



PodiumCX
Linking Customer Experience to Results



Voice of the CX Operator

Bridge the Gap Between Technology
and Real-World Experience.

The Challenge

CX technology providers are led by exceptional engineers, product teams, and sales professionals. While deeply innovative, there are sometimes gaps in the breadth or depth of experience developing CX strategies or running large scale operations, and providers may assume customers will fill them. This can lead to missed context, lost deals, churn risk, and reputational impact.

The Solution

Grounded in the PodiumCX CX Strategic Framework and CX Business Capability Model, this service embeds real-world CX leadership and consulting expertise into your product, go-to-market, and sales efforts. Led by a former contact center executive, it builds credibility with clients, driving alignment, sharpening value narratives, and informing execution across product, sales, and delivery. Support can also extend to strategic deals using CX Maturity or AI Readiness assessments.

Who it's For

- Product leaders seeking CX insight to guide roadmaps and align with buyer realities.
- Marketing and GTM teams refining messaging and value positioning for CX audiences.
- Sales executives pursuing complex deals that benefit from CX operator credibility.
- Customer success leaders supporting onboarding, adoption, and executive engagement.

What's Included

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

Outcomes You Can Expect

- Stronger alignment with CX buyer priorities and goals.
- Sharper messaging grounded in operational context.
- Greater credibility across all sales conversations.
- Improved adoption and measurable customer impact.
- Clearer execution across teams, stages, and functions.

Elevating Your Organization to the CX Podium