



We help put the right people, processes, and tools in motion to make great CX possible.

We eschew traditional, run-of-the-mill thinking. Our simple, action-oriented perspective lets us bring innovative solutions to your customer experience.

Bob Azman
Founder and CXO

www.innovativecx.com

Great CX is possible. We've seen the ins and outs and highs and lows for over 40 years. We break it down so you can cut through the complexity and make the moves that take your customer experience to the next level.

Working Principles: We hold ourselves and the work we do to high standards in accordance with the following principles:

- **A strong bias for action.** We are eager to make moves and want you to be, too. We explain how to make great CX happen, listing next steps, key milestones, and roles and responsibilities.
- **Forging new paths.** Where others rely on traditional thinking and the path of least resistance, we rely on a continuously fresh perspective. We're not afraid to think outside of the box—doing so allows us to forge the path rather than follow it.
- **Simplicity.** Customer experience can be complex; but it doesn't have to be daunting. Our years of experience across industries means that we've seen a lot. We share key learnings and best practices to help you focus only on the things that will yield great results.
- **An unrelenting work ethic.** We work hard because it's what our clients deserve and it's what advances the field of customer experience. In every engagement, we are right alongside you with our hands on as much of work as you'd like us to have.

Our Leadership and Expertise

Bob has over 40 years of customer experience, contact center leadership, and global operations management experience. He serves as Vice-Chairperson on the board of the CXPA, is Adjunct Professor in the University of Minnesota Carlson School of Management's Supply Chain and Operations Management department, is a Senior Lecturer in the Customer Experience Management Program at Rutgers University, and is a guest lecturer in the MBA program at the University of St. Thomas Opus School of Business.

Contact us for a free consultation: innovativecx.com

How we share our expertise: Every engagement is customized to evaluate your strengths and opportunities, determine your most important CX goals, and bring the greatest value to your customers and business.

CX Strategy and Execution

We look at the broader picture—how customers, employees, partners, and business all come together—to help you develop and execute a holistic strategy that meets your overall satisfaction goals.

Sales and Service Experience Design

We assess people, processes, and technology within your contact centers and provide recommendations for delivering an exceptional customer experience.

Talent Development

We help you get the right people, with the right skills, in the right place, at the right time.

- 📞 612-865-7669
- ✉️ bob@innovativecx.com
- 🌐 [robertazmanmba](https://www.linkedin.com/in/robertazmanmba)
- 🐦 [@innovative_cx](https://twitter.com/innovative_cx)
- 🏠 Austin, TX