



Stop Guessing. Start Deciding.



The Hidden Risk in CX Transformation

CX and service transformation decisions frequently fail. The root causes are fragmented inputs, opinion-driven assessments, and AI tools that generate confident answers while masking uncertainty.

This is not just an operational challenge. It is a decision risk problem.



The “Opinion-Driven” Trap

Why Traditional Consulting Approaches Stall

Scattered Data

Inputs are trapped in silos, leading to incomplete context and blind spots.

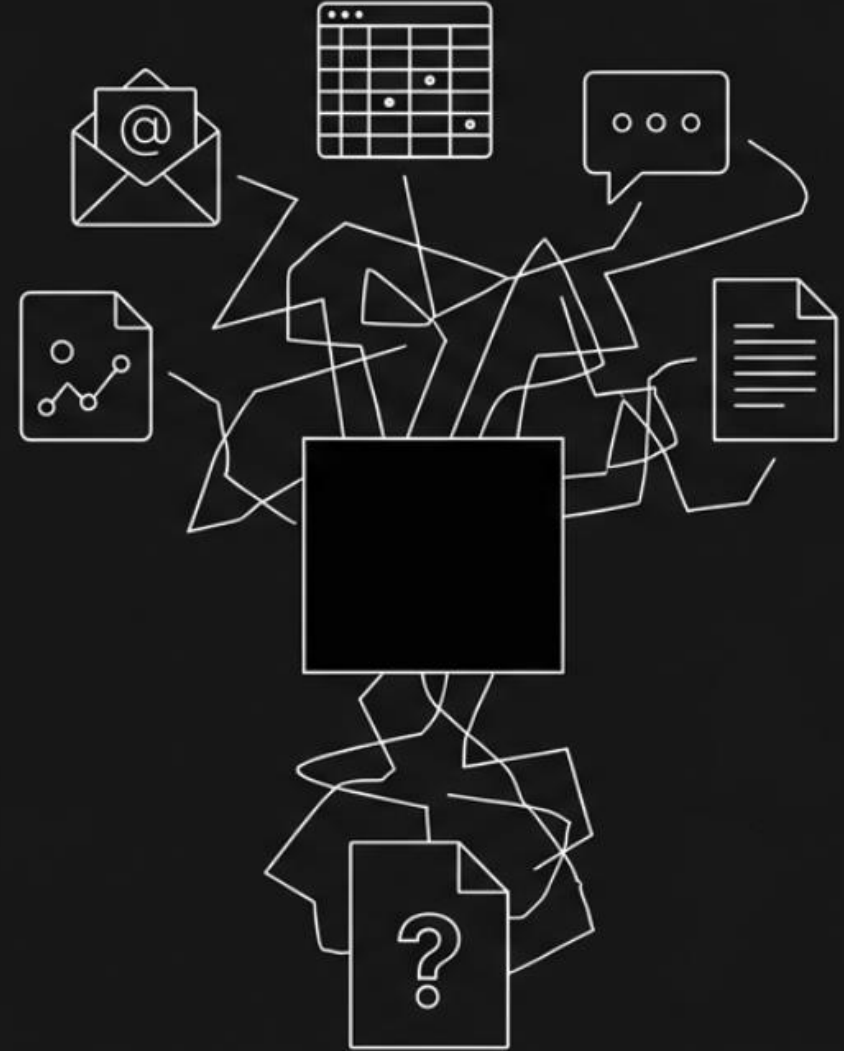
Hidden Assumptions

Recommendations rely on generic “best practices” rather than the operational reality of the specific organization.

False Confidence

Outputs look polished but lack transparency on what is actually known versus what is guessed.

The Result: Strategies that are hard to defend with Finance, IT, or the Board.

