

An aerial, wide-angle photograph of a dense urban landscape, likely New York City, taken from a high vantage point. The image shows a vast expanse of skyscrapers and buildings, with a mix of architectural styles. The sky is a deep orange and red, indicating sunset or sunrise, which casts a warm glow over the city. The perspective is looking down from above, creating a sense of scale and density.

CX 360 PLATFORM

Integrated
Customer Experience solution

16.7. 2021

nms

MARKET RESEARCH

WELCOME

TO THE INTRODUCTION
OF THE INTEGRATED CX SOLUTION





Jana Svobodová
Head Of Customer Experience



Tatiana Ovečková
Client Service Executive



NMS MARKET RESEARCH & TECHNOLOGY



Since 1999 we have helped our clients

- usually the bigger players on the market
- thanks to market research to improve their customer service, propose better products and to win new customers.

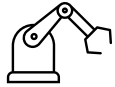
nms MARKET RESEARCH

OUR APPROACH



OUR SOLUTION ACCORDING TO CLIENT'S NEEDS

DATA QUALITY IS OUR NUMBER ONE PRIORITY



INVOLVEMENT OF THE LATEST TRENDS AND TECHNOLOGIES

IMPORTANCE OF DATA PROTECTION



OBSESSION WITH FINDING INSIGHTS

WE PERCEIVE

3 KEY TRENDS IN CX FOR 2021



OMNICHANNEL STRATEGY

BUILDING A SPIDERHOOD
AND USING
ALL CHANNELS
AT THE SAME TIME

A view through an airplane window showing an airport tarmac. In the foreground, the white wing of the airplane is visible, featuring a red logo. On the tarmac, there are yellow ground support vehicles, including a tug and a belt loader, and several ground crew members. In the background, a tall, grey control tower stands against a blue sky with scattered white clouds. The airport terminal and other aircraft are also visible in the distance.

AGIL APPROACH THE NEED TO MANAGE INDIVIDUAL TOUCHPOINTS FROM ONE PLACE

SHOPPING MANIA COMING SOON
WHO WILL GET THE LARGEST SHARE?



MANAGE

YOUR CUSTOMER EXPERIENCE



WIN

YOUR DESIRED CUSTOMERS





“

Your brand is formed primarily, not by what your company says about itself, but what the company does.

Jeff Bezos



USE

THE UNIQUE CX PLATFORM

CX 360 PILLARS

CX 360
MYSTERY SHOPPING



CX 360 PILLARS

CX 360
MYSTERY SHOPPING



CX 360
AUDIT CHECKLIST

CX 360 PILLARS

CX 360
MYSTERY SHOPPING



CX 360
AUDIT CHECKLIST

CX 360
ASAP FEEDBACK

CX 360 PILLARS

CX 360
MYSTERY SHOPPING



CX 360
AUDIT CHECKLIST

CX 360
ASAP FEEDBACK

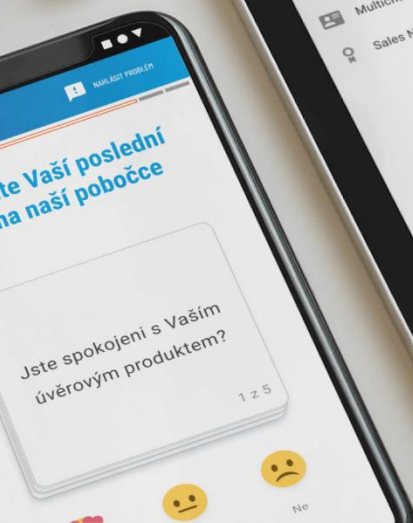
CX 360
ONLINE REVIEWS MONITORING

CX 360 PILLARS

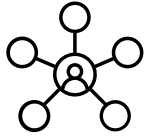


CX 360 PILLARS



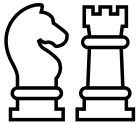
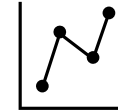


