

HUMAN-FIRST CUSTOMER EXPERIENCE

make every INTERACTION count

We help organisations move customer experience from good intention to lived reality by connecting strategy, behaviour, learning and action.

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WHAT WE BELIEVE

**experience is
shaped in the
moments that
matter.**

01

Customer experience is not a department, a dashboard or a once-off initiative. It is what people feel, remember and repeat after every interaction with your business.

XMwize helps teams make those moments more intentional, more human and more aligned to business outcomes. We do not believe in fluffy CX. We believe in practical work that changes how people think, decide and show up.

— LEADERSHIP LOGIC

direction. execution. capability.

Direction keeps the work focused. Execution makes it real. Capability makes it last. XMwize is led through two visible leadership lenses, with execution built into the method, rhythm and governance of the work.

WHY IT MATTERS

Direction chooses the right problem. Execution turns the answer into working practice. Capability makes the new behaviour last. That is the logic behind how XMwize moves experience from intention into daily judgement.

LEADERSHIP LOGIC

Two visible leadership lenses, with execution built into the method, rhythm and governance of the work.

DP

DIRECTION

01

Debi Potgieter

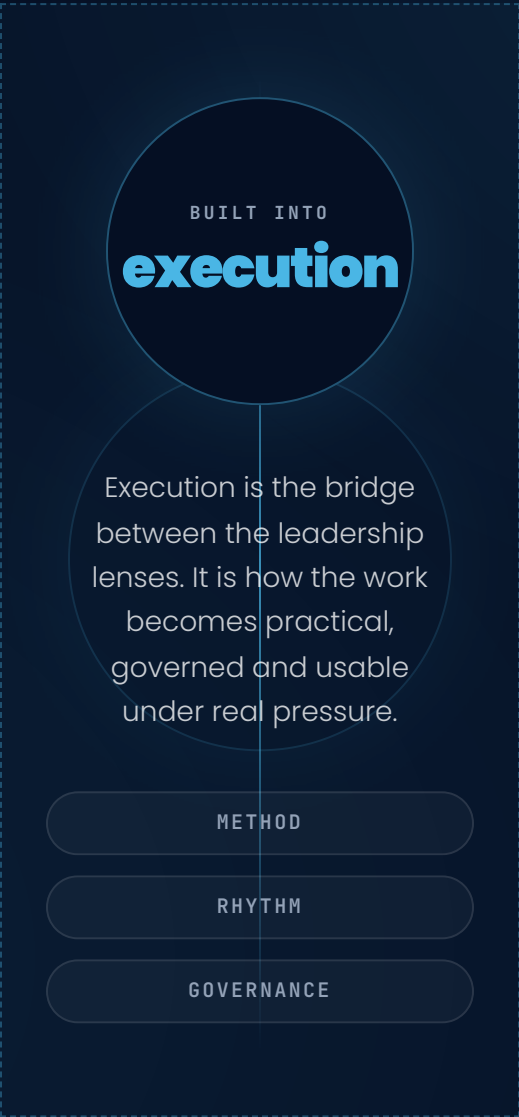
CCXP · ACXP® · CCCX

define

Are we solving the right problem?

Debi shapes where XMwize focuses and why, keeping the work commercially relevant, measurable and grounded in operational reality. She anchors the question, the commercial case and the judgement that guides the work.

QUESTION · CASE · JUDGEMENT



SC

CAPABILITY

02

Shivonn Cunha

CCXP · ACXP® · CCCX

embed

Will this still work six months later?

Shivonn builds the confidence, shared language and learning ecosystems that help new behaviours last. She anchors the capability backbone behind XMpower and the habits that make change stick.

CONFIDENCE · LANGUAGE · HABITS

— OUR LENS

cx lives where pressure touches the system.

01

Every interaction leaves evidence.

Customers remember how easy, clear and human the moment felt.

02

Insight only matters when it moves.

Research, feedback and data must translate into decisions and action.

03

People need shared language.

Teams need practical tools, not abstract CX theory.

04

Behaviour is the bridge.

Strategy becomes real when it changes what people do every day.

05

Momentum must be designed.

Experience change needs energy, rhythm and visible leadership.

— THE XMWIZE ECOSYSTEM

three ways to make every **INTERACTION** count.

The orbit shows how the XMwize ecosystem holds together: a human-first core, three leadership lenses and three connected ways of creating impact.

XMpact

Transform

Strategy, insight and implementation support.

