FFS CXLink *(Customer Experience Application)*

The CXLink is a customer experience application running on top of FFS Middle Office DXP, with set of components to choreograph series of events to track interactions and transactions across all integrated channels and touchpoints, then respond appropriately with a tailored content mapped to customer behavior and needs. With CXLink Event, business users can create without coding, using visual drag and drop, unlimited number of scenarios, that listen to customer behaviors, across all integrated channels, and respond back with proper action that will push pre-defined content (for example, offering service promotions, or sending targeted e-mail messages or updating another system) through the designated channel at specified time.
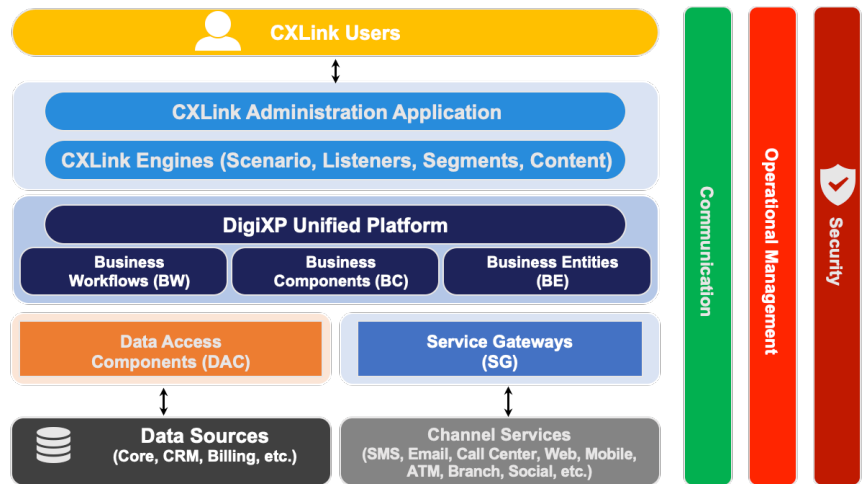

People Group of people to whom you want the scenario to apply

AI Reports view customer interaction across all integrated channels.

Time and Date Define the time and date that you want the system to perform a specific action.

Events Events that you want the system to watch

Content Predefined content you want push to customers

Action Actions you want the system to perform in response

Modern *Flexible Architecture*

Running on top of fully API-enabled FFS middle-office DXP, CXLink application can be deployed on-premises or cloud to work with any other existing digital and online systems.

With FFS modern flexible architecture, CXLink application can also integrate with all host back-end systems, to bring all together.

Under the hood, we have built these micro-services engines that act as mid-office and work together to integrate to all islands of host systems, databases, repositories, through the omni-cross channel connector that connect all type of channels (web, mobile, branch, ATM, KIOSK, call center and social) based on the role, security privileges and preference of the individual user. **We provide all these capabilities from a single unified digital experience platform.**

CXLink Users

CXLink Administration Application

CXLink Engines (Scenario, Listeners, Segments, Content)

DigiXP Unified Platform

Business Workflows (BW) | Business Components (BC) | Business Entities (BE)

Data Access Components (DAC) | Service Gateways (SG)

Data Sources (Core, CRM, Billing, etc.) | Channel Services (SMS, Email, Call Center, Web, Mobile, ATM, Branch, Social, etc.)

Communication | Operational Management | Security

CXLink Interacts with All Integrated Channels

Internet | Mobile | Social Media | Email | Location | Call Center

Touch Point	Content	Segment	Action
Web	SMS	Standard	Send email
Mobile	Email	Smart	Send SMS
Call Centers	Photo		Update Page Slot
Emails	Video		Update 3rd Party System
SMS	Data		
Social			
Store/Branch			
Others			