CX 360 PROVIDES



OMNICHANNEL MONITORING

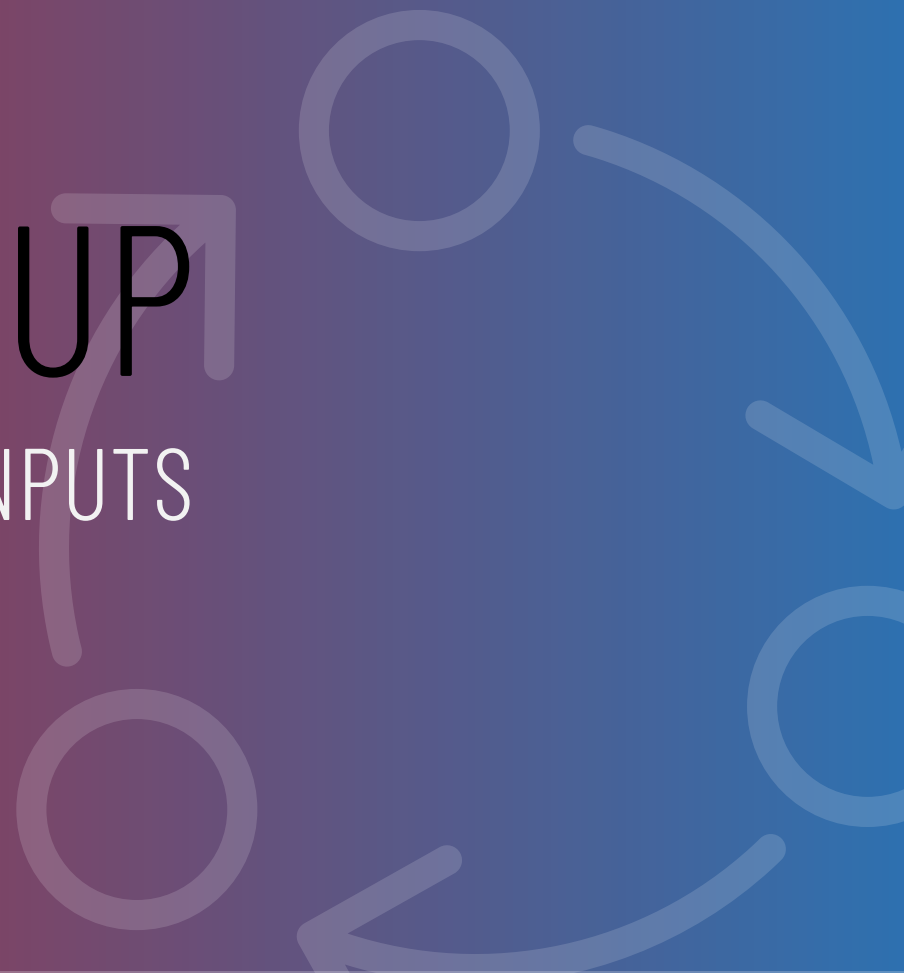
SOFISTICATED ANALYTICS



IMPROVEMENT MANAGMENT

SET UP

CX 360 INPUTS



MYSTERY SHOPPING

WALK IN YOUR CUSTOMER SHOES

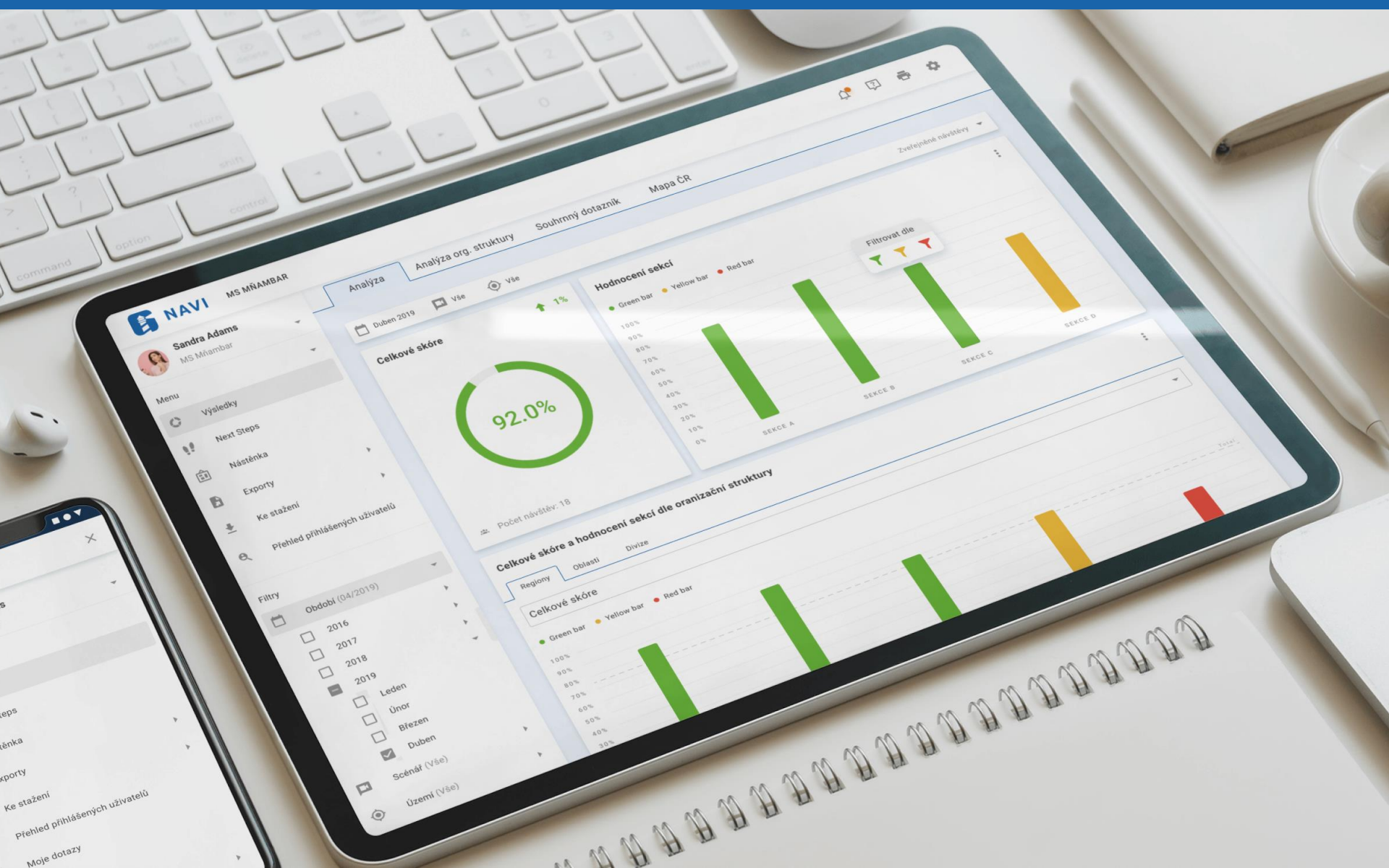


MONITOR CUSTOMER JOURNIES



CASE STUDY: GAS STATIONS





MS MŘAMBAR



Sandra Adams
MS Mřambar

Menu

Výsledky

Next Steps

Nástěnka

Exporty

Ke stažení

Přehled přihlášených uživatelů

Filtry

Období (04/2019)

☐ 2016

☐ 2017

☐ 2018

☐ 2019

☐ Leden

☐ Únor

☐ Březen

☒ Duben

☐ Scénář (Vše)

☐ Území (Vše)

