PodiumCX
Linking Customer Experience to Results

CX Practice Design & Differentiation
Shape a CX Offering That Clients Trust and Competitors Can't Match

The Challenge

Client needs for CX transformation are growing rapidly, especially with the hype surrounding AI and automation. While many consultancies bring strong strategic and technical skills, some have not sat in the seat of a CX or contact center leader. Without direct ownership of service functions, firms may lack the credibility and depth to design offerings that support real-world execution.

The Solution

PodiumCX partners with consulting firms to design CX and contact center offerings that reflect operational credibility and execution depth. This includes shaping service structures, delivery models, and positioning narratives that align with client needs and practical realities. Grounded in the PodiumCX Strategic Framework and Capability Model, the approach helps firms differentiate in the market, scale their capabilities, and compete more effectively in CX transformation.

Who it's For

• Practice leaders shaping CX or service transformation offerings.
• Strategy or innovation teams defining market-facing services.
• Firms expanding into CX without deep operational expertise.
• Executives seeking to mature or reposition their CX practice.

What's Included

• Assessment of current CX and service offerings.
• Design of offering structure and core elements.
• Guidance on delivery models and internal capabilities.
• Support for positioning, messaging, and pursuits.
• Aligning offerings to client maturity and needs.

Outcomes You Can Expect

• A clearer and more credible CX offering.
• Stronger differentiation in competitive pursuits.
• Better alignment between strategy and delivery.
• More scalable and structured service models.
• Increased confidence growing your CX practice.

Elevating Your Organization to the CX Podium