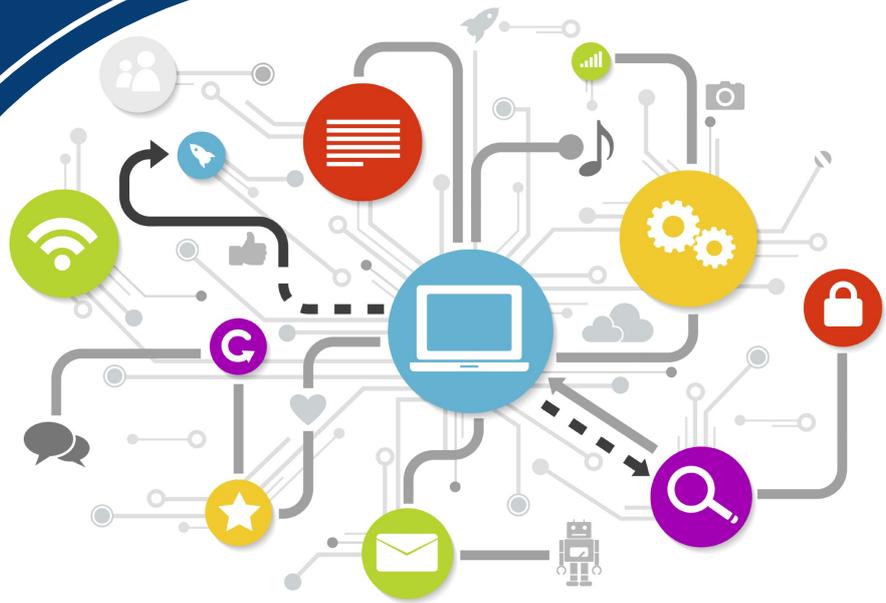


**Beyond Now**  
Understanding Creating



## CHALLENGING ORGANISATIONS TO GO BEYOND CURRENT EMPLOYEE AND CUSTOMER EXPERIENCES

Beyond Now is an Employee and Customer Experience  
Measurement, Insight and Development Consultancy

We work with clients at the Strategic and Operational  
Levels to develop and deliver world leading performance

## What's going on?

The world is changing fast and as a result, business points of difference are becoming more difficult to maintain. Customer Experience is recognised as the new imperative – but for many businesses CX efforts have proved difficult or disappointing.

## Creating a response

Beyond Now has considered the shortcomings of current CX efforts alongside the importance of getting CX right...

To do this, we see CX as beginning with internal customers and employees – then taking account of external customers.

We see many current measures of customer and employee experience as being too simplistic, too difficult or simply outdated.

We see CX as a C-Suite responsibility – as a crucial part of the overall organisation strategy — prior to sharing with HR, Marketing, Strategy and Operations functions.

## BUILDS and EXpressions

We have developed the **BUILDS** platform to enable organisations to develop and deliver a clear CX vision and strategy. From identifying the current situation for the *Business; Understanding and Insight* are developed using the **EXpressions** framework of measures; prior to then identifying *Learning and Development* changes needed to *Sustain* the business going forward. The EXpressions framework incorporates measures across the range of touchpoints in and outside of a business —measures for application as part of BUILDS or standalone.

## The EXpressions Framework

**EMpressions** – employee experience and engagement

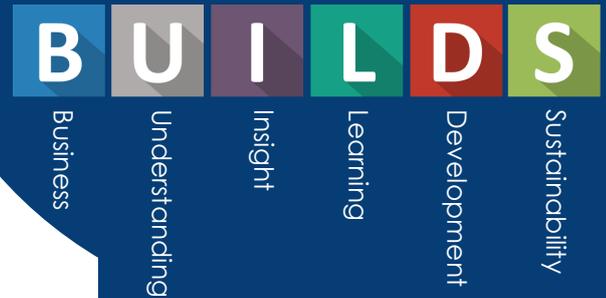
**WELLpressions** – employee wellbeing experience

**INpressions** – internal customer experience

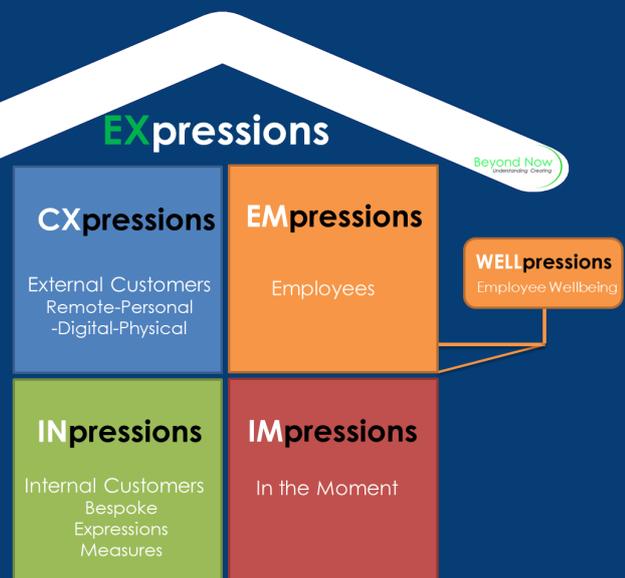
**CXpressions** – external customer experience

