



# Insights to Impact Command™

Operationalise customer journey insights into measurable action:

A scalable operating layer that connects experience signals (Glassbox + other sources) to execution systems (ServiceNow/Jira/Salesforce) and executive reporting.



Custodian routing



Severity rules



Speed-to-fix



Outcome proof



1  
Direct



2  
Prioritise



3  
Route



4  
Resolve



5  
Prove

A man with short dark hair and glasses is sitting at a wooden desk. He is wearing a light-colored jacket over a white t-shirt. He is looking down at a silver laptop in front of him. His right hand is near a white cup of coffee, and his left hand is on the laptop trackpad. The background is a plain, light-colored wall. A vertical red line runs down the center of the image.

# Insights to Impact Command

# Journey issues are visible. Fixes still stall.

Most enterprise teams can see digital friction, but the operating model around ownership, prioritization, and its proof is often missing.



## Issues do not land fast enough

Teams see the journey issues, but fixes don't land with the right owners fast enough.



## Lack of visibility of priorities

No consistent severity model—everything becomes 'urgent', or nothing gets prioritized.



## Flaws in monitoring of outcomes

Limited accountability: incidents are discovered, but not governed to closure with proof.



## Inability to track progress

No outcome reporting: leadership can't see what improved, what was fixed, and what value was realized..

### The Promise

## Turn insights into action- and action into measurable results



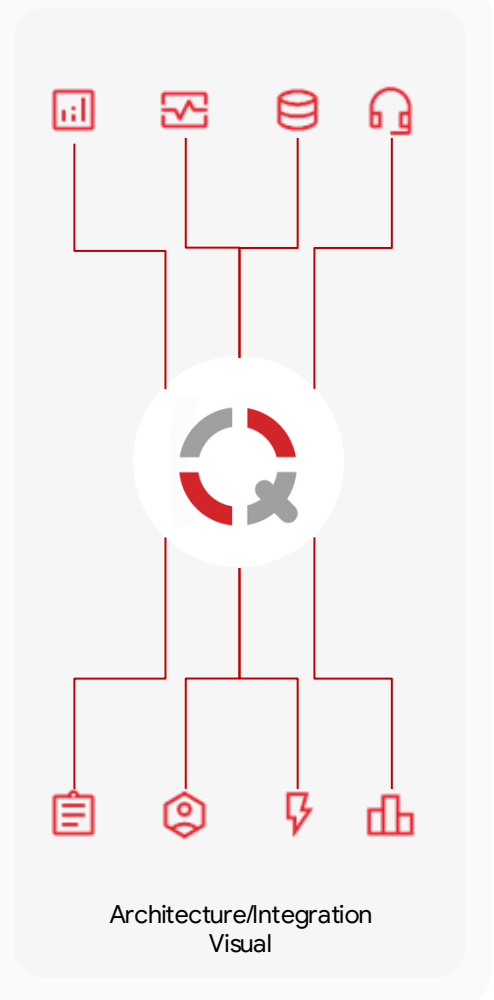
### What it is

- A repeatable operating model + templates + governance cadence delivered as a managed service.
- An integration-friendly layer that works best when connected to the client's execution stack (e.g., ServiceNow/Jira, Salesforce, Teams/Slack).
- A measurement framework that links incident resolution to outcomes (CX, conversion, contact pressure, SLA, and cost-to-serve signals).



### Where it fits

- Experience signals: Glassbox; Google/Adobe analytics; mobile crash/telemetry; APM (Dynatrace/New Relic/AppDynamics); contact centre/IVR; CRM/service interactions.
- Execution systems: ServiceNow (ITSM/CSM); Jira/Azure DevOps; Salesforce Service Cloud; Teams/Slack notifications.
- Data & reporting: client data lake/warehouse (optional), Power BI/Tableau/Looker, executive monthly pack.

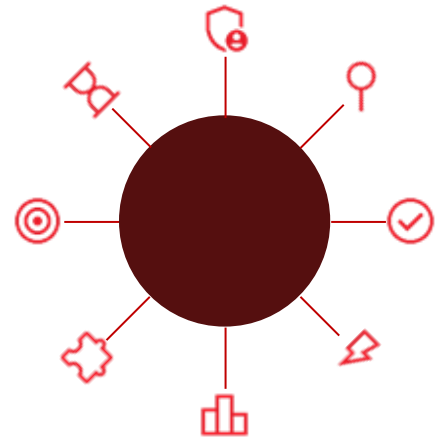


# Insight → Route → Fix → Prove → Report


Detect	Prioritise	Route	Resolve	Prove
Identify high-impact journey incidents (drop-offs, rage clicks, errors, latency, dead ends).	Score severity using agreed rules (customer impact × frequency × business value × risk).	Assign to the right custodian automatically (system/team/owner) and open a ticket with context.	Track acknowledge → fix → verify; prevent recurrence through root-cause actioning.	Measure outcomes and publish exec-ready packs (wins, trends, ROI signals).