Analýza

Analýza org. struktury

Souhrnný dotazník

Mapa ČR

Celkové skóre



Počet návštěv: 18

Hodnocení sekcí

Green bar Yellow bar Red bar

SEKCE A

SEKCE B

SEKCE C

SEKCE D

Filtrovat dle

Celkové skóre a hodnocení sekcí dle organizační struktury

Regiony

Oblasti

Divize

Celkové skóre

Green bar Yellow bar Red bar

100%

90%

80%

70%

60%

50%

40%

30%

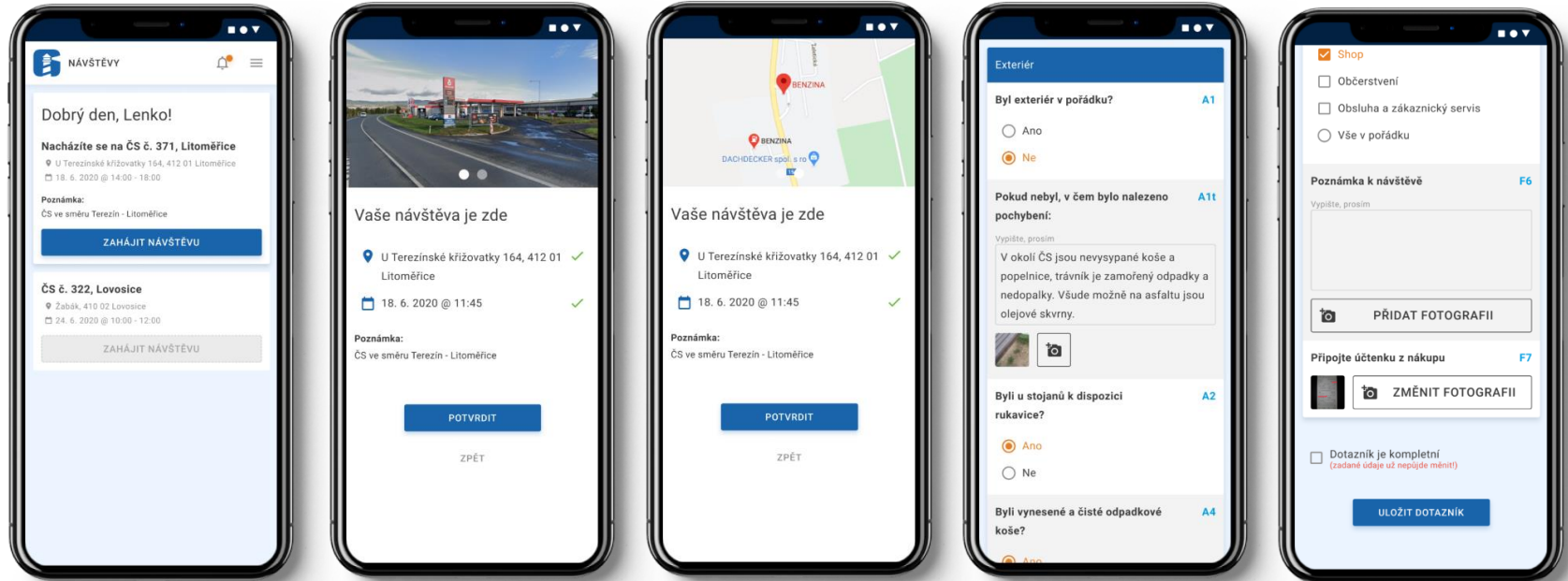
Total

CX 360 MYSTERY SHOPPING

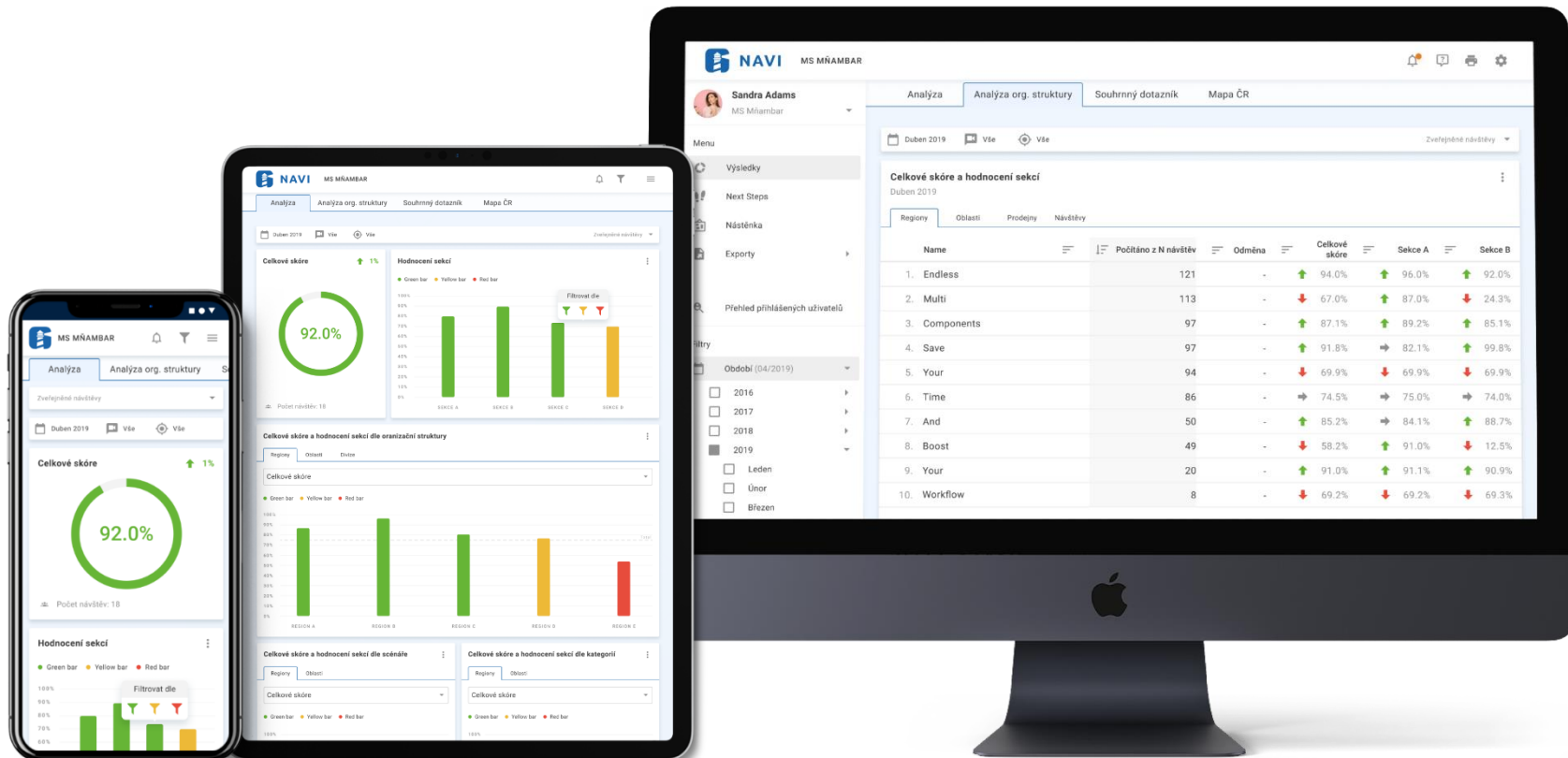


- ✓ I know what's going on at the branches, even when I'm not there.
- ✓ I know which branches need attention.
- ✓ I know where it rubs on the customer journey.
- ✓ I know what needs to train my people for.
- ✓ I have the inputs for motivation.
- ✓ I know if my activities from the previous period had an impact.
- ✓ I can respond to the identified deficiencies immediately.

DATA COLECTION UNDER CONTROL



BE ONE STEP AHEAD





EVERYONE IN THE COMPANY CAN GO
THROUGH THEIR CUSTOMER'S JOURNEY

AUDIT CHECKLIST

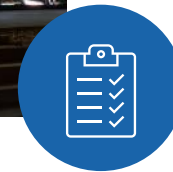
CX 360 INPUTS EVALUATION
BY INTERNAL OR EXTERNAL AUDITORS



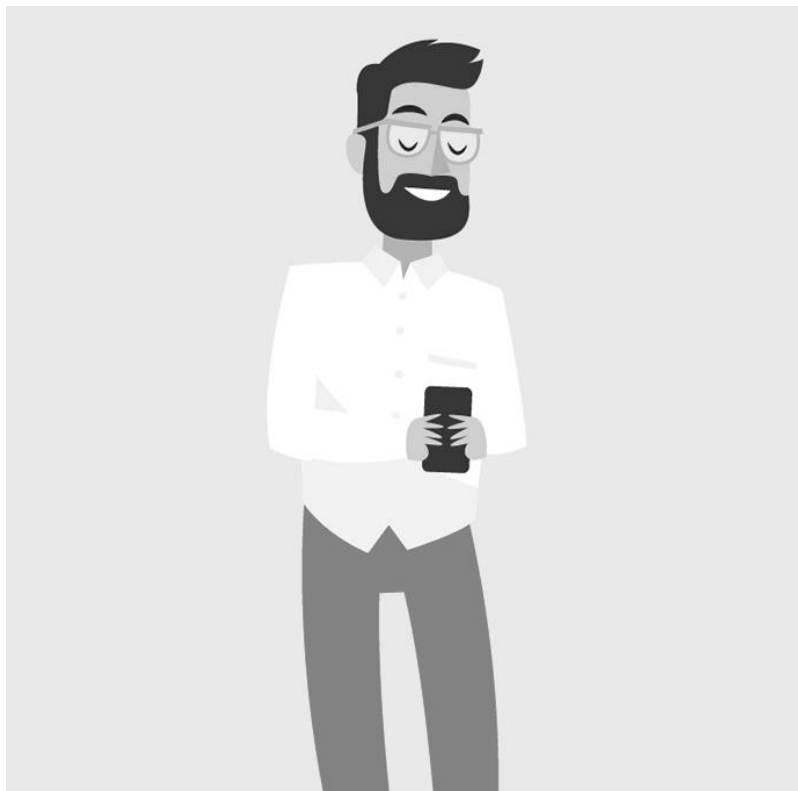
MONITOR STANDARDS



CASE STUDY: SUPERMARKET

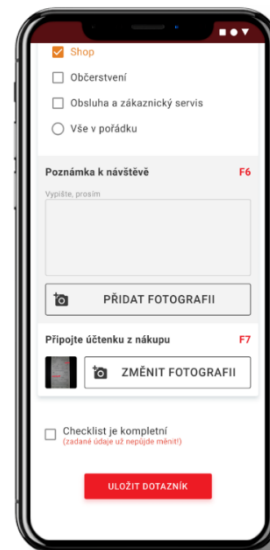
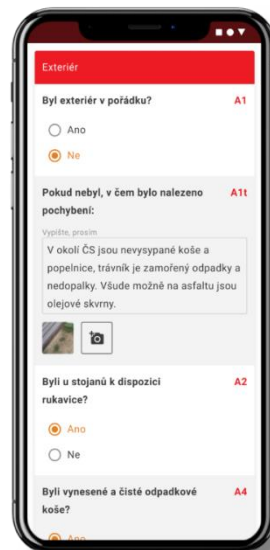
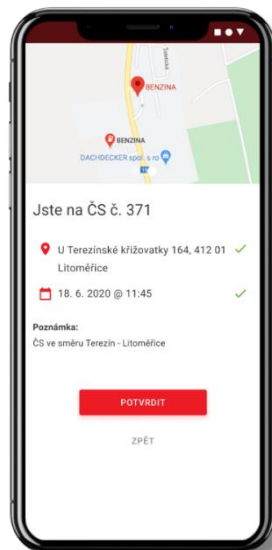
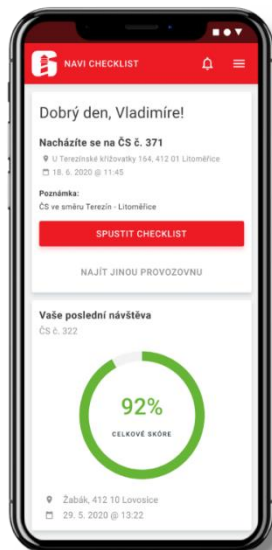


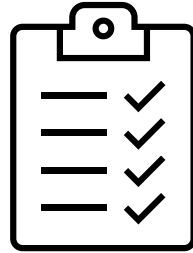
CX 360 AUDIT CHECKLIST



- ✓ I know if company standards are being met.
- ✓ I have control over the campaign or promotion.
- ✓ I have mapped the display of goods and the availability of products.
- ✓ At headquarters, they have reporting on equipment status.
- ✓ I and other regional and area managers are a lot in the field, so we do the evaluation ourselves.
- ✓ We have delegated some areas of measurement to the agency's auditors.

