

Being Ready – Your 2021 CX Service Strategy planning guide



The coronavirus pandemic has elevated the role of the contact centre and redefined its value, both for customers and organisational leaders. Everyone involved has had to embrace huge change over a very short period of time – from home working to digital-first engagement – all within the demands of budgets cuts and increased expectations from customers. Few imagine the near-term future will resemble pre-COVID operating models.

However, an uncertain outlook does not mean service leaders can continue to rely on the slipstream created from the initial momentum of the pandemic. Agile execution comes from an aligned view of priorities. Today's fast-changing world means priorities need regular review together with engaging ways of sharing them with the many teams who power operational customer experience. Are you ahead of the planning curve?

Being Ready is a team-based planning process designed for today's online world. It is the result of a collaboration between Puzzel and customer strategy expert Martin Hill-Wilson.

This e-book follows the same format as our Your 2021 CX Service Strategy planning guide seminar with extra tips on how to develop an effective 2021 service CX plan. For best results, we'd recommend you watch the session recording first.

We hope this framework helps you prepare for the next phase of customer service evolution and deliver outstanding CX throughout 2021.

[CX Service Priorities Planning.pdf](#)