

# cexi.org

customer experience insights


**enabling irish companies to design,  
deliver and measure world-class  
customer experience programmes**





The Irish business community needs to understand today's new customers and how they have taken control of the marketing relationship. Internally, companies must align functions to deliver the brand promises they make externally. We need access to Customer Experience thought leaders around the world to help future-proof today's decisions so that they fit with the trends, attitudes and influences of tomorrow.

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A thrilled customer is the most potent marketing asset that any Irish business can leverage 





## what is CEXi?

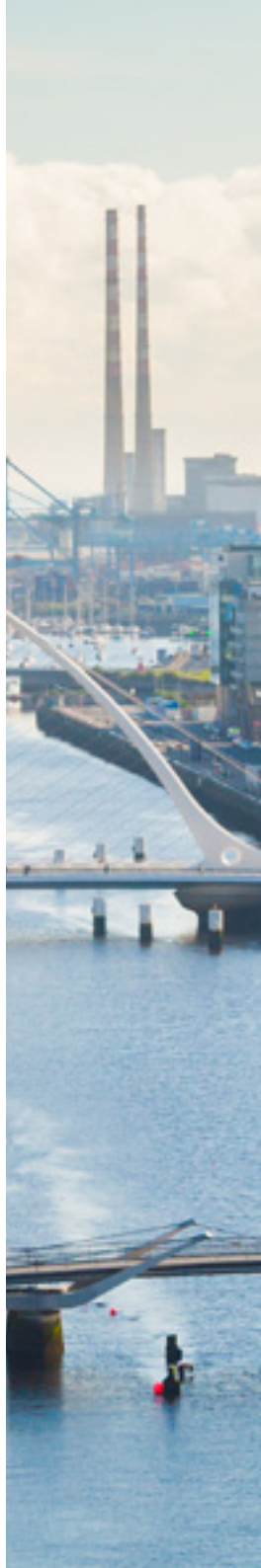
**CEXi** is a subscription service for Irish companies to drive value through Customer Experience strategies.

**CEXi** provides a superior framework that is tried and tested to help companies deliver epic offerings, benchmarked against the best in the world. It will be made up of Irish companies and industry specialists, who are focused on creating world-class Customer Experiences, together.

Our English and American neighbours offer a Customer Experience range between 'amazing' and 'horrific'. In Ireland, we offer a range somewhere between 'good' and 'bad'. **CEXi**'s goal is to extend 'good' to 'amazing' and keep bad from making any further inroads.

**CEXi** will provide Irish clients with deep insights into Irish consumers through a series of innovative events, a robust league table of Ireland's top 100 brands, as well as Nunwood's tried and tested framework, case studies and group interactions with local Irish leaders in this space.


The world's  
most respected  
Customer  
Experience  
framework





## what services will CEXi subscribers get?



Irish customer's expectations are constantly on the rise. The last, best experience you received will become the minimum expectation that will be acceptable tomorrow 

- Access to detailed research findings behind the annual **'Top 100 Customer Experience Brands in Ireland'** survey
- Global comparisons with similar firms in the UK, USA, Canada & Australia
- A workshop to discover how the annual research findings can be actioned within your firm
- Access to the annual CEXi consumer-led conference for four members of your Customer Experience board/team
- Access to high quality Customer Experience content (papers, research, presentations, etc.) from around the world
- Network opportunities with colleagues across the Irish Customer Experience industry





## who is behind CEXi?

**CEXi** is a partnership of leading international Customer Experience experts and companies.



**Michael Killeen** is Chairman of Dialogue Marketing - a leading international Customer Experience agency. He is also Chairman of IDN, the largest digital and direct marketing global network and the International John Caples awards and is a Fellow of the MII.



**Richard Pike** is Chairman of the GRCTC (Governance Risk and Compliance Technology Centre) and a director of Permanent TSB bank. He provides strategy, innovation, Customer Experience and risk management consultancy to global corporations.



**Gerard O'Neill** is Chairman of Amárach Research. He leads the strategic consulting practice in Amárach, working with senior management teams to create resilient strategies for the future. Gerard was appointed a member of the National Statistics Board in 2014 and is a Fellow of the MII.



**Nunwood** are world leaders in Customer Experience management. Nunwood are partnering **CEXi** and providing their proven methodology for the Irish market. This gives **CEXi** clients access to global benchmarking, case studies and best practice insights from world leaders in the discipline.



How dare Irish companies settle for less when the world has made it so easy for us to be remarkable?





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