XMpower

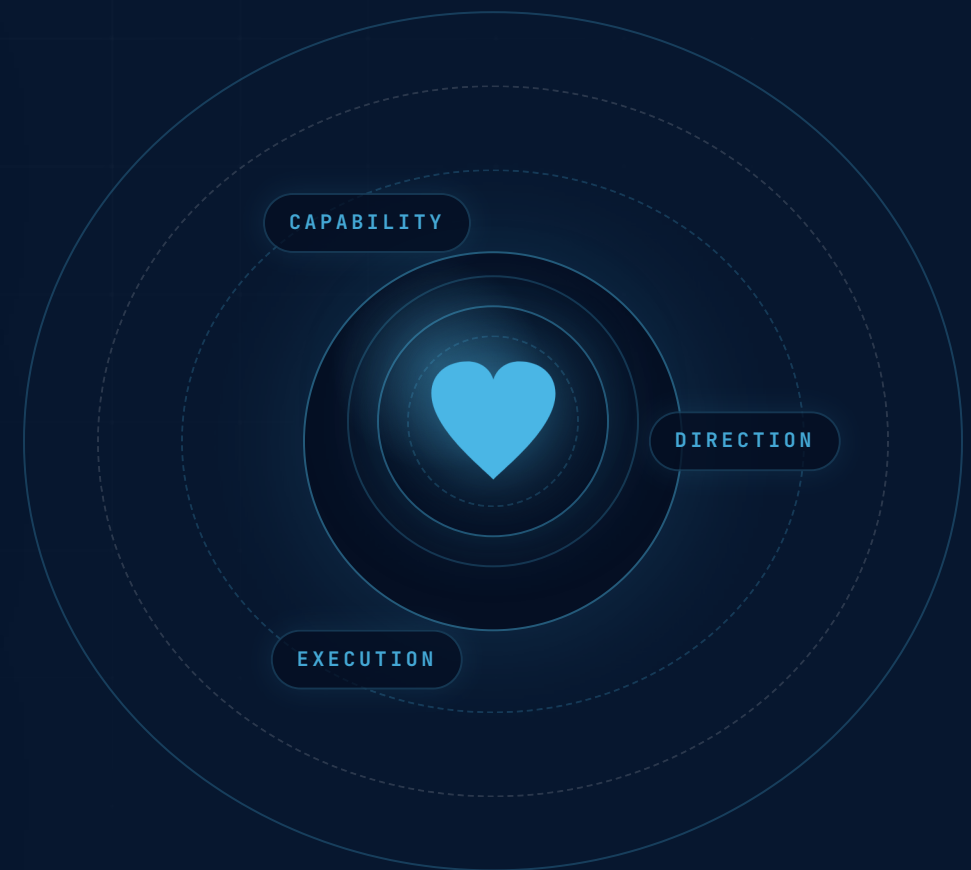
Educate

Learning, enablement and behaviour change.

XMgage

Inspire

Thought leadership, content and CX energy.



— INSIDE THE ECOSYSTEM

three connected ways of creating **IMPACT.**

XMPACT

01

transform

XMpact is where strategy becomes movement. We help organisations understand what customers are experiencing, where friction is showing up and what needs to shift to create better outcomes.

CX strategy

Journey mapping

Voice of customer

Credit risk

Prioritisation

Strategic dialogue

XMPOWER

02

educate

XMpower is where learning becomes behaviour. We design practical, human-centred learning experiences that help teams understand customer experience and apply it in real business moments.

Masterclasses

Experiential learning

Gamified learning

Curriculumums

Toolkits

XMGAGE

03

inspire

XMgage is where ideas become energy. We create platforms, conversations and thought-leadership moments that inspire people to think differently about customer experience.

Keynotes

Publications

Podcast / vodcast

Speaking engagements

Signature content

Direction defines the problem. **Execution** makes the solution workable. **Capability** makes the behaviour last. Around that core, XMpact transforms, XMpower educates and XMgage inspires.

EXPLORE THE PILLARS

from concept to lived reality.

Each pillar can stand alone or connect into a larger customer experience transformation journey.

01

xmpact

The work that turns customer truth into business action.

Transform the system

- CX strategy and experience direction
- Voice of customer design and sense-making
- Personas, segmentation and human insight
- Strategic dialogue and leadership alignment
- Journey mapping and friction diagnosis
- Credit risk consulting across account management, collections and recoveries
- Maturity assessments and prioritisation

EXPLORE THE PILLARS • CONTINUED

02

xmpower

The learning that helps teams understand, practise and apply CX.

Educate the people

- Masterclasses and capability journeys
- Gamified learning and CX games
- Leadership enablement and facilitation
- Experiential learning and simulations
- Learning curriculums and toolkits
- Frontline learning and behaviour practice

03

xmngage

The content and conversations that create curiosity, energy and momentum.

Inspire the movement

- Keynotes, panels and speaking engagements
- Podcast / vodcast concepts and conversations
- Thought leadership and advisory narratives
- Publications and signature content
- Campaign ideas and brand-led CX moments
- Internal momentum and CX energy builders

— THE INVITATION

make every INTERACTION count.

Whether you are shaping strategy, building capability, aligning leaders or energising teams, XMwize helps you move customer experience from concept to lived reality.

TRANSFORM

EDUCATE

INSPIRE

— CLIENT FEEDBACK

in their WORDS.

"

The XMwize team demonstrated exceptional professionalism and a strong commitment to delivering outstanding experiences.

• STANDARD BANK MOZAMBIQUE

"

This partnership bridges the gap between deep regional intelligence and actionable CX strategies that actually resonate locally.

• IN ON AFRICA

"

XMwize's experiential learning was fantastic. We learned, engaged, and walked away with actionable insights.

• PPB AFRICA REGIONS

"

It was such a great opportunity to have this conversation on the XMgage Podcast. Thanks for being such a fantastic host.

• GREG MELIA, CXPA

"

What a great conversation. Thanks for inviting me to join the XMgage podcast.

• BRUCE TEMKIN

THE INVITATION

let's make it REAL.

CONNECT

where to next

Scan the QR code to open XMwize Solutions' Linktree and navigate directly to key channels.

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TRANSFORM

EDUCATE

INSPIRE

QR CODE

scan to connect

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