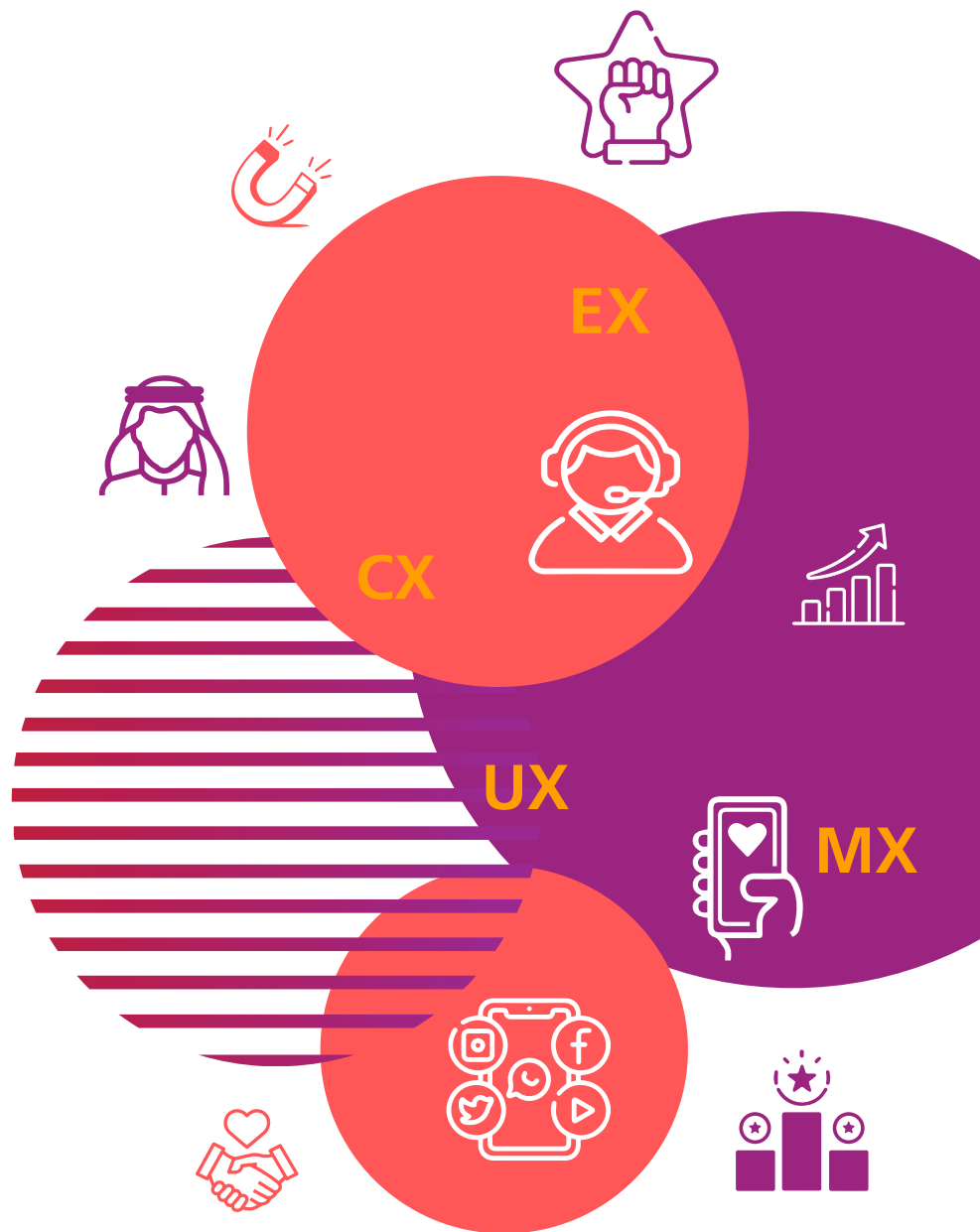


The Total Experience

TX





TX goes beyond perfecting CX, EX, UX and MX

as it takes into account the connections among them and how they positively and/or negatively impact the overall business journey.





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Introducing Jsour TX



Jsour (TX)

As technologies and digital transformation are increasingly evolving, customers including their experiences are becoming more complex, whereas organizations are being challenged to present solutions that are more relevant and comprehensive to lead customer satisfaction and loyalty.

