# FocalCXM Services

*Consumer engagement program to quantify and demonstrate the ROI of a leadership and training program*

## CLIENT: A CORPORATE LEADERSHIP TRAINING AND DEVELOPMENT COMPANY

At the forefront of leadership training, our client Let's Grow Leaders helps human-centered leaders find clarity in uncertainty, drive innovation, and achieve breakthrough results.

## THE CHALLENGE: PROVIDING PERSONALIZED LEADERSHIP RECOMMENDATIONS

This case study spotlights a customer engagement and ROI analysis to align with a new publication—Winning Well. The team wanted to demonstrate how following the recommendations documented in Winning Well would lead to beneficial changes in management style and improved outcomes.

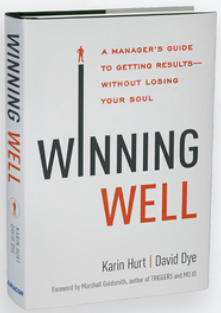
## THE SOLUTION: FOCALCXM'S STORY PULSE CUSTOMER ENGAGEMENT PLATFORM

FocalCXM leveraged our proprietary Story Pulse platform to deploy surveys to website visitors, who completed a thorough online assessment. An algorithm was leveraged against each participant's answers to generate personalized recommendations and next steps. Participants received a PDF copy of their answers and recommendations.

## THE OUTCOME: PERSONALIZED RECOMMENDATIONS PROVIDED

FocalCXM provided personalized leadership activity plans to leadership training course participants and enabled data collection for ROI analysis.

As David Dye at Let's Grow Leaders said, "FocalCXM's Story Pulse is one of the best assessment platforms we have come across. It has the user experience, robustness, and flexibility we were looking for."




## About Us

**FocalCXM** engineers remarkable customer experiences for leading brands. Our unwavering commitment to excellence has solidified our position as a trusted partner to guide organizations in their digital transformation for over a decade.

We bring a unique blend of product management acumen and industry-specific process expertise. We specialize in implementing, managing, configuring, and customizing cutting-edge technology platforms and crafting bespoke solutions tailored to your organization's distinct requirements. Our suite of customer experience solutions and technical accelerators ensure swift results. Our data, analytics, AI, and technology innovation services provide the breadth of capabilities required for success.

Embark on a transformative journey with FocalCXM—your gateway to a future where customer experience innovation and deep product management expertise know-how meet. To explore the possibilities of partnering with us, visit www.focalCXM.com.