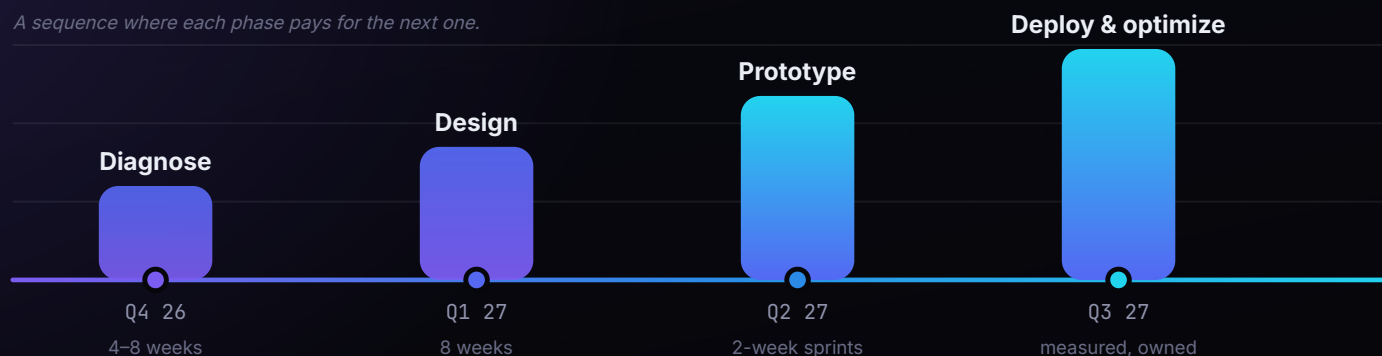


— Q4 2026 · PLANNING FOR 2027

Your 2027 CX plan is being written right now

Budget season is where AI stops being a pilot line and becomes an operating commitment. We help the executive who owns customer experience walk into that room with a ranked roadmap, a defensible investment narrative, and a sequence the board can actually fund.

A sequence where each phase pays for the next one.



01 What most 2027 plans get wrong

AND WHAT WE DO INSTEAD

1 A strategy is the not-this list

Most experience plans list everything worth doing, which is how they lose their budget. We help the executive team choose the two or three journeys that decide whether customers stay — and name what is deliberately held at parity.

2 Deflection is expensive to live with

Deflection is easy to buy. We design for resolution, so the savings show up in the P&L and the customer still comes back — and you can show the board which line each one moved.

3 Approval is a step, not a wall

Risk, legal and brand are where most enterprise CX programs stop. We design the guardrails, the evaluation and the human-in-the-loop checkpoints in from the start, so approval is a planned step rather than a wall at the end.

— A NEW OPERATING MODEL

Fractional is the optimal model for enterprise CX

One senior design team, engaged for the work in front of you — diagnosis, design, delivery, governance — and released when the capability lives with your people. There is no delivery pyramid underneath the people you meet: the person who diagnoses the problem designs the answer and argues it in the room.

Senior only

No bench, no pyramid

Fractional by design

Scales to the work, not a headcount line

Evidence first

The bar is agreed before the work starts

9

Service offerings across four practice areas

6

Ways to engage — from one executive briefing to a retained seat

21

Proprietary AI-driven CX decision-intelligence modules

02 What we do

FOUR PRACTICE AREAS

01 Experience strategy & operating model

The direction the executive team signs, the operating model that can deliver it, and the decision rights that stop it being renegotiated every quarter.

- > CX Strategy & Operating Model Design
- > CX AI Readiness & Opportunity Assessment
- > Fractional CX Leadership

02 Creative & service design

The service a customer actually moves through — the moments, the channels, the creative that carries them, and the blueprint underneath. Journey mapping is one instrument, not the deliverable.

- > Customer Journey Reinvention
- > Contact Center Modernization & Agent Assist

03 AI in the customer path

Where AI belongs in the service model, what it is allowed to decide, where a human takes over, and what it costs to run once the volume is real.

- > Agentic Service Design & Deployment Plan
- > Conversation Intelligence & Voice of Customer

04 Innovation, evidence & governance

Testing the expensive commitments before they are made, and building the trust and oversight layer that lets the answer survive its first audit.

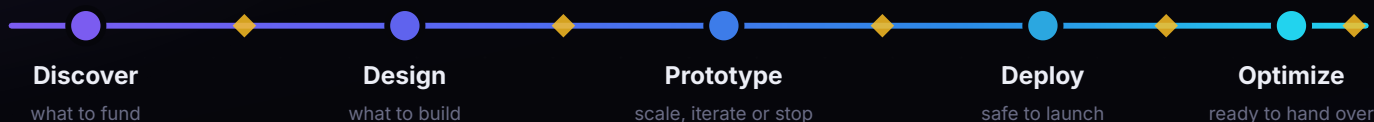
- > CX Innovation Lab & Experience Prototyping
- > CX Governance, Trust & Enablement

03 How the work runs — the E2E method

EVIDENCE TO EXPERIENCE · END TO END

E2E reads two ways, on purpose. Evidence to Experience is what the method converts. End to End is how far it goes — first question to release, with no handoff to somebody else in the middle.

◆ = decision gate. Nothing moves forward without one. Duration follows scope and complexity.



04 Six ways to engage

START WHERE THE DECISION IS

Executive Briefing

Half day

A working session, not a presentation. One honest baseline for what AI can and cannot do across your experience, and a ranked shortlist the room built itself.

CX Strategy Sprint

8 weeks

A roadmap tied to business decisions, prioritized with established frameworks rather than intuition, sequenced against the capacity you actually have.

Fractional CX Advisor

Retained

Senior CX and AI direction in the room at the moment decisions are made — four to eight days a month, without a full-time hire or an agency bench.

Innovation Sprint Cycle

2-wk sprints

Concept to working prototype to a real customer test, with a scale, iterate, or stop decision at the end of every cycle.

Journey Reinvention

10–14 wks

End-to-end redesign of a journey that carries real value — diagnosed on evidence, rebuilt around the moments that decide whether a customer stays.

Operating Model Review

4–6 wks

Who owns the customer outcome — decision rights, funding routes, and the forums that decide whether a strategy survives its first quarter.

START THE CONVERSATION

innovate@fractionalcx.ai

Begin with an executive briefing. Half a day, your leadership team in the room, and a ranked shortlist you keep whether or not we work together.

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