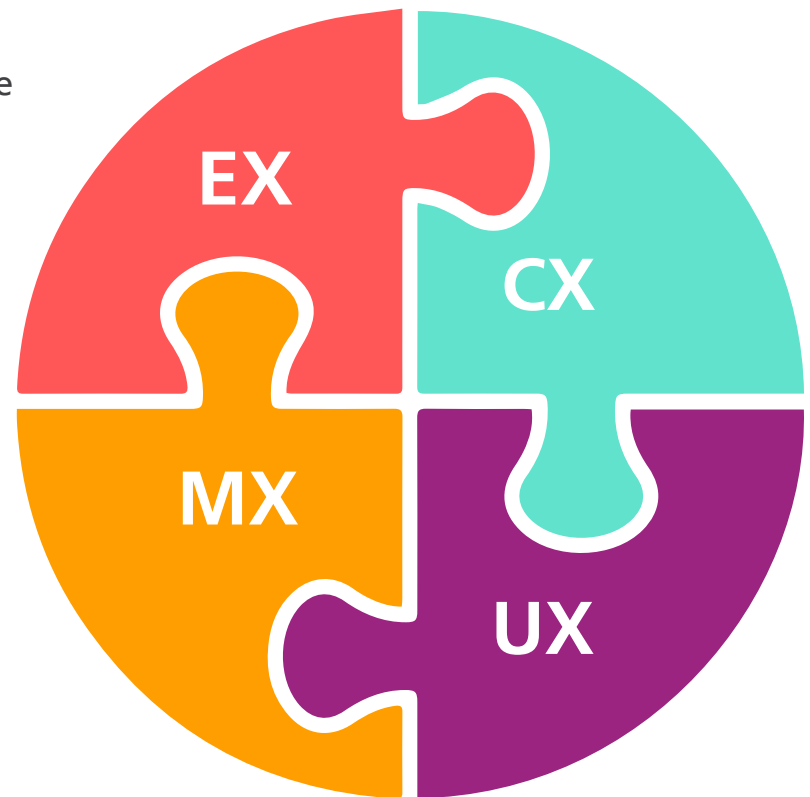
Jsour (TX) by Jsour is a business strategy of four building blocks, which creates superior results for organizations, by consolidating the below into one integrated ecosystem:

Customer Experience (CX)

Employee Experience (EX)

User Experience (UX)

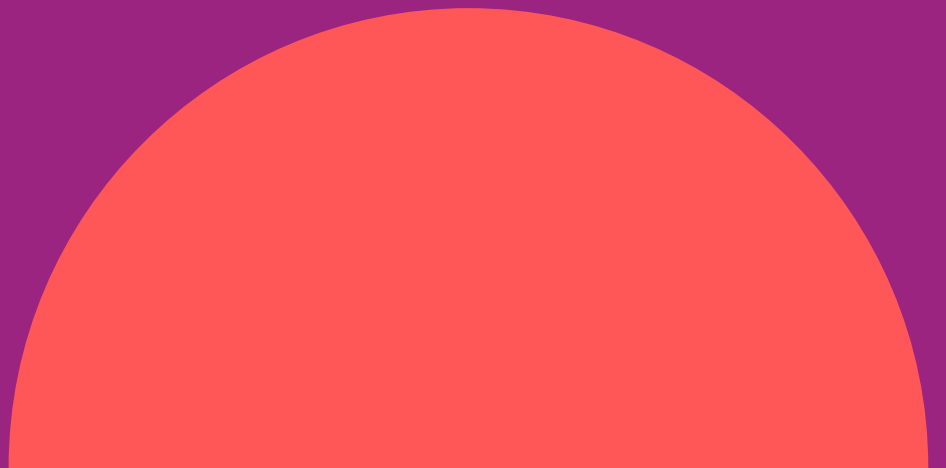
Multi Experience (MX)





A combined experiences' approach throughout a TX strategy can enable organizations to gain

insights and competitive advantages to diagnose pain points and fix problems.



Goals

The ultimate goal of Jsour TX is to achieve greater business outcomes for organizations, throughout a network of added-value that can help organizations to achieve multiple essential goals, such as, not limited to:



