this collaborative approach combining our industry experience with your intimate business knowledge.

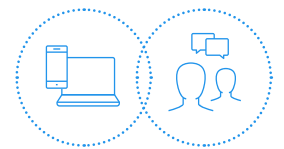
Meeting different challenges

Mature CX practitioners know a platform alone cannot cure all CX woes, and different team compositions have different challenges. CX-focused teams are often smaller and—as a result—are frequently working with immature VoC programs. They typically require ongoing system configuration, program design, insights deep dives, key driver analysis, and goal setting. Working with an XM partner that provides both software + services addresses a range of needs—providing the strategic guidance necessary to ensure you're maximizing the value of your program in the short term and driving ongoing maturity, value, and ROI in the long run.

Services that drive ROI

It starts with a dedicated, assigned account team for every SMG program. At the heart of SMG's SwaS approach is our team of experts. With 100% of our managed and professional services provided in-house—and employees averaging 10+ years in the XM industry—you get unmatched experience paired with ongoing, hands-on support. >>

🗨️ SMG is a good fit for organizations seeking a software and services partner that has deep expertise in delivering highly relevant and actionable insights. 🗨️
[FORRESTER, 2021 CFM WAVE REPORT](#)



SMG's unique software with a service (SwaS) model gives clients industry-leading end-to-end support that aligns with any program's needs to drive value + accelerate ROI.



An SMG partnership includes:

Solution Support: Access to a team of XM experts providing support with onboard, training, + maintenance—including program launch support, change management, smg360 platform training, field engagement, and 24/7 support.

Insights consultation: Game-changing answers to your most important business questions. Consultations include:

- **Performance analysis** – Addressing big-picture trends to drive value by building loyalty with consistent, superior experiences to promote sustainable, profitable sales growth.
- **Consultative analysis** – Holistic, enterprise analysis providing in-depth answers to your business questions + consultation on driving business outcomes.
- **Agile analysis** – Focusing on a single topic of interest to provide an immediate answer to a targeted business question (i.e., product availability, remodels/new store openings, period-specific performance) for quick action in response.

Success management: Your dedicated Client Success team will be entirely focused on ensuring your program is healthy, aligned with your business strategy, and tracking toward optimal maturity. These services include best practice survey enablement, survey refresh consultation, quarterly program consulting, journey mapping, annual 3-5 year strategic planning, and annual field action planning.

Service tiers as value accelerators

Different CX programs have different objectives, so we've developed three escalating tiers of service to help clients scale to the level of consultative support they need.

FOUNDATIONAL

A solid toolkit for organizations with minimal insight needs.

ADVANCED

Strategic coaching for organizations using XM insights to drive change.

- + Field support helpline (8x5)
- + Standard period-end report
- + Monthly execution support meetings
- + Semiannual program consulting
- + 2 agile analyses
- + 2 performance analyses
- + 1 consultative analysis
- + Best practice survey enablement
- + MORE

ELITE

Best value for driving maximum impact across your organization.

- + Annual field training
- + Unlimited period-end reports
- + Up to 2 custom period-end reports
- + Weekly execution support meetings
- + Unlimited program maintenance
- + In-year growth allowance
- + Customer journey map creation
- + Unlimited survey consult
- + 12 agile analyses
- + 2 performance analyses
- + 2 consultative analysis
- + incorporated branded benchmarks
- + MORE

With a variety of XM providers for brands to choose from, SMG's SwaS model sets us apart in providing you with the dedicated support and industry knowledge to start delivering results, faster. Tailored to how quickly and aggressively clients want to move, our tiered services structure gets you going at the pace you need to get a XM program off the ground, establish and act on insights, or reach for the next level of customer satisfaction.

To learn more about SMG's services and finding the right-sized fit for helping you accelerate program value, visit smg.com/contact-us.



service management group®

Connect with us: smg.com | [in](#)

About Service Management Group

SMG is a leading experience management (XM) provider, accelerating value by changing how brands act on customer + employee insights. With a rich 30-year history rooted in The Service Profit Chain, SMG is the industry's only software with a service (SwaS) provider—uniquely pairing an enterprise platform with professional services to help brands generate new revenue, grow existing revenue, reduce churn + detractors, and drive operational efficiencies. To learn more about our customer, employee, and brand experience management solutions, visit www.smg.com.