ALWAYS HAVE CHECKLISTS AT HAND

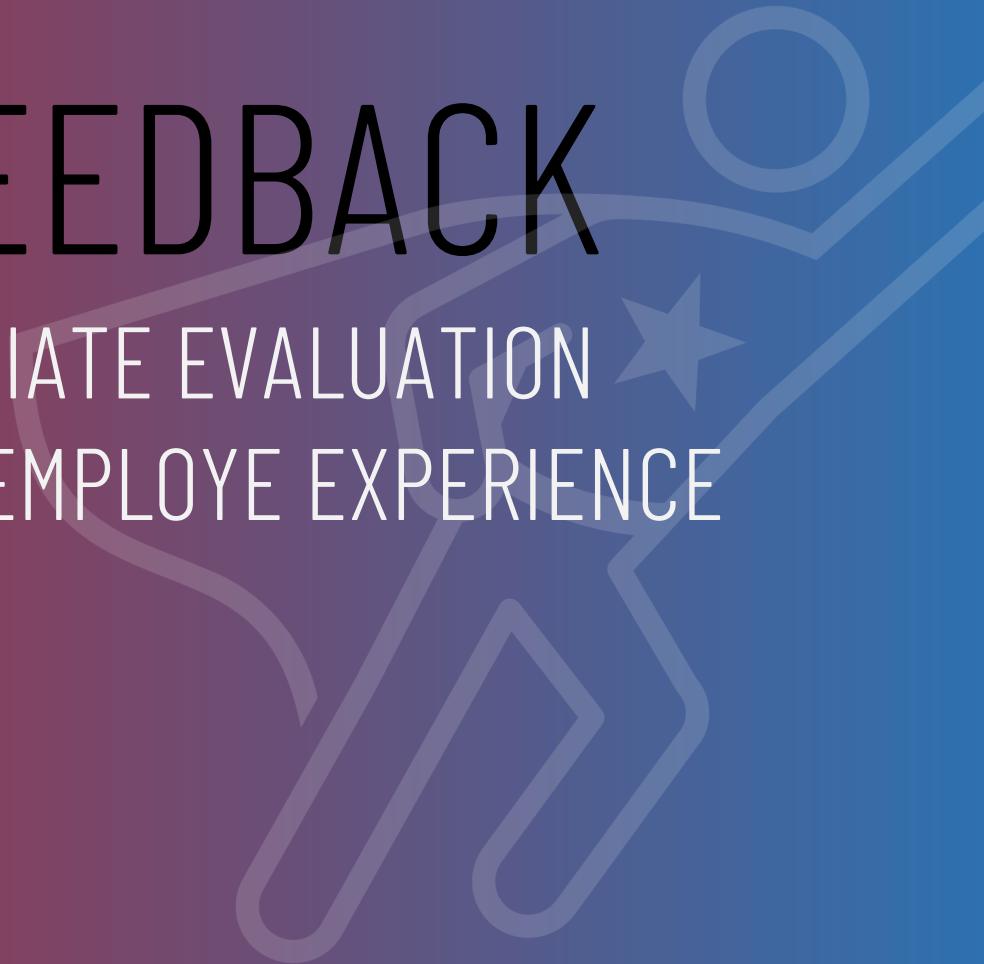




EACH OF EMPLOYEES KNOWS
WHAT IS HAPPENING
IN THE DISTRIBUTION NETWORK

ASAP FEEDBACK

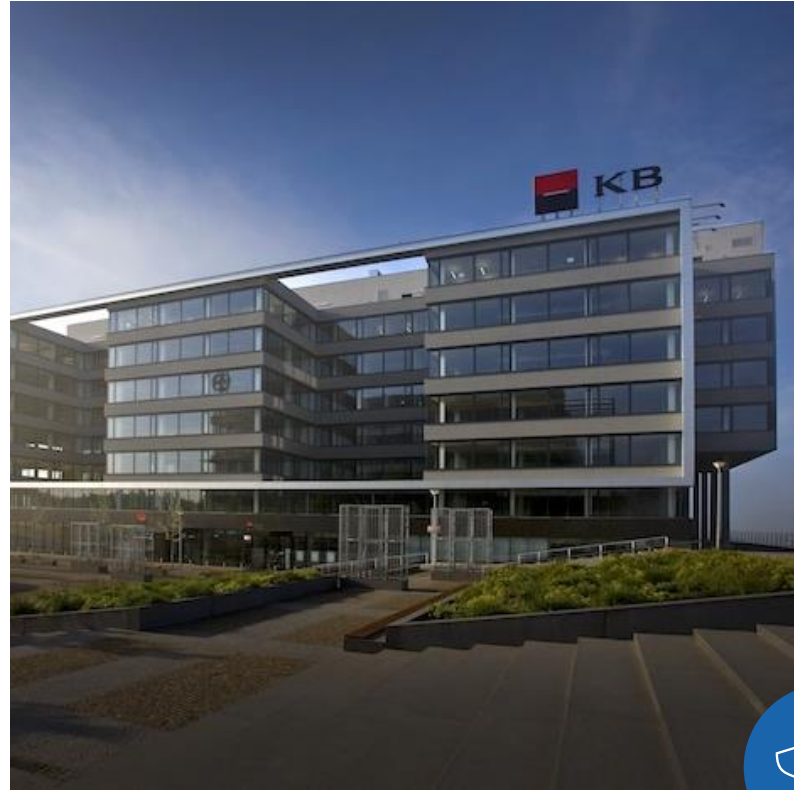
FIND OUT IMMEDIATE EVALUATION
OF CUSTOMER AND EMPLOYEE EXPERIENCE

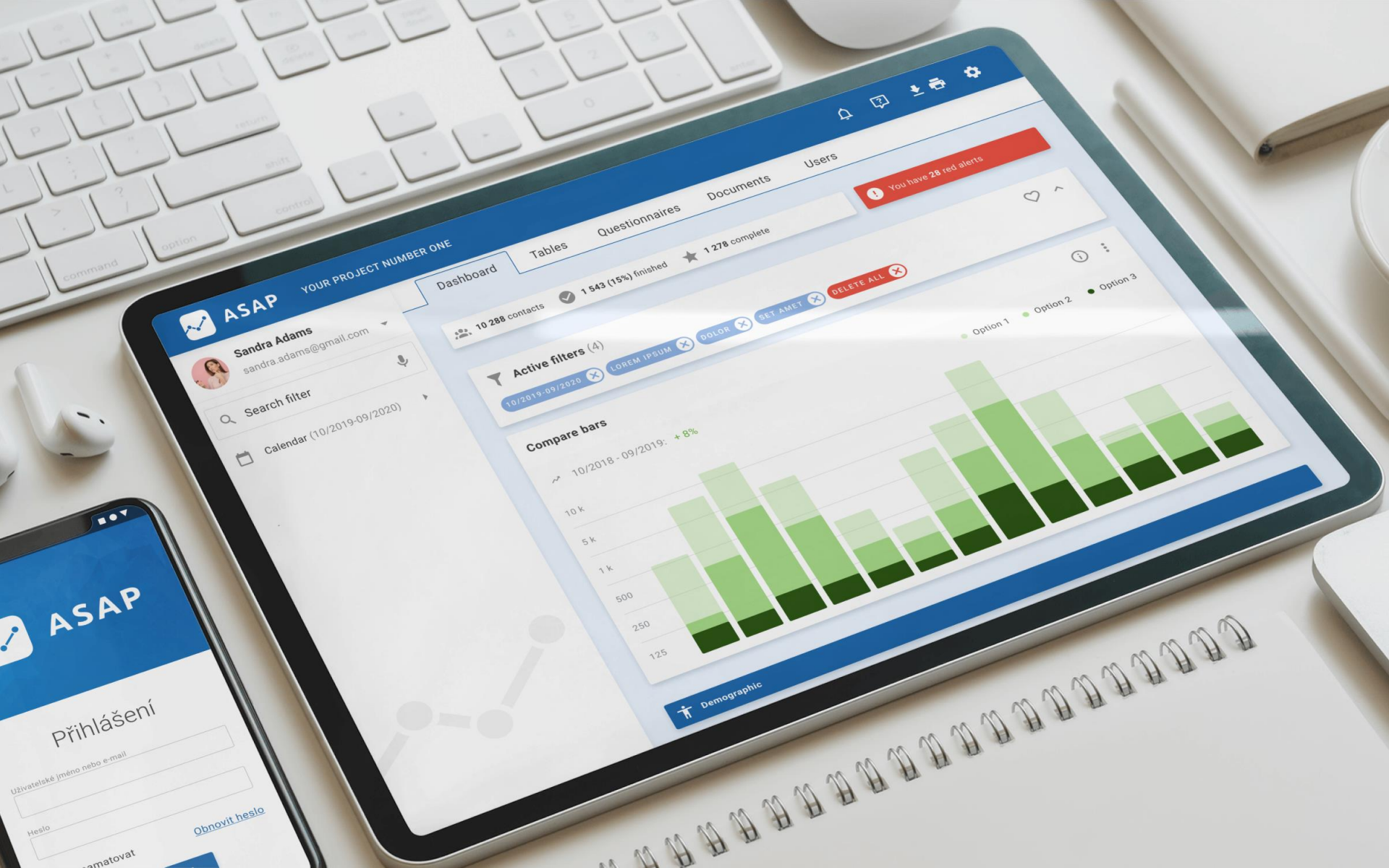


ASK WHAT CUSTOMERS THINK



CASE STUDY: BANK





Sandra Adams
sandra.adams@gmail.com

Search filter

Calendar (10/2019-09/2020)