Gain competitive advantages



Achieve operational excellence



Sustain growth opportunities



Control enterprise risk factors



Increase profitability

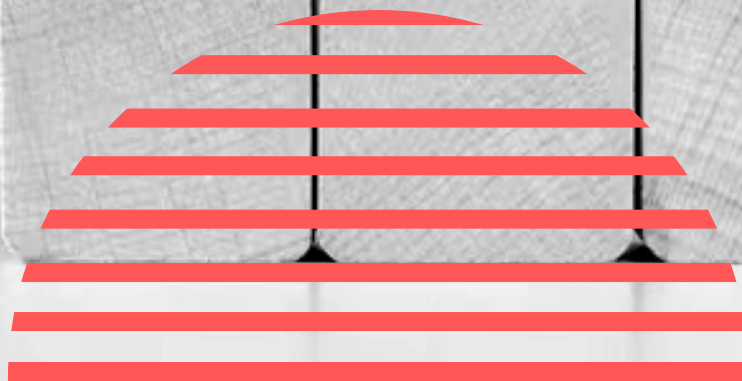
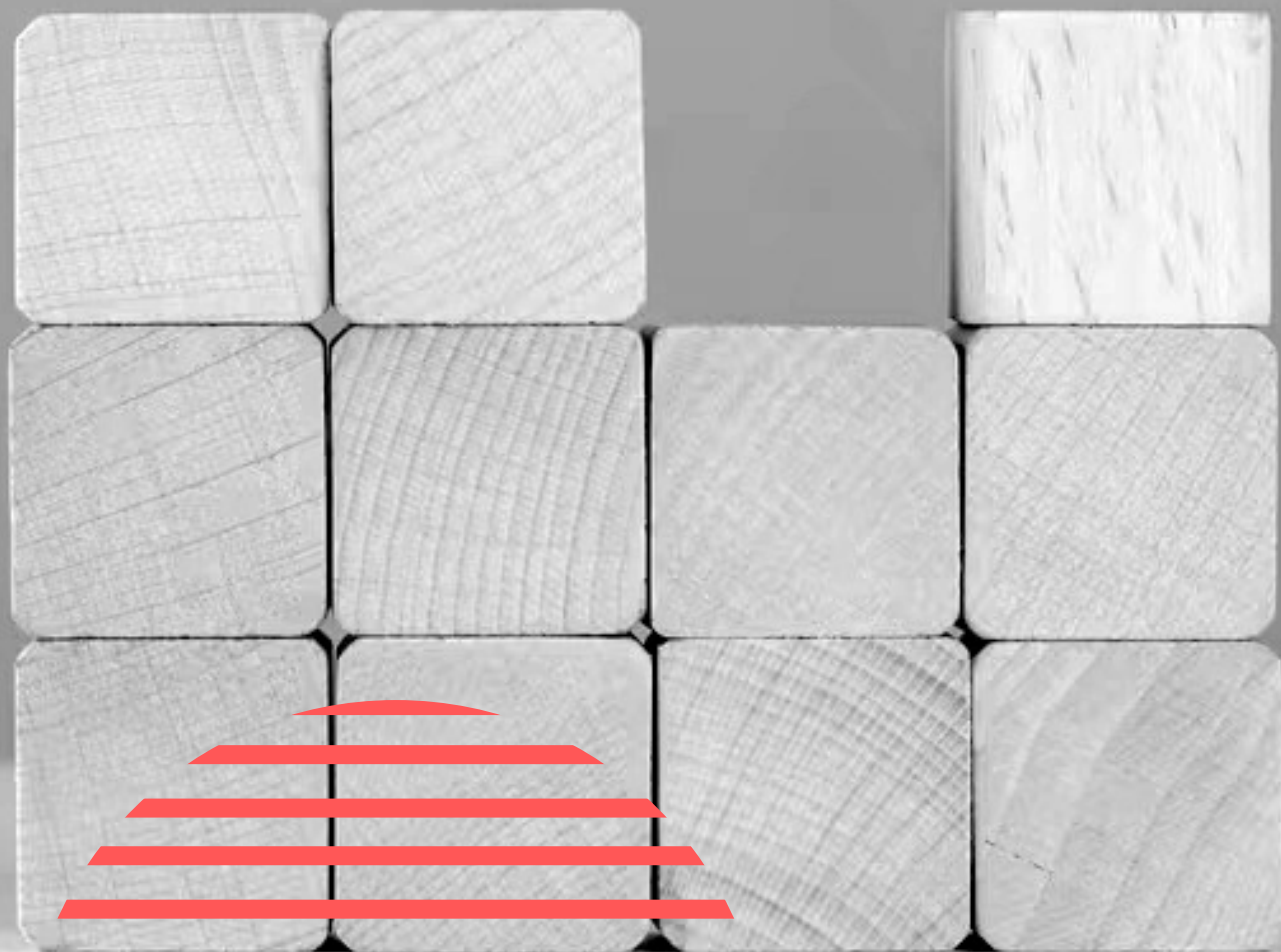