## Service Tiers (scalable)


Tier	Purpose	What Quarphix does	Best for
Monitor	Visibility + accountability	Custodian mapping; severity rules; ticket templates; weekly rhythm; monthly pack	Teams new to operationalising journey insights
Optimise	Faster fixes + fewer repeats	Root-cause facilitation; backlog grooming; verification checks; outcome attribution	CX/IT teams needing speed-to-fix + conversion gains
Operate	Managed outcomes	Continuous triage, routing, escalation, governance; exec reporting; playbooks + fast-fix storytelling	Enterprise programmes requiring BAU capability with measured impact




## Reusable Assets (what we deploy and tailor)




Custodian Matrix Template (journey step → system → team → owner → escalation path).




Severity Rules Library (PO/P1/P2 with measurable thresholds).



Ticket Templates (PO/P1/P2) with mandatory context fields and acceptance criteria.



Monthly Pack Template (exec-ready: outcomes, trends, risks, decisions required).



Fast Fix Wins Storyboard (before/after narrative with proof and learning).

# Typical fast-fix opportunities

The model works across onboarding, checkout, contact centre deflection and mobile stability - anywhere digital friction has a measurable operational cost.

Use case	Signal detected	Action routed	Outcome proof
Digital onboarding drop-off	High abandonment at KYC step; repeated validation errors	Ticket to onboarding product owner + platform team; severity PO	Reduced drop-off; fewer repeat calls; improved completion rate
Payments / checkout failure	Error codes + rage clicks + latency spike	Incident to payments squad + infra; comms to service desk	Fewer failed transactions; reduced complaints; shorter MTTR
Contact centre pressure	Repeated journey loops; 'help' clicks; IVR spikes	Fix to digital journey owner + knowledge base update	Lower call volume for that issue; shorter AHT; improved CX
Mobile crash / app instability	Crash clusters by device/OS; session replays show failure path	Ticket to mobile team + release hotfix	Reduced crashes; improved app store sentiment; fewer escalations

## How we measure success



### Primary Operational KPIs

- Time-to-acknowledge (TTA)
- Time-to-fix (TTF)
- Time-to-verify (TTV)
- Backlog health and aging
- Custodian performance



### Outcome KPIs

- Conversion lift / drop-off reduction
- Reduced customer contact pressure
- Reduced repeat incidents and rework
- Improved stability / latency
- Fast Fix Wins narrative

# What the client receives

Insights to Impact Command™ does not require exposing PII. Routing is based on journey context (step, page/event, error type, segment, device, geography, product) and ownership mapping. Where identity is needed, clients can use existing secure identifiers (hash/token/case reference) governed by their policies.

- Use non-PII incident keys (journey step + error signature + timestamp + segment).
- Attach session replay links/access controls only to authorised roles.
- Optional: integrate with CRM/case systems where identity already exists under client governance.

## A. Setup & Enablement

- Discovery + journey inventory
- System ownership mapping
- Custodian matrix approved
- Severity rules signed off
- Ticket templates configured

## B. Operational Delivery

- Weekly triage rhythm
- Backlog grooming
- Routing + ticket creation
- Speed-to-fix tracking
- Recurrence prevention

## C. Executive Reporting

- Monthly outcomes pack
- Trends, risks + decisions
- Fast Fix Wins storyboard
- Quarterly business review
- Roadmap recommendations

Timeline	What happens	Outputs
Days 0–10	Discovery + ownership mapping + incident taxonomy + success measures	Journey inventory; custodian draft; KPI baseline
Days 10–20	Severity rules + ticket templates + governance cadence design	Signed-off rules; templates; operating rhythm
Days 20–45	Integrations + routing setup (ServiceNow/Jira/Salesforce/Teams)	Working routing; ticket auto-creation; pilot backlog
Days 45–60	Pilot run (Monitor tier) + calibrate severity + refine ownership	Stabilised routing; initial wins; lessons learned
Days 60–90	Scale to Optimise/Operate tier + executive pack + QBR readiness	Monthly pack; repeatable BAU; measurable outcomes

Timelines dependent on scale and complexity

# Transparent, scope-led pricing

Pricing is driven by scope and integration complexity, while keeping the outcomes-first standard consistent across