Dashboard

Tables

Questionnaires

Documents

Users

You have 28 red alerts

10 288 contacts

1 543 (15%) finished
1 278 complete

Active filters (4)

10/2019-09/2020

LOREM IPSUM

DOLOR

SET AMET

DELETE ALL

Compare bars

10/2018-09/2019: +8%



Demographic



Přihlášení

Uživatelské jméno nebo e-mail

Heslo

Obnovit heslo

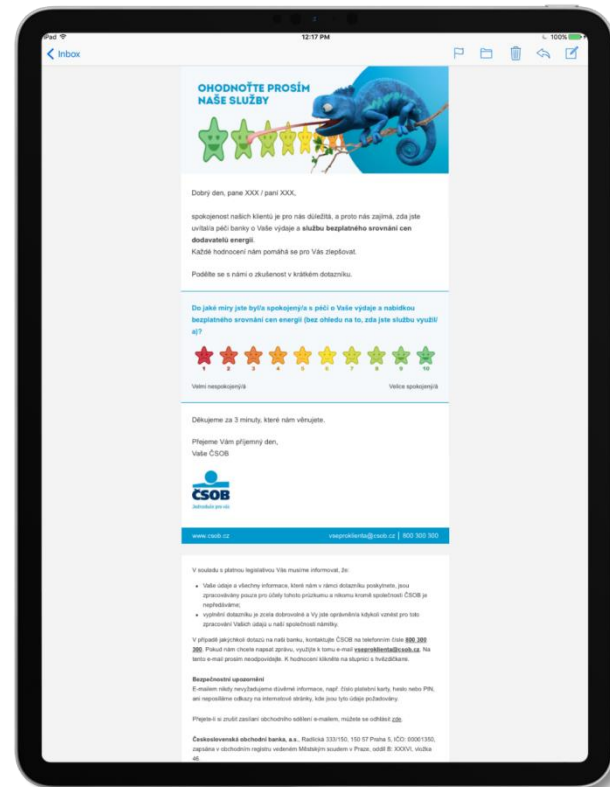
amatovat

CX 360 ASAP FEEDBACK

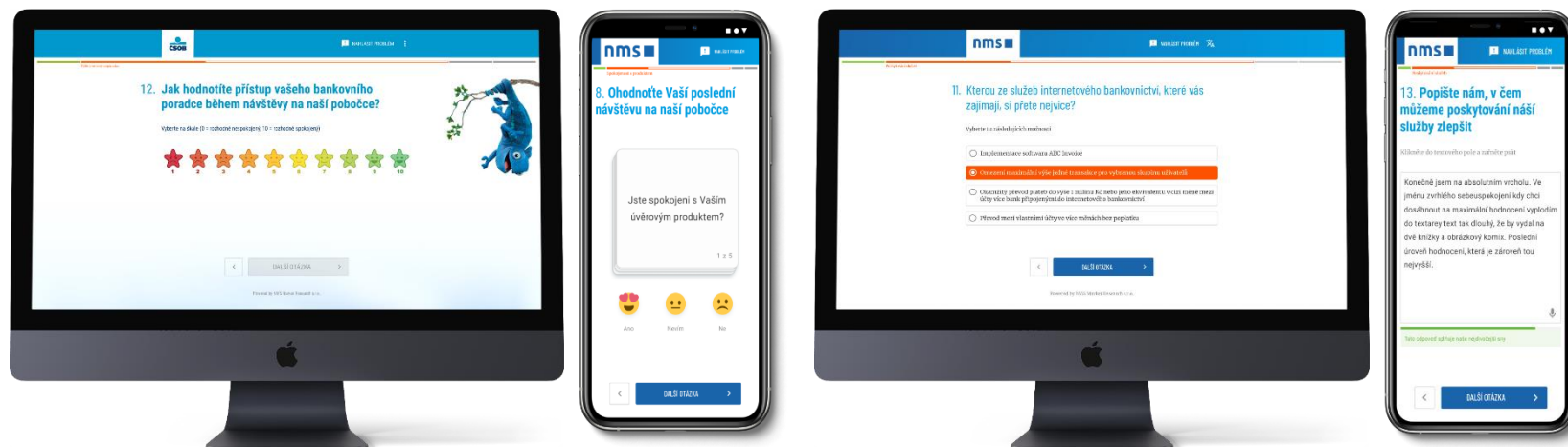


- ✓ I know what customers think.
- ✓ I know what areas it's scrubbing.
- ✓ I know which group of customers are in favour of us and which are not.
- ✓ At the headquarters, they have the documents for setting up processes and purchasing products.
- ✓ I have another input to motivate employees.
- ✓ I share the praise.
- ✓ The customer centre solves dissatisfied customers.

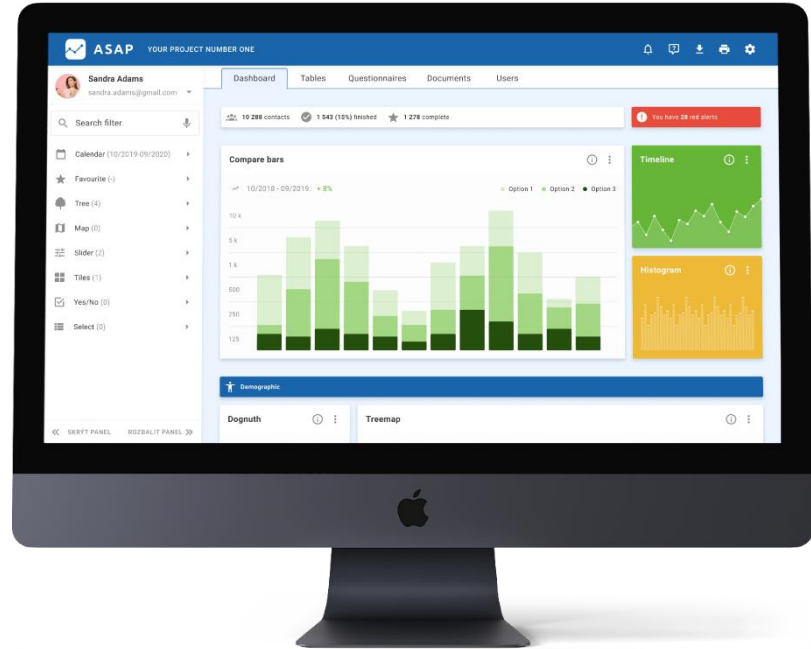
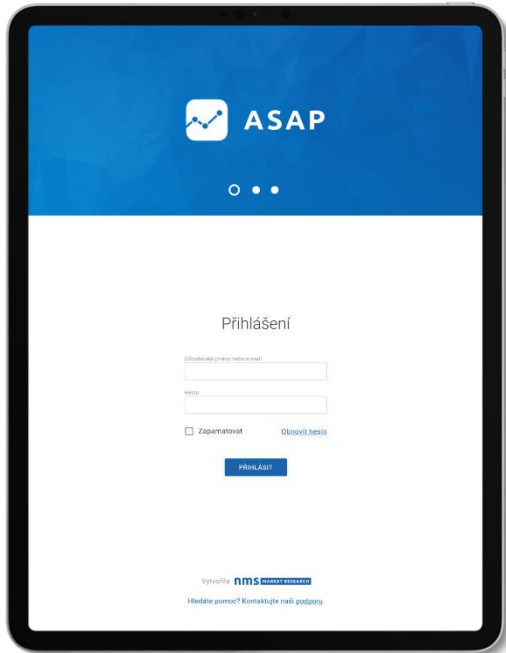
GET ATTENTION WITH AN ATTRACTIVE INVITATION