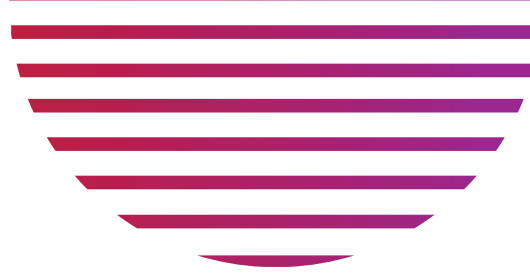
Generate customer & employee advocacy



Building Blocks

Jsour TX is equipped with a state-of-art ecosystem that integrates all the corporate experiences into one unified strategy, to produce more value for organizations, in comparison to the expected value of addressing each experience individually,





Building Blocks



Customer Experience (CX)

CX represents the total accumulation of emotional and functional interactions and impressions that are created and associated in between a customer and an organization, throughout his customer journey, before, during, and after a purchase including any touch-point.



Employee Experience (EX)

EX is about empowering employees to perform their job more effectively and happily, and contribute success to the overall performance and reputation of their organizations. Employees have to be surrounded with the right culture, policy and technology to boost their productivity for a better CX.



User Experience (UX)

The user experience (UX) is how a user interacts with and experiences a product, system or service. It includes a person's perceptions of utility, ease of use, efficiency and complex.



Multi-Experience (MX)

Multi-experience refers to the various alternatives of modalities (touch, voice, and gesture), devices and apps that users interact with on their digital journey across the various touch points.

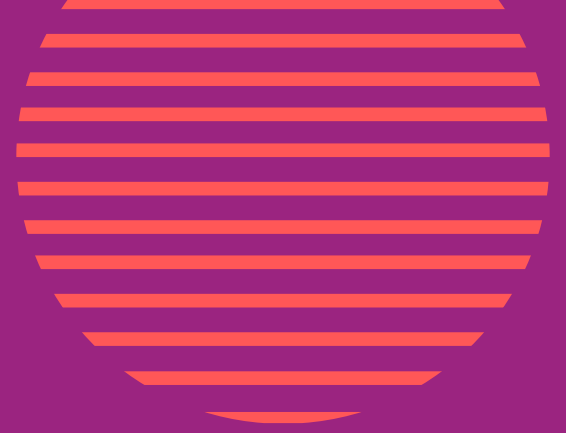
Roadmap



Roadmap

Jsour TX is an integrated business module and turnkey solution that provides equal importance and attention to user experience (UX), customer experience (CX), multi-experience (MX), and employee experience (EX) disciplines, over preset milestones:





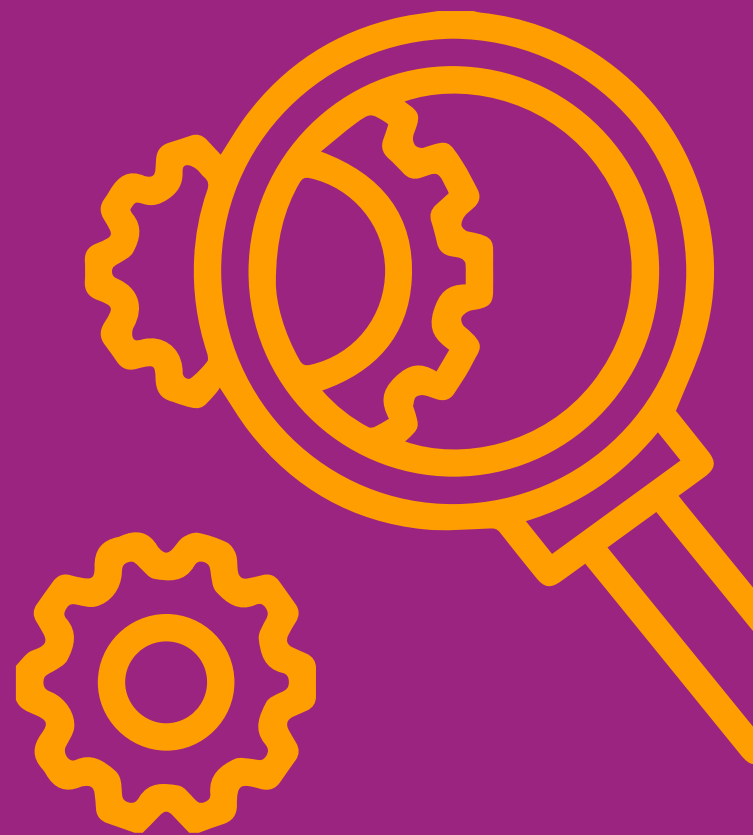
Methodology

Jsour (TX) works internally and externally to enhance employee and customer satisfaction metrics. The fundamental concept behind a TX strategy is a solid blend between people-centricity and technology-literacy, in which all experiences are integrated into one united body to equally empower the customer and employee leading an all-around exceptional experience, which contributes tangible success for organizations on the short-long terms.



