

**Preparing CX Strategy for FY 24?
Read this before you plan!**

Whether your brand is focusing on **accomplishing CX milestones** or **Investing in Technology & Digitisation of CX** or **Elevating CSAT score** – First step is to evaluate brand's current CX performance & form strategies to **unlock the Customer-Centric level**.

Must-Read Resources

Has your CX Vision turned to action?
Know where does your brand stand on the CX Maturity Continuum!

Whether you are a beginner or an intermediate or a champion in delivering seamless CX - Know how brands can level up their CX quotient and reach the summit of Customer Experience.

[Know More](#)



Product of the Month



A comprehensive CRM stack to unlock unmatched Customer Experience via unified CRM Solutions.
The suite unifies **Lead Management, Loyalty Program, Campaign Management, Ticket Management, Feedback Management, Customer Data Platform + Insights.**

[Download Brochure](#)

What's New

Introducing CX Maturity Assessment for Brands

Know where your brand currently stands on CX graph and invest in the right resources to proceed to the next level

[Take Free Assessment](#)



In Conversation With

Tejas Kadakia
Co-Founder & Director, Easyrewardz



Orchestrating customer-centric strategies is essential to deliver engaging experiences and drive business growth. But what gives you surety that your CX efforts are hitting the right chords? CX Maturity Assessment is designed to enable brands get a comprehensive evaluation of their CX level and personalized recommendations on how to unlock an unmatched CX via solutions that they are lacking. By actively identifying the areas of improvements, businesses can pave the way for becoming a customer-centric brand.



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