DIFFERENTIATE YOURSELF WITH A PLAYY QUESTIONNAIRE



INVITE COLLEAGUES TO INTUITIVE REPORTING





EVERY EMPLOYEE KNOWS
WHAT CLIENTS THINK

ONLINE REVIEWS MONITORING

GET REVIEWS FROM SOCIAL MEDIA AND
WEBSITES AUTOMATICALLY

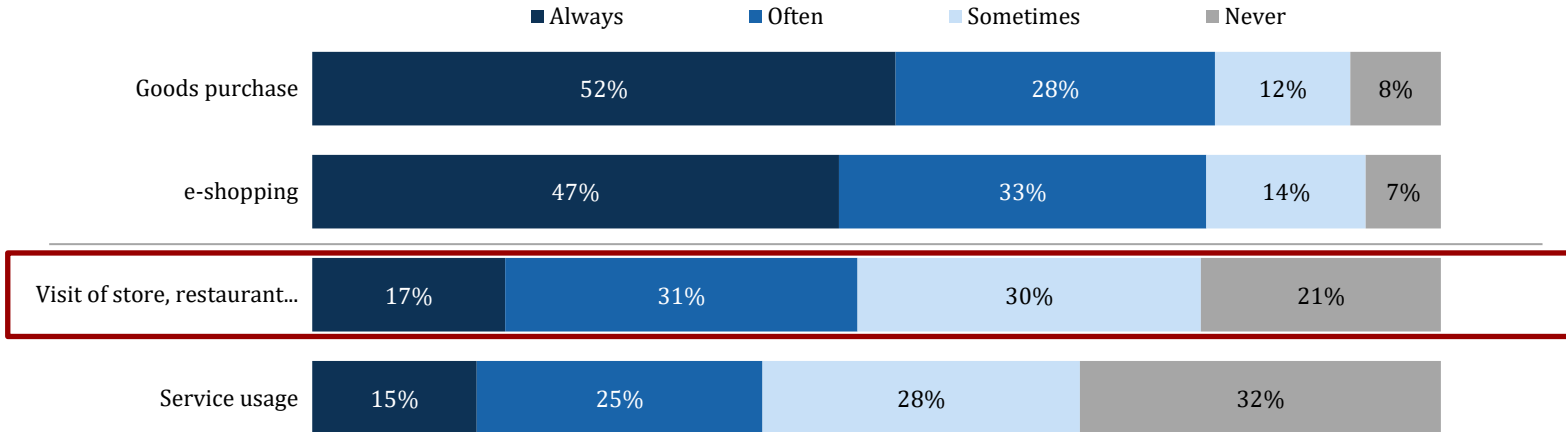


FIND OUT YOUR ONLINE REPUTATION



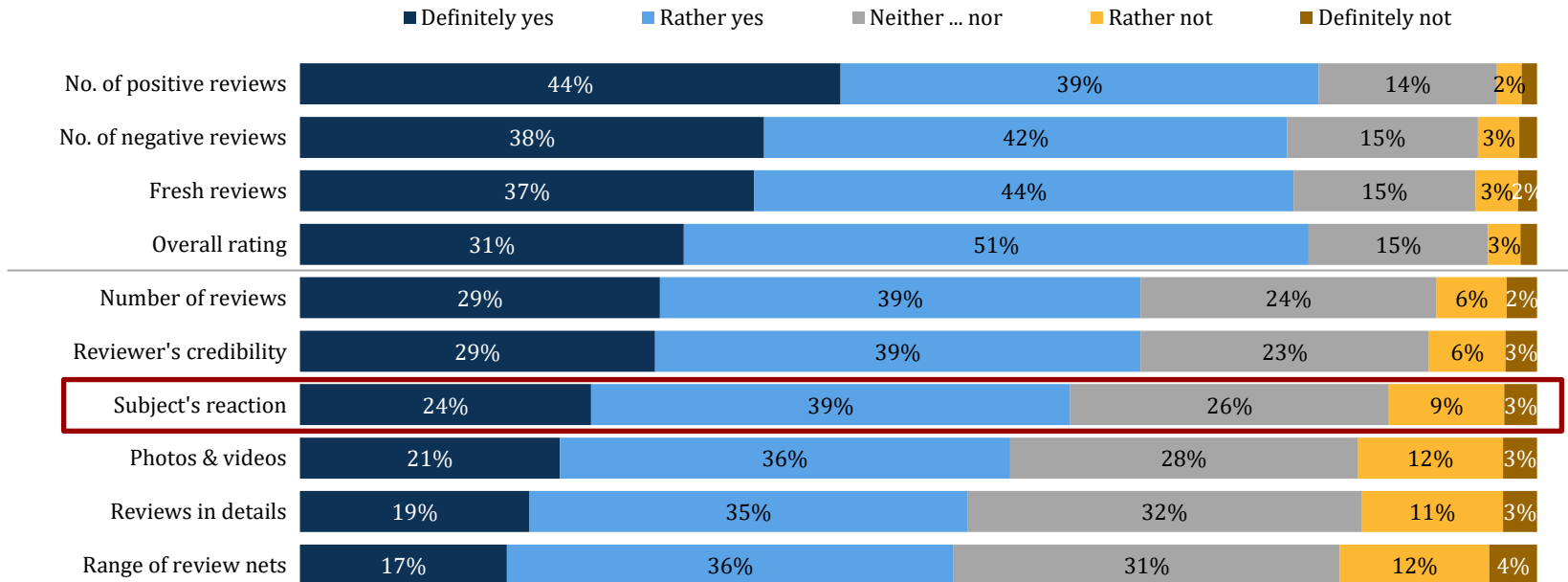
Reading Customers' Reviews

84 % of customers read online reviews. Most often during buying concrete products and during shopping online. There is only 7 % of customers who never read reviews while shopping online. 78 % of customers read reviews before visiting a restaurant or a store. On the other hand, they read reviews for services the least (32 % never reads service reviews).



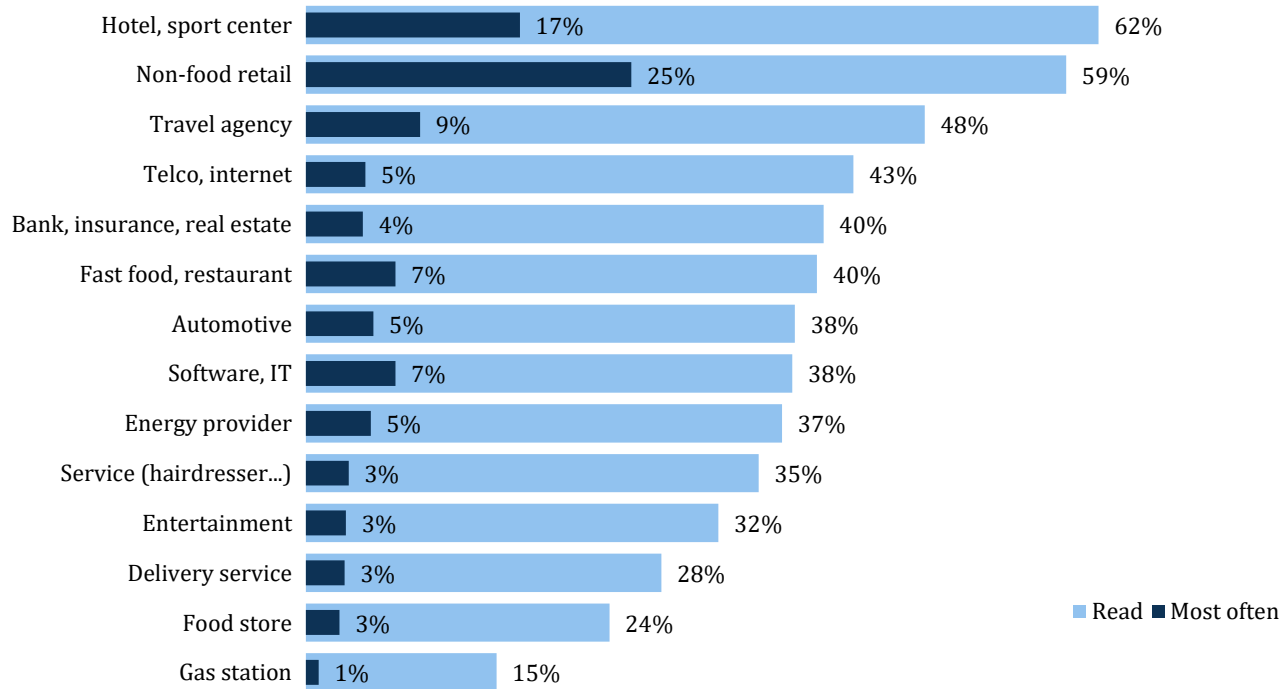
Importance of Review Content

For 83 % of review readers, it is important to see the number of positive reviews while purchasing. Similarly, 80 % of them appreciate seeing the number of negative reviews. On the other hand, total number of reviews is on the 5th place. Subject's reaction to a review is important for 63 % of readers. The reaction of subject is even more important for them then seeing photos or videos in the review.