A TX strategy can enable organizations to understand the impact of its corporate experiences on each other, in order to unlock specific positive changes, which can be implemented to improve the overall business performance and ROI.

By enabling experiences' management holistically, organizations can easier accomplish desired business outcomes, whether that's increasing customer satisfaction, creating a healthy and productive work environment, improving product and service quality, or boosting brand loyalty.



Advantages



Advantages



1. Build trust and gain loyalty

When an organization regularly delivers positive integrated experiences over its TX, it has a better chance to build up customer trust. And when customers continue to get positive experiences with consistency, that organization can further transform its customers to brand ambassadors.



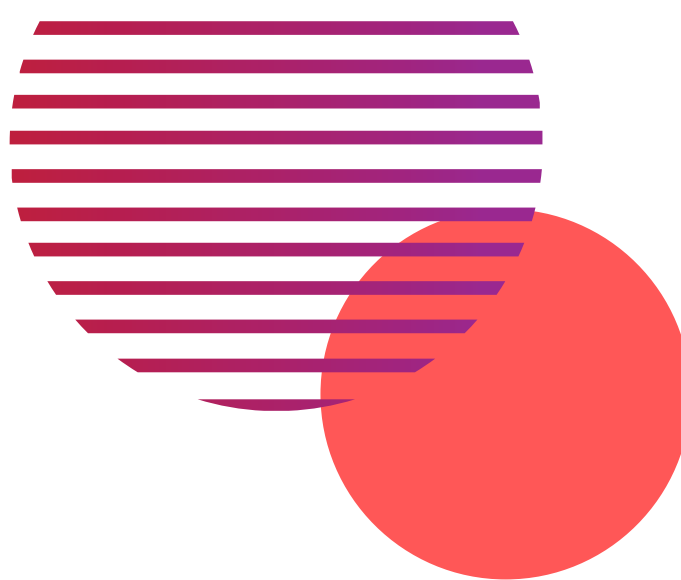
2. Earn Attraction

The synchronized experiences built by an organization can reflect a range of key positive impressions such as credibility, professionalism, and consistency, which makes it more attractive for its stakeholders, in comparison to competitors with less cohesive experiences and inconsistent performances.



3. Increase revenue

A TX strategy can help organizations to better accommodate customer's needs towards making them feel much more empowered and supported. As a result, customers will spend more and expand their lifetime value (LTV) with the organization that comprehensively embraces their expectations and needs on all aspects.



Outcomes

Exclusivity

Jsour (TX) is the first solution of its kind in the Kingdom that possesses a comprehensive spectrum of in-house technical capabilities and specialized manpower to ensure TX scalability and successful activation. In addition to that Jsour has affiliated with multiple Saudi and International partners to successfully sync their innovations into our TX ecosystem for organizations.

Efficiency

Jsour (TX) as a single partner can ensure that all the provided services and solutions in connection to TX, are properly integrated working together with less effort, which is not the case when working with multiple service providers where the liaison is always extremely difficult and time-consuming.

Hassle-free

Jsour (TX) can reduce the chances of disruption and unexpected turns throughout the operation of the company's experiences, as it comprehensively dives into each and every detail and relationship in connection to the company's experiences to save unnecessary time and effort.

Outcomes

Less Expenditure

Jsour (TX) caters bundles of services and solutions to ultimately save unnecessary costs and expenses, based on utmost flexibility and efficiency that are customized in-line with the nature of the business along its actual needs

Results-driven

Jsour (TX) is capable to lead tangible positive results for organizations on the short-long terms, and it is governed by a data-centric approach to crown its powerful outcome with accuracy and authenticity, in line with the overall desired business objectives.



Services & Solutions

The right input, at the
right time, in the right
context.



Services & Solutions

TX caters a promising formula for organizations to shape up and build their TX ecosystem based on a spectrum of integrated services and solutions that comply with each other, to lead happier customers, more productive employees, and better systems and tools:

CX: CX Consultancy, CX metrics Management, Contact Center Management

EX: EX Platform (HRM, Nawart, Survey engine)

UX: User Research and Analysis, Wireframing & Prototyping

MX: Omnichannel, Sentiment Analysis, Virtual Assistant.



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