



Connect™

The CX community where thought leaders do more than talk.



The Situation.

CX is the ultimate team sport. Today, it involves far more than a few researchers deep inside the organization. To succeed, real CX has to infuse the company culture from top to bottom. And work to create the best possible experience at every customer touchpoint. That's one of the biggest opportunities in business today. New, exciting methods and best practices are springing up everywhere. These ideas are too valuable to exist in a vacuum, so there's a need to share them widely.

The Challenge.

Today, most sites dedicated to CX are too narrowly focused. Or the intent of the site is out of sync with the needs of the community. Some are thinly hidden marketing programs. Others are so overspecialized that few can use them. Instead of talking about all the areas that relate to CX, it seems to be the same people, having the same narrow conversations. Over. And over. No wonder the traffic to these sites is so low.

To deliver real value, we decided to create a forum where all the thought leaders and content from all the domains associated with CX are instantly available to the community. In a way that's simple and convenient to use. Any time. And anywhere you have at least one bar.

The Solution.

Decooda Connect.

We designed it from the ground up, to benefit the entire CX community. Not to be monetized as an advertising or matchmaking site.

This is a true thought leader content hub. One location where the best thinkers – and the most successful practitioners – create, host, curate, and publish news and relevant content from across the web.

It educates broadly and deeply. Readers learn the latest strategic and tactical methodologies and playbooks. Not just in traditional CX, but across all CX-associated sub-communities (AI, BPM, Journey Mapping, Organizational Design, and more.)

It supports 1:1 conversations. A lot of times, companies have questions that are too sensitive to air on a public forum. So Connect has a Refined Search feature that lets you have valuable 1:1 private conversations with the experts who are most qualified to help you.

It energizes collaboration. Thought leaders tend to specialize in a particular area. So it's not always easy for one single expert to answer every question a client might ask. That's why we designed Connect to help experts collaborate to address broader client requirements. You can work together in a public or private space. And create virtual teams for strategizing, problem solving and engagement.

It encourages invention. Connect promotes ideas that resonate with the needs that the CX community has prioritized.

With all this going on, the CX community just got a lot larger. And can work together a lot more closely.

The Results.

Our goal is to educate the world on evidence-based methodologies that will increase CX success and quickly deliver better, more sustainable outcomes. As of now, there are no results to report, because this new forum has just been introduced. But we're watching the posts, conversations, and insights very closely, and will publish highlights soon. You can follow them here.

The Right Partner for a Changing World.

At Decooda, we collaborate with our clients, bringing together business insight, advanced research, and technology to give them a distinct advantage in today's rapidly changing environment.

For More Information:

To learn more about how Decooda can create the right solution for your company, please contact us at info@decooda.com or request a demo at www.decooda.com.



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