



**PodiumCX**  
Linking Customer Experience to Results



## CX Value Positioning

Bridge the Gap Between CX  
Technology and Operational  
Relevance.

## The Challenge

CX technology providers are often led by talented teams with deep technical and market expertise. But few have built strategies for, worked in, or led large-scale contact center or CX operations. This can make it difficult to craft value propositions and business cases that truly resonate. Without that grounding, messaging may miss what matters to buyers and operators.

## The Solution

The Value Positioning service from PodiumCX helps providers build value stories that connect with CX and contact center challenges. While cost is often the focus, this service delivers broader value by linking solutions to capabilities and goals. Using the CX Strategic Framework and Capability Model, it translates features into outcomes that matter. It also helps providers engage champions, influencers, and economic buyers. This sharpens messaging, shows value, and builds trust.

## Who it's For

- Product leaders shaping roadmaps that need to reflect CX priorities and business impact.
- Marketing and GTM teams refining messaging and positioning for CX decision-makers.
- Sales leaders navigating complex deals requiring credible, outcome-based value stories.
- Customer success and solution consultants supporting adoption with cross-functional use cases.

## What's Included

- Roadmap input based on CX maturity and readiness.
- Review of messaging and use cases with CX insight.
- Advisory input for product, sales, and success teams.
- Support for key sales and implementation efforts.
- Optional use of CX Maturity and AI Readiness tools.

## Outcomes You Can Expect

- Messaging review using the CX Capability Model.
- Use case mapping to buyer needs and roles.
- Support crafting value stories and business cases.
- Coaching for product, marketing, and sales teams.
- Summary brief with actionable positioning guidance.

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*Elevating Your Organization to the CX Podium*