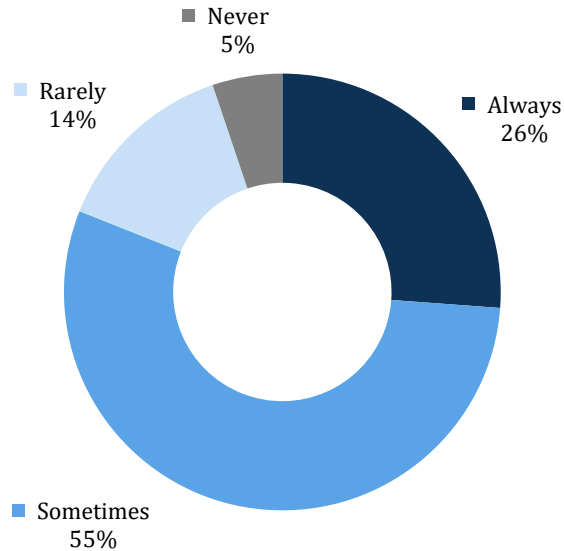
Review by Type of Service / Purchase

We can see a clear lead of hotels, sport centers and non-food retailers when it comes to reading reviews. Almost one half of readers also like to check travel agencies reviews. The least interesting for customers is reading reviews of gas stations and food stores.



Reading Responses

95 % of customers read responses of a subject to its reviews. As mentioned in the previous slide, subject's reaction to a review is important for 63 % of readers. 26 % of customers always read subject's response to a review.

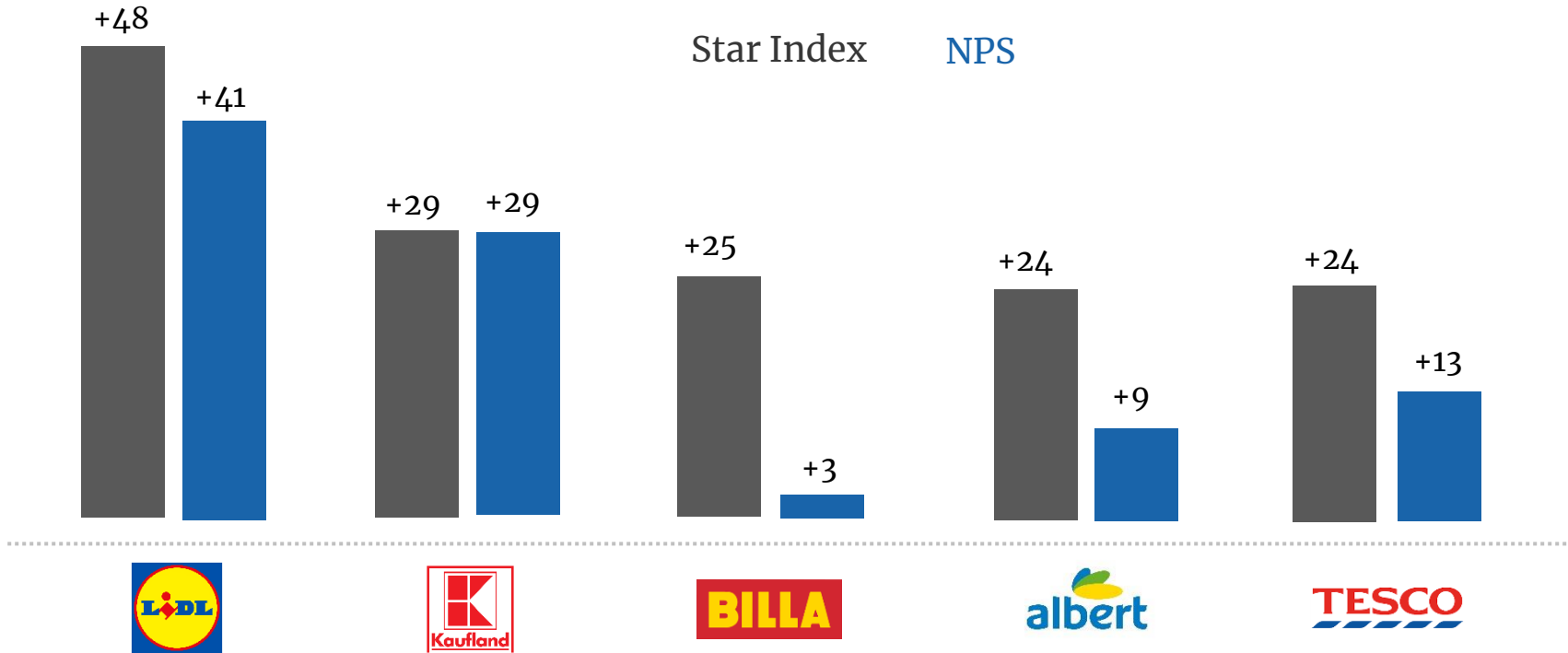


CASE STUDY: RETAIL



CASE STUDY:

WHAT IS THE RELATIONSHIP BETWEEN REVIEWS ON GOOGLE MAPS AND NPS?

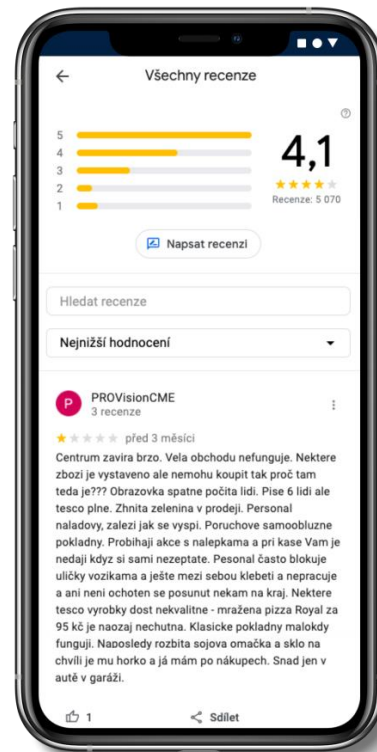
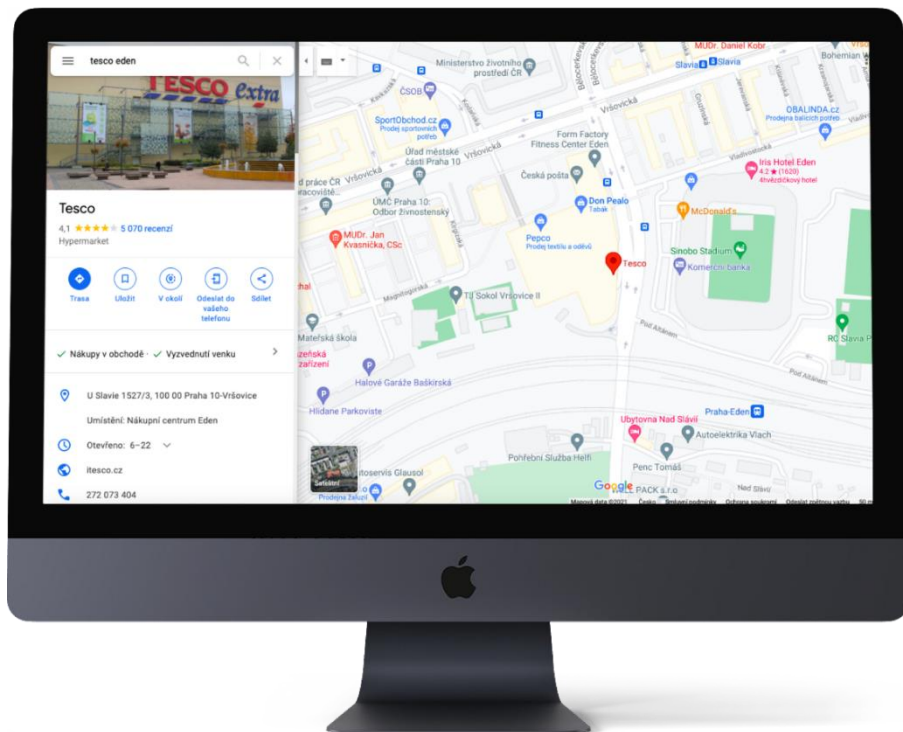


