



Customer Value Delivery

Put value at the center of the customer experience

Your customers purchase your products and services with specific outcomes in mind, but without a system in place that prioritizes value delivery, it's easy for expectations to become misaligned. This leads to inaction, mistrust, and unrealized potential for the partnership. Without a way to define, measure, and prove the value you're delivering, the long term viability of each customer partnership is perpetually at risk.

The reason for the disconnect is complex and multifaceted, but one of the main drivers comes down to ineffective technology. For decades, enterprise software has been built to serve a single enterprise—not to bring suppliers and buyers together to focus on the creation and delivery of value. Value is a thing. It can and should be defined, managed, and measured.

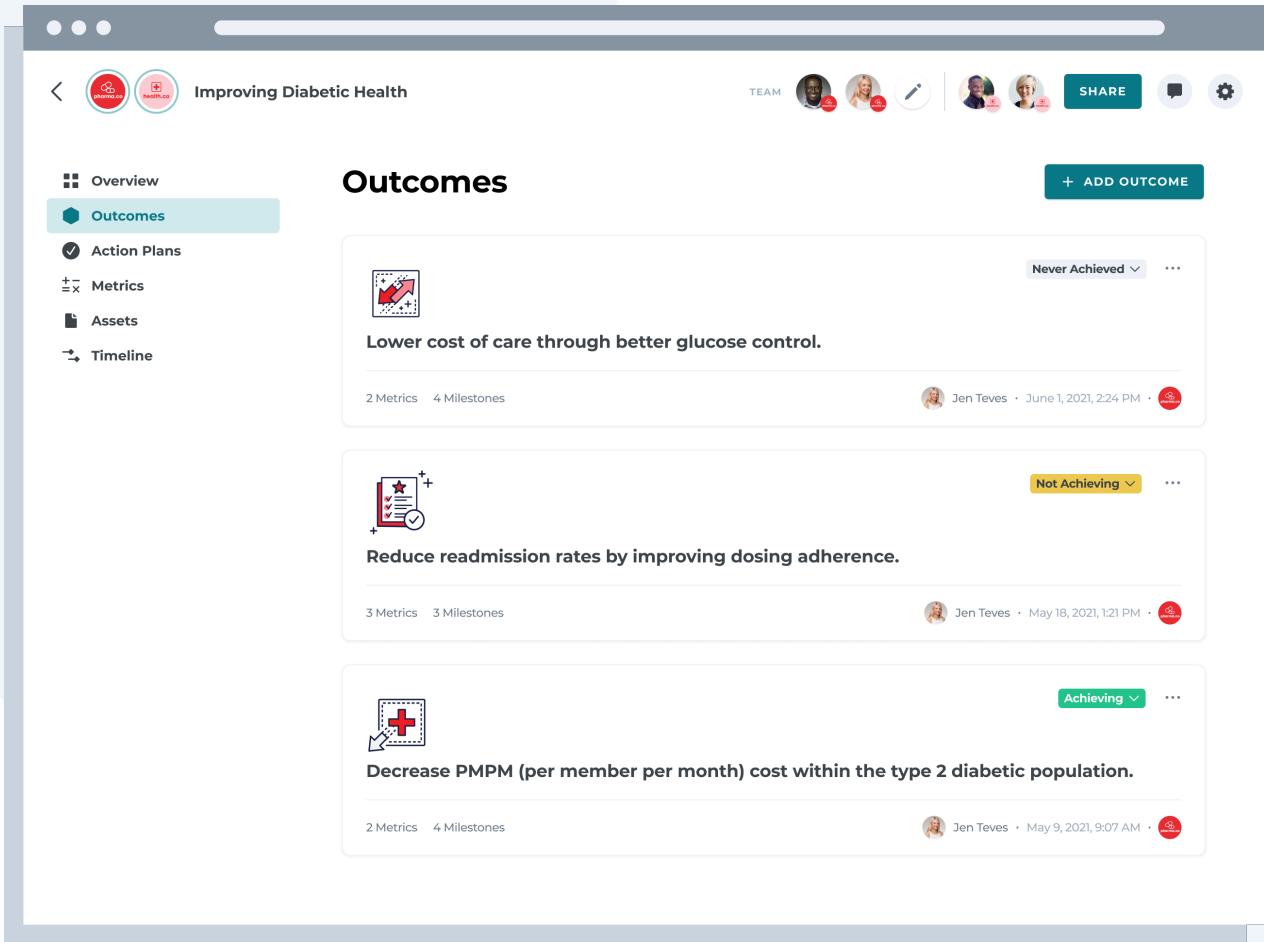
To bridge this gap, you need a network architecture, not B2B SaaS, that centers on value. It's time for the next generation of business technology.

The Business Value Network

MetaCX has created the first-ever Business Value Network where companies go to manage their business relationships. Within the network, companies like yours are able to connect with their customers through Bridges—co-owned digital spaces where suppliers and buyers can come together to define and collaborate on desired business outcomes. The Bridge keeps all parties accountable and focused on the goals, action plans, and evaluation measures necessary to achieve shared success.

To help companies prove their impact to customers, MetaCX captures multidirectional data. Both the supplier and buyer in a partnership are able to instrument any application, system, or digital endpoint and share these disparate data points to a Bridge. Within the co-owned space, individual metrics combine into a dynamic, comprehensive view of performance toward the achievement of outcomes and delivery of value.





The screenshot displays a dashboard for 'Improving Diabetic Health'. On the left, a navigation menu includes 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:

- Lower cost of care through better glucose control.** Status: Never Achieved. 2 Metrics, 4 Milestones. Created by Jen Teves on June 1, 2021, 2:24 PM.
- Reduce readmission rates by improving dosing adherence.** Status: Not Achieving. 3 Metrics, 3 Milestones. Created by Jen Teves on May 18, 2021, 1:21 PM.
- Decrease PMPM (per member per month) cost within the type 2 diabetic population.** Status: Achieving. 2 Metrics, 4 Milestones. Created by Jen Teves on May 9, 2021, 9:07 AM.

How You Benefit

Ensure continuous alignment around shared goals and objectives by collaborating with customers in a shared digital space that fosters trust and transparency.

Transform the customer lifecycle from disconnected silos to one "steel thread" digital experience that centers on the delivery of outcomes.

Gain real-time insight into when customers are veering off course so that you can take immediate action to ensure outcome achievement and long term success.

Unlock the expansion movement by demonstrating proof of value through quantitative measures of your product's value and impact.