

DATA MADE SCALABLE

CUSTOMER EXPERIENCE MANAGEMENT

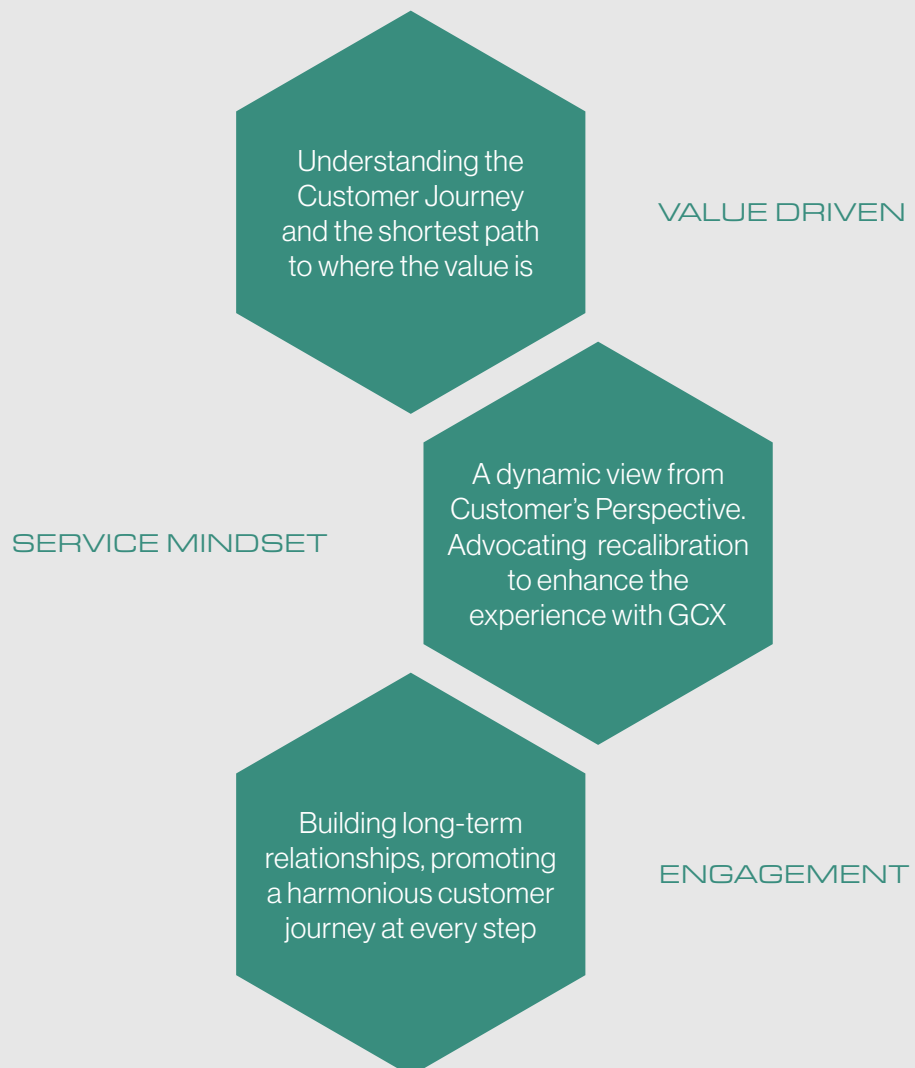
OBJECTIVE

GCX's aim is to provide a seamless journey for all customers who are using our services.

Understanding that not all journeys are the same for all customers, GCX has defined a tiered Customer Experience Management structure.

This structure is based on three pillars

GCX CUSTOMER EXPERIENCE STRATEGY PILLARS



GCX CUSTOMER
EXPERIENCE
MANAGEMENT
STRUCTURE

Pearl Level

is the most encompassing. Customers with high-capacity services, who have agreed to embark on a long-term journey with GCX may be assigned a dedicated support from a Customer Experience Manager. This will be a person focused on customer success, ensuring GCX is providing best customer experiences.

Coral Level

is for those customers that require occasional specialist support for a specific requirement, they will be channelised to GCX Customer Success Management Team who will take ownership of the case until a solution or response is given to their satisfaction.

Aqua Level

is GCX Default Customer Experience which covers any customer journey with Account Management and Service Delivery Management, 24x7 Service Assurance Support (Service Desk) and access to GCX Self-serve portal.



High Touch Customer Experience Management (Pearl)

- Dedicated business hours support from an assigned Customer Experience Manager



Medium Touch Customer Success Management Team (Coral)

- Per-case extended support for specific customer requirements



Default GCX Customer Experience (Aqua)

- Account Management and Service Delivery
- Service Assurance (Service Desk)
- GCX Self-Serve portal

If you would like to know more about the customer experience level you are being provided, please contact your GCX Account Management Team.