

FREE
Membership

Corporate Membership



Your official invitation to the
CXFO Leaders Summit
The monthly gathering for CX leaders

How do you protect your Contact
Center?

**CXFO
Leader Summit
Report**










People Management
& Transformation in
a Hybrid World

October 2022



**CUSTOMER EXPERIENCE
FOUNDATION**

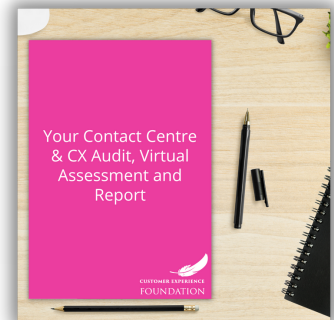
CXFO CORPORATE MEMBERSHIP BENEFITS

Free Contact Centre and CX Audit, Assessment and Report (see next page for full details)	
Opportunity for you to attend and take part in our Industry Council and Leaders Summit roundtable events (for your appropriate sector or topic area)	
Access to other CXFO events, both face-to-face and virtual, including our Member Meet Ups, to discuss the latest topics and trends	
Access to CX Community Group on LinkedIn and exclusive WhatsApp Members Group, to ask questions, troubleshoot, or share best practice and ideas	
One Company Podcast for the CX Diaries - recently voted "one of the best CX podcasts to listen to in 2023" (see next page for full details)	
Access to advice from experienced CX and Contact Centre practitioners, who can offer you support based on decades of experience in the industry	
Advance notice of all CXFO content; including white papers, reports, editorials, podcasts, webinars, blogs, industry news, and our weekly CX Morning Brew newsletter	
Networking opportunities to meet new people across our industry and beyond	
Official CXFO 'Corporate Member' badge and Certificate of Membership for you to use over social media, on your website and in your email signatures	



Contact Centre and CX Audit, Assessment and Report

The experienced practitioners here at CXFO will provide you with your own safe and secure portal, to answer key questions, and provide you with a summary report and follow-up call from one of the team to discuss the findings in more detail. The audit covers Operational Performance, Operating Model, Customer Experience, Quality, People, Technology and Future Challenges.



Company Podcast (CX Diaries)

Your very own podcast (company or personality-focused). This gives you the opportunity to share your thoughts on industry-related topics that you're passionate about, your company culture or what your organisation has been up to. The CX Diaries was recently voted "one of the best CX podcasts to listen to in 2023".



Industry expert advice

CXFO are always here for you. You'll have constant access to advice from experienced CX and Contact Centre practitioners whenever you need. You can give our expert team of practitioners a call anytime to ask for advice or even reassurance. We can also put you in touch with other members whom you can share best practices, ideas and challenges.

CX and Contact Centre industry advice

We have contacts at the top technology and service providers across the industry. So if you're looking for a new CRM system, want to enhance your digital proposition, are looking to re-platform, or just want to purchase new headphones - we can help share who is the best in the market and make those introductions.



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Who has joined our community already?



THE VERY GROUP

AIRFRANCE 



ASDA

BEAUTY PIE®

DECKERS
— BRANDS —



Thomas Cook



national
express

love every drop
anglianwater 

Lifescan 



blinds2go™



Who is CXFO Corporate Membership for?

Our FREE Corporate Membership scheme is available to companies in the CX and Contact Centre end-user community such as:

- Retail brands
- Utility & Telco companies
- Public Sector organisations
- Travel & Leisure companies
- Banking, Financial Services & Insurance (BFSI) organisations

Our Corporate Membership scheme puts you and your brand right at the heart of the CX and Contact Centre Community.

With your membership, you will receive a host of benefits which you can find on page 2 of this brochure.

Due to the current economic climate, we have made the decision to help UK businesses by offering our Corporate Membership for FREE for the first 12 months and you can opt-out at any time.

Free CXFO Corporate Membership is unfortunately not suitable for, or available to solution providers, outsourcers, consultancies or similar.

If you would like to find out other ways you can get involved with the Foundation, please do not hesitate to get in touch with Nina (nina@cxfo.org).



Member testimonials

Don't just take our word for it. Below are some of our recent testimonials from our Corporate Members...

"The CXFO provides me with an opportunity to have open, honest, insightful dialogue and engagement with a broad range of customer-centric organisations across a range of sectors. Keith and the team at CXFO have developed a great network of key players who are actively invested in improving all aspects of CX, from the image of contact centres to technologies of the future and everything in between."

Graeme Matheson, Planning & Performance Lead, John Lewis & Partners

"Being a member of the Customer Experience Foundation is highly insightful and informative. The events are exceptional for networking and facilitating constructive dialogue with a wide range of organisations who, like Thomas Cook, put the customer at the heart of everything they do. The CXFO team are experts at drawing out key insights, lesson-drawing across industries and compiling quality research to support decision-makers and shape the future of customer experience. I look forward to continuing our partnership with CXFO, by meeting more members of the community, contributing to roundtable discussions, and continuing to learn from other industry leaders".

Louie Davis, Head of Ancillaries & Financial Services, Thomas Cook

"CXFO brings immense value to the Customer Service and Contact Centre industries. Ranging from thought leadership gained from the industry experts that make up the CXFO Team to the events that provide the opportunity to network with professionals from other organisations. I am delighted to be involved with CXFO, who I'm sure will be instrumental in step-changing the industry."

Jo Garland, Senior Director, Omnichannel Customer Support, Asda

"The CXFO has been a great way to connect with CX leaders on an array of different subjects. Conversations are always valuable, gaining insights into how other areas of the industry are addressing the same challenges we're facing as a company".

Luke Butson, Brand Strategy Manager, Expedia Group

"Our ever-growing relationship with the Customer Experience Foundation continues to provide strength and a wealth of networking opportunities to support our fantastic industry. AirFrance has been able to share and learn aspects of CX within this arena, learning and supporting our peers across different channels to continue the successes built. We are excited to be part of this community with Keith and his team providing an engaging platform for colleagues to come together as well as the invaluable insight that the CXFO team provide on a number of topics."

Alf Rodway, General Manager - European Sales & Service Centre & Canadian Operations (NAM), AirFrance

About Us

Customer Experience Foundation (CXFO) is proud to be the only CX and Contact Centre organisation offering information, advice, and support accessible to all.

We believe in a collaborative, supportive approach to improving CX as a profession and continue our mission of making a difference.

We are run by CX practitioners and Customer Experience professionals. Our team has decades of experience leading and supporting Contact Centre and Customer Experience operations. All of the team started on the phones and have worked in almost every function across operations.

Our aim is to learn, understand, share, and promote best practices across all areas of Customer Experience and Contact Centres.

Our portfolio of online content and publications includes blogs and podcasts. We also have a number of innovative Face-to-face and Virtual events, are designed to provide the community with sound CX and Customer Service innovation, practical tips, advice, guidance and support from proven practitioners.

Our activity covers all aspects of what makes a great organisation, looking at Operational and Technical Delivery, Strategy and Implementation, Employee Experience, Leadership and People Development, and Culture and Well-being.

So, why not join us and become a member of this thriving community?

Get in touch

To become a Corporate Member, please email Jenn (jenn@cxfo.org) for more details.

www.cxfo.org



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