



Team Value Creation

Measure and prove your team's impact

Within a company, every functional area is a critical component of that organization's value delivery model. Unfortunately, the impact of specific teams and individuals is often overlooked or at the very least, severely undercredited. That's where MetaCX can help.

Proving Your Value

MetaCX has created the first-ever Business Value Network where companies go to manage their business relationships. Within the network, team collaboration is facilitated through Bridges—shared digital spaces where those in your functional area can come together to track your unit's creation of value and impact on overarching company initiatives. The Bridge keeps all parties accountable and focused on the goals, action plans, and evaluation measures necessary to achieve shared success.

To measure your value creation efforts, MetaCX creates a private, secure framework for all network members to instrument any application, system, or digital endpoint. The platform can ingest data from any source and normalize it to a time-series based signal that can be used to track performance against expected value. It's never been easier to understand the value your team is creating and see where improvements can be made.

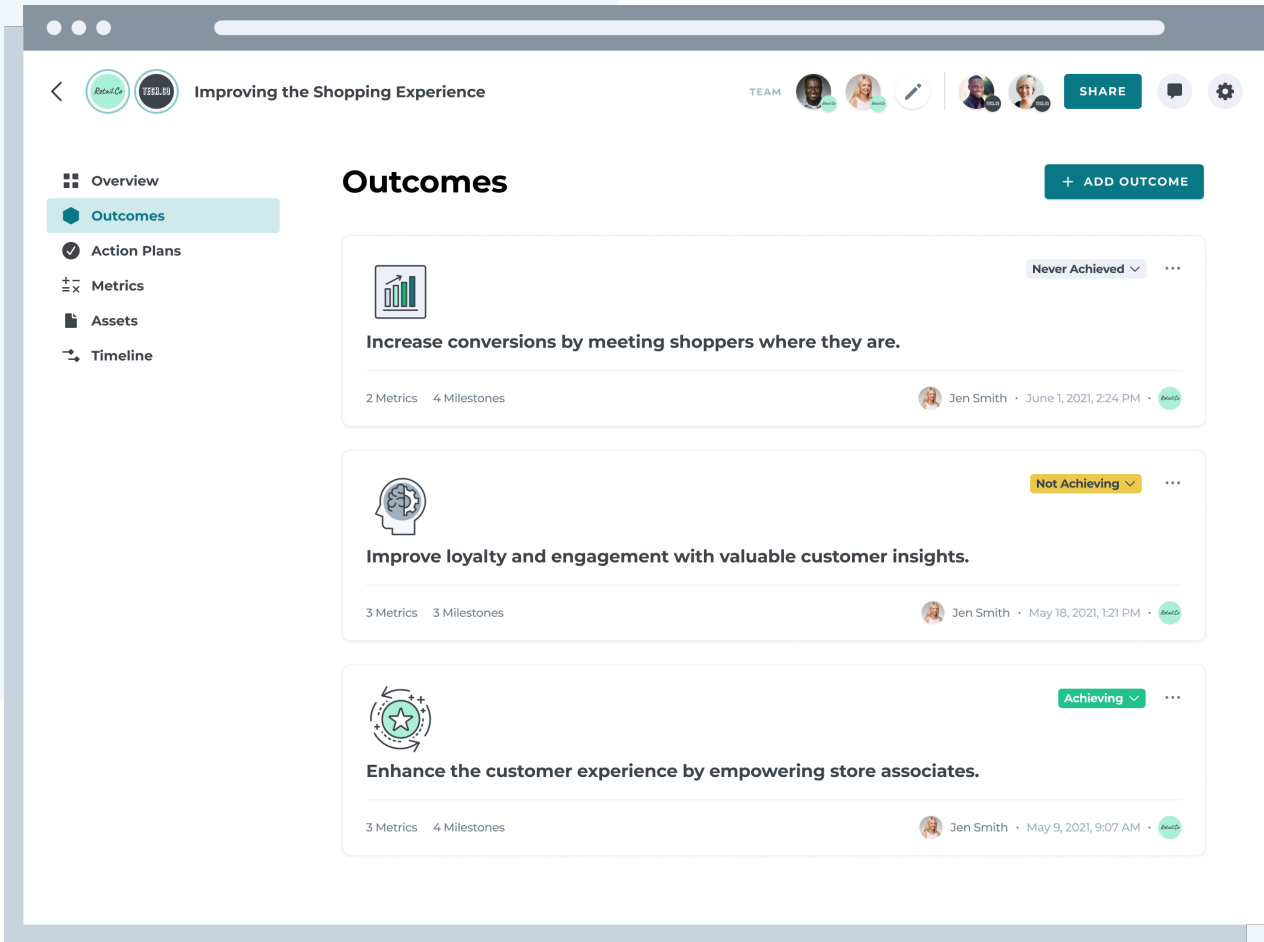
Utilizing these performance metrics, you can finally provide real-time visibility into your unit's impact to leaders throughout the organization.

Tracking Vendor Performance

In addition to proving a functional area's impact, MetaCX can also be used to track vendor value delivery. Considering all the hours spent in evaluating and onboarding a new vendor, it's in your team's best interest to monitor whether or not the company is delivering on the value promised.

Leverage MetaCX to align with vendors on the outcomes you're looking to achieve and to gain real-time insight into your team's use and adoption of vendor products and services. Monitor performance over time to understand the impact each vendor has on your team's success.

If you're interested in taking vendor initiatives a step further, you can even connect with outside teams within your field of expertise. Within a Bridge, compare value creation efforts and establish industry benchmarks for vendor performance.



The screenshot displays the MetaCX interface for a project titled "Improving the Shopping Experience". The left sidebar contains navigation options: Overview, Outcomes (selected), Action Plans, Metrics, Assets, and Timeline. The main content area is titled "Outcomes" and features a "+ ADD OUTCOME" button. Three outcome cards are listed:

- Never Achieved:** "Increase conversions by meeting shoppers where they are." (2 Metrics, 4 Milestones, created June 1, 2021)
- Not Achieving:** "Improve loyalty and engagement with valuable customer insights." (3 Metrics, 3 Milestones, created May 18, 2021)
- Achieving:** "Enhance the customer experience by empowering store associates." (3 Metrics, 4 Milestones, created May 9, 2021)

How You Benefit

Foster internal alignment and accelerate time to value by establishing desired outcomes for your team in a shared digital space.

Set clear expectations for each vendor partnership by working together to define and document your team's desired outcomes.

Outline step-by-step action plans that everyone in your functional area can access, collaborate on, and track in real time.

Establish a consistent, repeatable process for proof of performance across your entire vendor network.

Gain internal trust and respect by demonstrating the value your team creates and the impact you have on company success.

Compare value creation efforts and establish industry benchmarks by connecting with outside teams within your field of expertise.