CXTech

Improving Customer Experience with Tech

DIGITAL JERSEY   IMPACT Jersey   Government of JERSEY

WHY CXTECH?
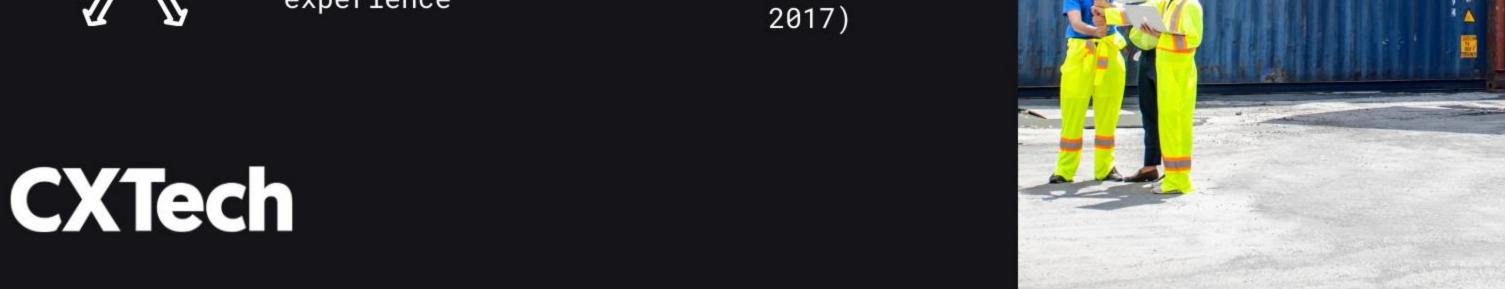
Stagnated productivity

Rising costs for logistics

Fragmented digital customer experience
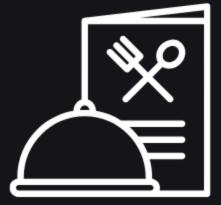
81% of businesses compete on CX (Gartner, 2017)

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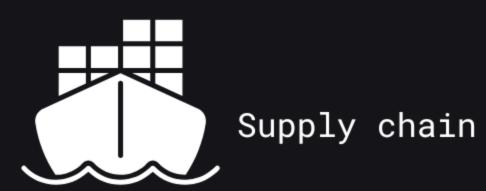
THE KEY SECTORS

CXTech

Tourism

Accommodation

Retail

Hospitality

Logistics

Supply chain

THE OBJECTIVES

↑ Productivity and/or quality of customer experience

↑ Productivity and/or quality of supply chain businesses

↑ Amount of data available to industry and to policymakers

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ADVICE

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1. Follow the guidelines

- Read the documents
- Answer the question
- Understand the eligibility criteria

2. Be engaged

- Show you're passionate
- Ask questions
- Use feedback from the pitch

3. Show your preparation and planning

- Build a good budget
- Prepare for the project plan
- Keep things concise

4. Keep it simple and direct

- Keep it simple
- Don't run straight to the AI chatbots!

ELIGIBILITY

There must be 1 lead applicant.

The project must commence within 3 months of the grant award date and be completed within 12 months.

The project must have 50% match-funding.

The project must deploy and demonstrate its benefits in Jersey.

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JUDGING CRITERIA

Innovation (25%)

Stakeholder engagement (10%)

Project Delivery (45%)

- Project plan and timeline
- Leadership and experience
- Resource management

Impact and benefits (20%)

INDICATIVE TIMELINE

CXTech

7th Nov

15th Jan

24th Jan

**27th Jan -
7th Feb**

March

Applications
open

Application
window
closes

Pitching
day

Detailed
project
planning phase

Projects
announced

VIRTUAL CLINICS

CXTech

18th November

4th December

Virtual format

Ask questions!

CXTech Q&A

NOW LIVE

Scan the QR code to visit the CXTech application page