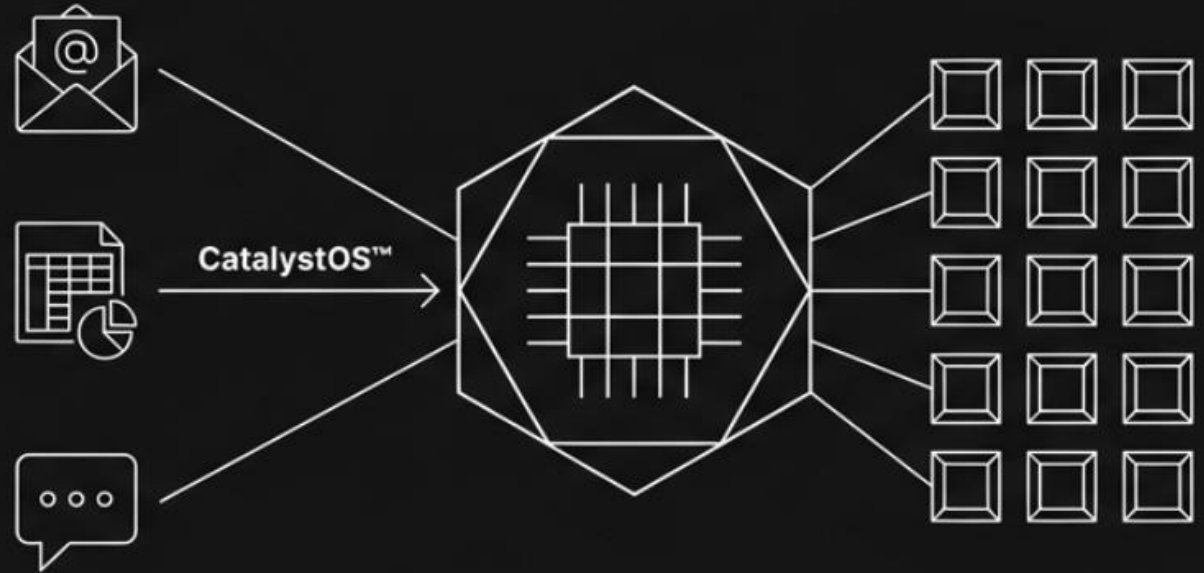


Evidence-Driven Experience Intelligence

The Intelligence Backbone of EvolveCX™

CatalystOS™ is an experience intelligence platform and **decision compression engine**. It ingests fragmented operational inputs and converts them into structured, confidence-backed guidance.

- Not a survey tool
- Not a generic AI
- A deterministic modeling engine



Decision-Grade Outputs

The CatalystOS™ Playbook



Executive Summary

Scored by confidence (Low / Medium / High).



Strategic Sequencing

Prioritized roadmap of what to do, in what order.



Financial Reality

ROI estimates and cost-to-serve ranges.



Operating Model

Workforce implications and sourcing mix.



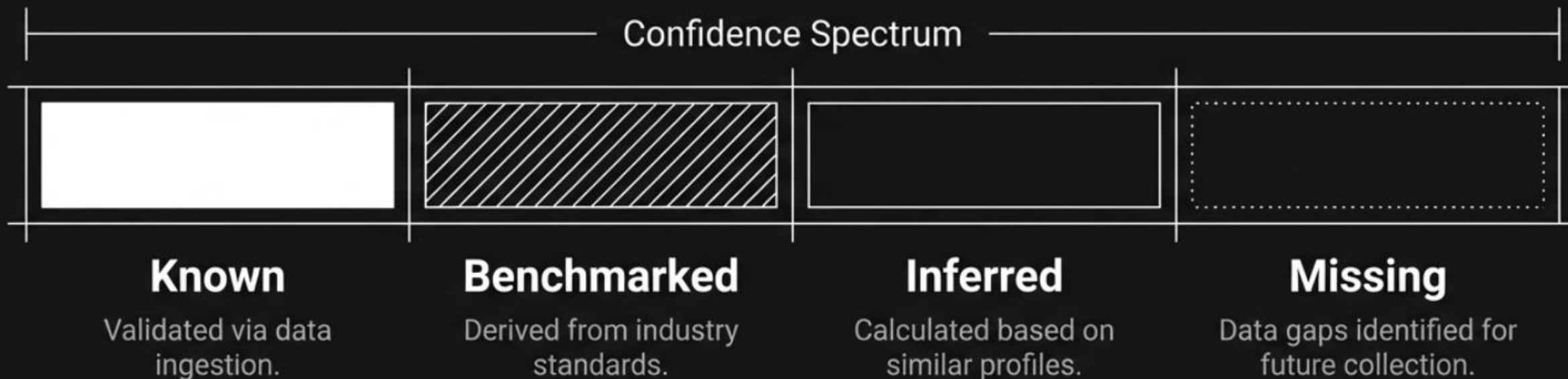
Risk Profile

Visible gaps, required assumptions, and mitigation steps.