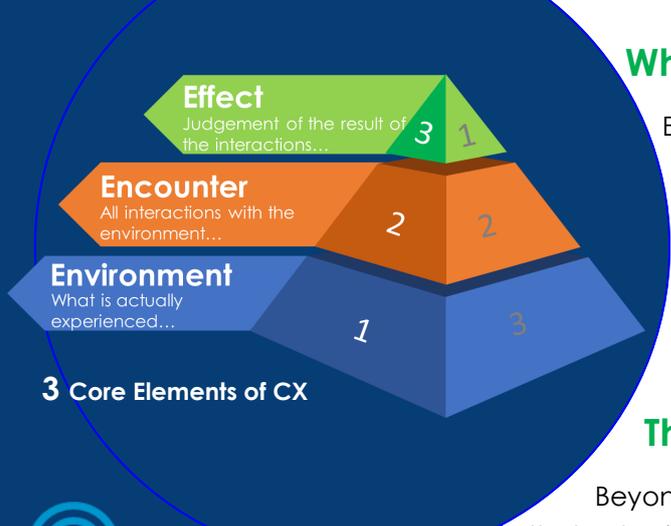
**IMpressions** – 'in-the-moment' experience assessment

We have designed a strategically focused Platform that links employee wellbeing, engagement and experience to customer experience and business performance.



The **BUILDS** platform and **EXpressions** framework comprise a combination of models; specifically designed software tools and reporting templates and dashboards; and research and consultancy interventions.





## Where our thinking arises from

Experience of a business or organisation is all about managing the environments' and encounters' that employees and customers face. Too often the focus is on trying to manage the effects'; but it is the employee and customer that own the effects'. Beyond Now focus on measuring the effects so that the encounters' and environments' can be more effectively managed...

## The services we offer

Beyond Now have taken into account the different levels of assistance that a business may need. The BUILDS platform and EXpressions framework are designed to allow choice. Depending on what your current employee and customer experience achievements and future aspirations are; will help determine the help you would most benefit from.

## Why We Do It...

Quite simply because customer service is not good enough! Current measures of customer feelings are not good enough!

Many businesses and organisations need to not only deliver greater service; but to take this further to deliver real customer experience.

This needs vision; recognition of what and how; understanding of internal buy-in - employee and internal customer experience - as well as achieved performance; and development of continual Improvement and learning. We do it because we want to see success...

## Working For You

### Best choice for your business

- ✓ Independent thinking based on vast research
- ✓ Real measures across a range of areas
- ✓ Easy to work with and focused just on your needs

### Best value for strategic investment

- ✓ A focus on 'why' not just measures of what
- ✓ Measured outcomes and value assessment
- ✓ Provable ROIs not just ticking 'must do' boxes

## Understanding Level

Needing more effective measures; beyond NPS, CSI and Employee Engagement? You can choose from the different measures making up the EXpressions framework to allow *Understanding* and *Insight* of physical, emotional and practical factors. All or any of the EMpressions; WELLpressions; INpressions, CXpressions; and IMPressions framework can be applied.

## Learning Level

Here the help is based on using the *Understanding* and *Insight* gained from the chosen **EXpressions** measurements to drive people change in the organisation - any *Learning* refinements - using a variety of interventions including training, coaching and onsite team development and facilitation.

## Development Level

At this level the full **BUILDS** approach is brought to play and Beyond Now assist with thinking about the business, and its need for CX to play a full strategic thinking, development and delivery role. With this level the interventions can take many forms and a fully integrated solution can be devised to suit the business needs and budget.

## Who we work with

The Beyond Now approach and platform can be adopted by virtually any business or organisation that has customers that matter to them. In today's competitive and transparent world - points of differentiation between businesses are difficult to maintain, and organisations are coming under constant scrutiny to be cost efficient as well as customer effective. Where we thrive...

## Why Beyond Now?

Beyond Now offer that outside-in perspective – using extensively and scientifically researched methods and measures to help the organisation to get ahead and stay ahead. The **BUILDS** model starts with the business and ends with sustainment. We totally believe the **EXpressions** scores will become leading KPIs for forward thinking employee and customer experience driven organisations.

*Is it time your business or organisation took a fresh perspective with regards to customers and those delivering for customers?*



## Eleven reasons to talk to us...

- ✓ We challenge businesses to exceed the 'new normal' – we appreciate the world will stay changed
- ✓ We take an independent view – it is about you, not us
- ✓ We challenge existing practices and approaches – sell by dates are a business reality
- ✓ We strive to bring personal back to businesses and organisations – even when it isn't
- ✓ We work to understand what people are thinking – bringing truth, reality and science together
- ✓ We help businesses and organisations develop understanding of why things are happening
- ✓ We look at CX across all encounters, aspects and occasions – we bring together the inside and outside
- ✓ We use CX understanding to enable responsibility development and enhancement at all levels
- ✓ We research, learn, study, write, talk and do CX – and we don't stand still
- ✓ We acknowledge that CX is crucial – but recognise it shouldn't be *seen* as too simple or *made* too complex
- ✓ We respect the fact that if you don't want to know – then we won't bother asking...

## Working with us

In our research we have discovered businesses are desperately looking for value adding interventions; where genuine results and performance improvements can be discovered and implemented. In our solutions we look to fit seamlessly with your business, keeping disruption to a minimum and time spent interpreting information we provide to a minimum.

Apart from the different levels of intervention offered through the **BUILDS** platform and the **EXpressions** framework, aspects of CX and employee experience can be seen in the Look Inside pages of the website. We also offer training course on CX and employee experience that can be specifically tailored to your business needs and audiences – just ask!

We would love to hear from you about any aspect of your employee and customer experience needs...

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[www.beyond-now.co.uk](http://www.beyond-now.co.uk)

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