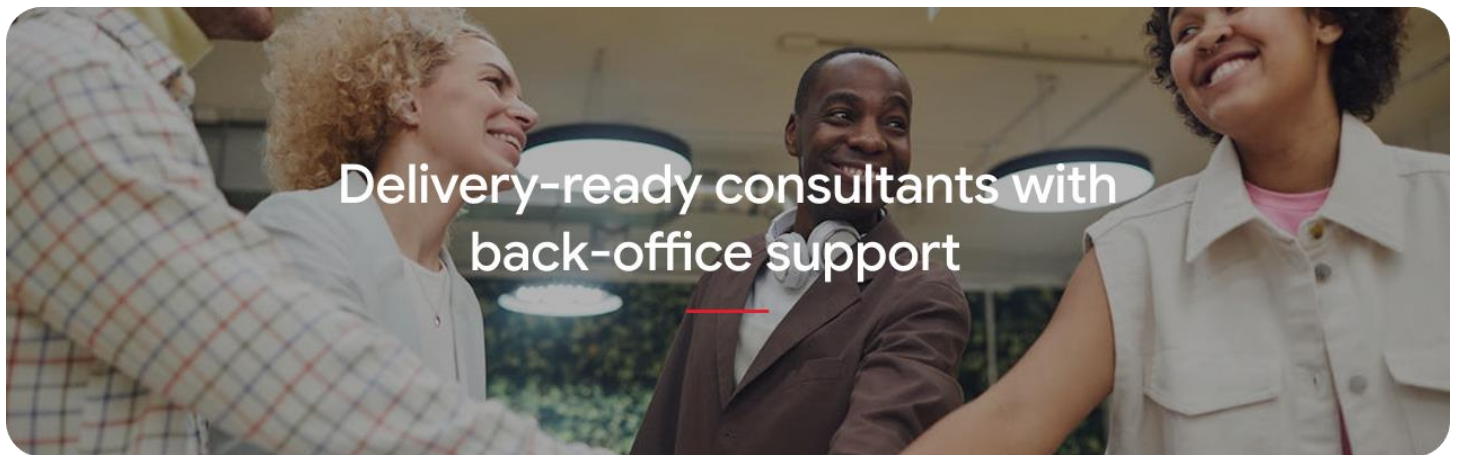
## Pricing levers

- Data sources integrated
- Execution systems and routing paths
- Journey scope and incident volume
- Tier and cadence
- Reporting depth



Avg. time to resolve 28% ↓  
 Tickets auto-routed 71%  
 Recurrence prevented 34% ↑  
 Outcome win rate 62%

Component	How priced	Notes
Setup	Once-off	Discovery, custodian matrix, severity library, templates and initial configuration
Integrations	Per integration (setup) + optional support	ServiceNow/Jira/Salesforce/Teams/BI; client security rules apply
BAU service	Monthly retainer by tier	Includes triage, routing, governance, and reporting
Outcome attribution (optional)	Add-on	Deeper analysis across sources to quantify impact



# FAQs and why Quarphix

## Is Insights to Impact Command™ only for Glassbox clients?

No. Glassbox is primary where available, but the operating model also applies to similar experience, analytics and telemetry tools

## Is this more reporting?

No — it is an execution layer: incidents are owned, worked, verified, and outcomes are proven.

## Do we need PII?

No. It is an execution layer: incidents are owned, worked, verified and reported against outcomes.

## How do you avoid ticket spam?

Severity rules, thresholds and backlog governance focus teams on high-impact fixes.

## How quickly can value show?

Early wins typically appear during the pilot once routing and severity rules are calibrated (first 30 – 60 days).

### WHY QUARPHIX

Built to turn journey insight into measurable operating rhythm.

1

#### Problem-first approach

We start with the highest-impact constraints, not dashboards.

2

#### Repeatable playbooks

Custodian matrix, severity library, ticket templates, monthly pack and fast-fix storyboard are standardised assets.

3

#### Outcome proof

Speed-to-fix and impact reporting show leadership what improved and why.

4

#### Scalable delivery

Tiers and transparent levers support pilot delivery, BAU expansion and recurring service Growth.

# Get a pilot proposal in 5 working days

In a short discovery, Quarphix identifies the top journeys, confirms system ownership and proposes a pilot scope that produces measurable wins.

## Top 3-5 journeys to target

Identify the customer journeys with the clearest pain, value leakage, contact pressure or conversion opportunity.

## Execution systems

Confirm where routed actions should land: ServiceNow, Jira, Salesforce, ADO, Teams or Slack.

## Data sources

Confirm Glassbox plus analytics, crash/telemetry, APM, contact centre or CRM inputs

## Desired cadence

Agree weekly rhythm, monthly pack and one quarterly business review per quarter.

## Ready for a focused discovery?

The goal is not to create another dashboard. The goal is to make high-impact journey issues visible, owned, fixed and proven with measurable outcomes.

Contact  
info@quarphix.co.za

www.quarphix.co.za  
+27 (0)10 448 1364