

Sample Press Release

PRESS RELEASE FOR IMMEDIATE RELEASE

SANDSIV PUBLISHES NEW CUSTOMER EXPERIENCE MANAGEMENT (CXM) FRAMEWORK

Zurich, Switzerland, 10th March, 2014:

SandSIV, a Swiss based expert in the field of Customer Experience Management (CXM), and developer of the VoC Hub, an end-to-end platform for capturing, analyzing and visualizing the Voice of the Customer (VoC), has just updated its in-house developed CXM Framework.

Body

SandSIV AG is a company that specializes in helping its clients become more customer centric. This is done via a combination of SaaS based Voice of the Customer (VoC) applications, and expert Customer Experience Management (CXM) consultancy. Combined, this provides a platform for empowering businesses to begin acting upon the real needs and wants of their customers.

Around two years ago, SandSIV developed a framework for implementing CXM successfully. A framework that can help a company move smoothly through the five stages of Customer Experience Management maturity.

SandSIV has just finished updating this CXM Framework, based on changes in CXM best practices in recent months. To coincide with this update, the company has now published a new white paper that fully explains the framework. The white paper is titled *Customer Experience Management That Improves the Bottom Line: A Framework for Implementing CXM*. This resource is freely downloadable at the following URL:

<http://resources.sandsiv.com/cxm-framework-press/>

Jukka Hekanaho, who is both CXO and Head of Consulting for SandSIV, explains that, “We first put this CXM Framework together as an internal process document, one that the consulting team could use as a point of reference. Recently, we felt it required a refresh, and as part of this refresh we decided to release it as a public document as well.”

The paper includes a full description of what the SandSIV CXM Framework is, and how it can be used to implement Customer Experience Management within the

Sample Press Release

enterprise, by driving change. It also demonstrates how to measure the success of CXM projects to ensure ROI. Written by the SandSIV CEO and IT Visionary, Federico Cesconi, this is a twenty two page paper, that goes into great detail, describing how the Voice of the Customer can be used to discover and act upon the actual wants and needs of customers.

About SandSIV

SandSIV enables its clients to begin working in a more customer centric manner, by listening to the Voice of the Customer, and turning it in to actionable Customer Intelligence. SandSIV provides a combination of purpose built SaaS technology, and expert Customer Experience Management consulting, which combine to deliver a platform that can positively affect revenues for any company, in any market or region, with a rapid ROI.

###

Contact Information

Mac Wheeler
SandSIV AG
Binzstrasse 23 CH-8045 Zürich, Switzerland
Web: <http://www.sandsiv.com/>
Email: info@sandsiv.com
Phone: +41 44 687 8767