

WHO WE ARE

A customer experience design and innovation agency for the AI era

We work with enterprise organizations to design, prototype and prove the journeys, service models and AI agents their customers actually move through — engaged fractionally, at the seniority the decision requires. One senior design team, brought in for the work in front of you, and released when the capability lives with your people.

01 How we are built

Senior only

No delivery pyramid underneath the people you meet. The person who diagnoses the problem designs the answer and argues it in the room.

Fractional by design

You carry the seniority through the quarter where the decisions get made, and not through the quarters where they do not. The commitment scales to the work, not to a headcount line.

Evidence before conviction

The standard a piece of work has to clear is agreed before it starts, and the model and its evidence trail stay with your people when we release.

What we deliberately do not do

- ✗ Resell platforms or take vendor referral fees — the advice stays independent.
- ✗ Staff long implementation benches. Build work stays sized to what your team can own after we leave.
- ✗ Deepen a dependency. If the capability has not moved to your people by the end, the engagement did not work.

02 At a glance

FOUNDED	2026
ENTITY	FractionalCX.ai LLC
HQ	1301 Sansome Street, 2nd Floor San Francisco, California 94111
CATEGORY	Customer experience design and innovation agency
MODEL	Fractional — senior direction for the decision in front of you, not a full-time hire or a standing bench
CLIENTS	Enterprise organizations and the executive teams inside them
CONTACT	innovate@fractionalcx.ai fractionalcx.ai
LEADERSHIP	Skip Vanderburg · Founder & Chief Experience Officer Karene Conlin · Co-Founder & Chief Customer Care Officer Jerria Lazaga · Director of Marketing & Operations

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Service offerings

6

Ways to engage

21

AI-driven modules

03 What we do

NINE OFFERINGS ACROSS FOUR PRACTICE AREAS

01 Experience strategy & operating model

The direction the executive team signs, and the decision rights that hold it.

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

02 Creative & service design

The service a customer moves through. Journey mapping is one instrument, not the deliverable.

Customer Journey Reinvention
Contact Center Modernization & Agent Assist

03 AI in the customer path

What AI decides, where a human takes over, and what it costs at real volume.

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

04 Innovation, evidence & governance

Testing the expensive commitments before they are made, and surviving the first audit.

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

04 How we 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, rebuilt around the moments that decide whether a customer stays.

Operating Model Review

4–6 wks

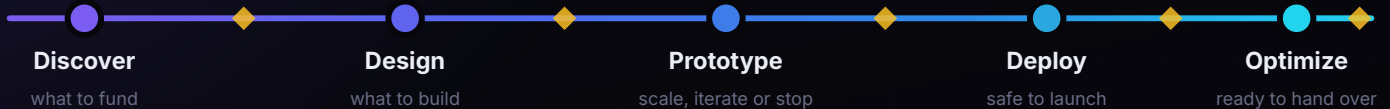
Who owns the customer outcome — decision rights, funding routes, and the forums that decide whether a strategy survives its first quarter.

05 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 — an honest diagnostic in, a customer experience your own team runs out. End to End is how far it goes: first question to release, no handoff in the middle.

◆ = decision gate. Nothing moves forward without one.



How long it runs is set by scope and complexity — a single journey moves faster than a portfolio, a regulated environment slower than one that isn't. The sequence and the gates don't change; the time between them does. Every phase runs against our proprietary toolkit — 21 AI-driven modules across diagnosis, design, decision and delivery — live models your team operates in the room, and they stay with your people when we release.

06 What the enterprise gains

BY THE SEAT THAT CARRIES IT

CEO

Needs one experience direction the whole company is actually funding.

The CX conversation reaches the board as a business argument with numbers attached, instead of a satisfaction score nobody can act on.

CMO

Needs the promise marketing makes to survive contact with delivery.

Brand promise and delivered experience measured as a single number, rather than two functions each hitting their own.

COO

Needs service that holds at volume without adding headcount every forecast.

Capacity that comes from removing avoidable work, not from staffing to the worst forecast and hoping the peak is kind.

CIO

Needs AI in the customer path that is buildable, observable and safe at peak.

The platform conversation starts from journeys and evidence, so integration debt is known before the contract is signed rather than after.

CCO

Needs real ownership of a journey that crosses four functions.

Arbitration stops being a contest of opinions. The evidence decides, and the decision holds past the meeting.

CFO

Needs a case built on assumptions finance has already agreed to.

An investment argument that survives its second year, because the measurement was designed at the same time as the spend.

Risk and compliance and the people function carry their own version of this: risk shapes the design instead of stopping the launch, and attrition and adoption are treated as design constraints from the start rather than handed over at the end.

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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