This is not a slide deck—it is a defensible roadmap.

Confidence Is a Function of Evidence

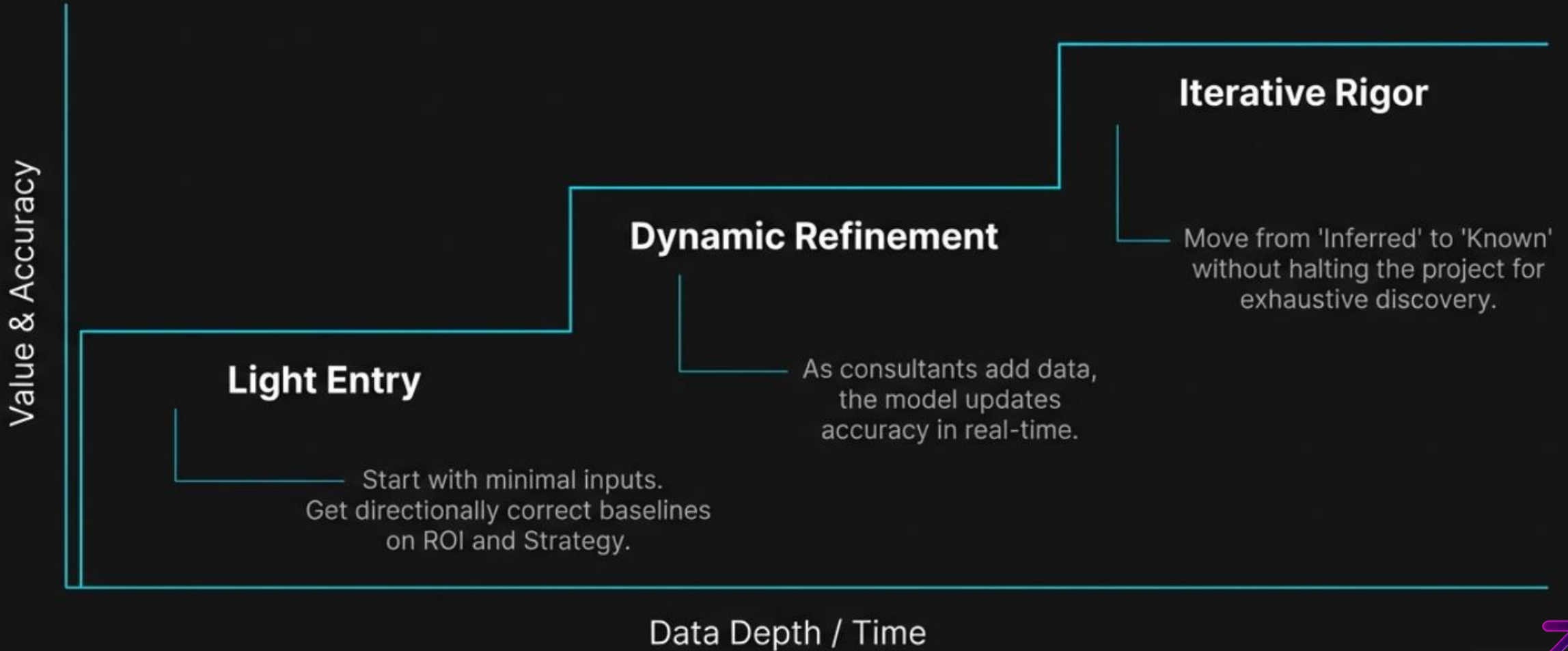
Transparency Instead of Blind Faith



Confidence scores guide what to validate next rather than masking uncertainty to sell a solution.

Progressive Intelligence

Value from Day One. No Data Paralysis.



Play. Journey. Flow.

A Unified Intelligence Layer for the Entire Lifecycle



Extensions of one data core, not separate disconnected tools.

The EvolveCX™ Difference

Faster. Consistent. Defensible.

Speed

Accelerates delivery of complex advisory outcomes.

Scale

Allows expertise to scale across the enterprise without diluting quality.

Truth

Ensures every recommendation is grounded in evidence, not opinion.



Designed for EvolveCX™ delivery today — and for consulting firms and independent advisors tomorrow.

Learn more at <http://www.evolvecx.ai>