CX 360 REVIEWS MONITORING

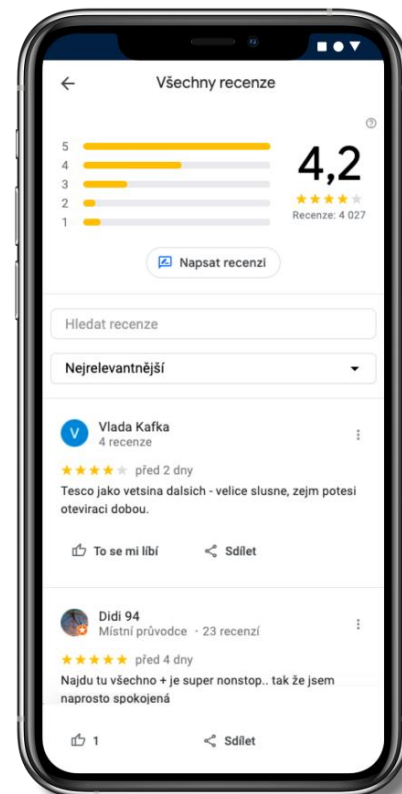
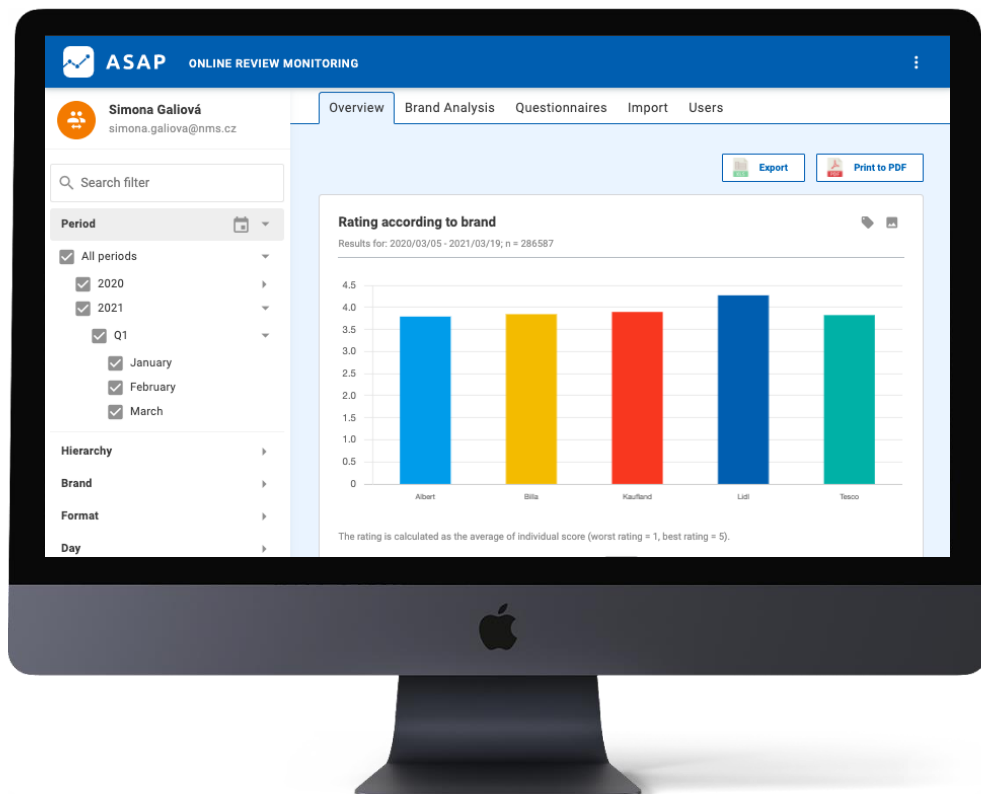


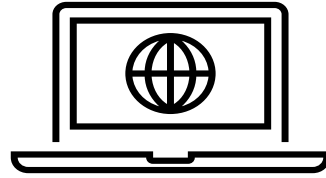
- ✓ I know what our reputation is online.
- ✓ I can look at the differences by format.
- ✓ I know what's going on with the competition.
- ✓ I can find out how my branch compares to a direct competitor.
- ✓ At the headquarters, they have the documents for the process settings.
- ✓ I share the praise.
- ✓ The customer centre responds to customer reviews.
- ✓ Customers see that we are interested in feedback and that we work with it.

TAKE ADVANTAGE OF THE REVIEW, IT'S A GOLDEN MINE



DO NOT MISS THE NEW REVIEW AND RESPOND IMMEDIATELY





EVERYONE IN THE COMPANY KNOWS
CURRENT ONLINE REPUTATION OF THE BRAND

MULTICHANNEL CHECK

CHECK CONSISTENCY
OF INFORMATION
IN THE ONLINE ENVIRONMENT

CHECK THE CONSISTENCY OF THE INFORMATION



CASE STUDY: AUTOMOTIVE

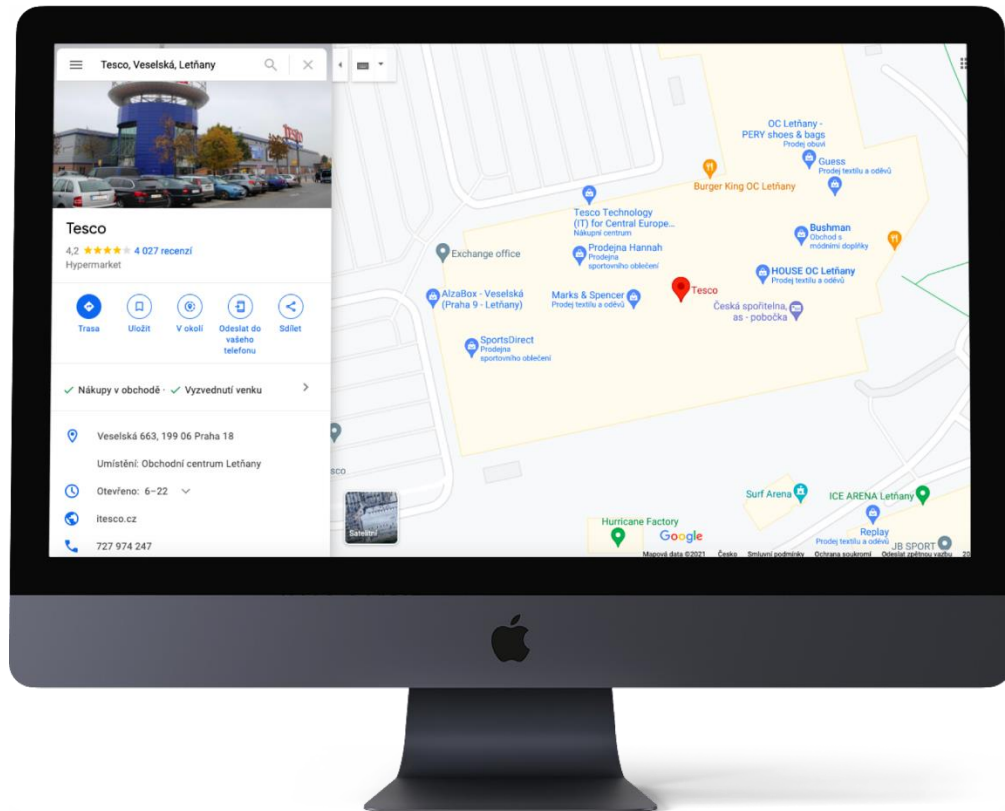


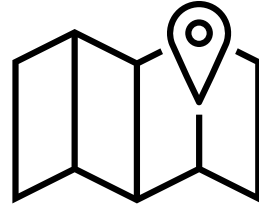
CX 360 MULTICHANNEL CHECK



- ✓ Our network is extensive, new branches are added and sometimes it is difficult to monitor the accuracy of data in all places.
- ✓ I know that the company name, address, hours of operation, phone number, photos, GPS coordinates and other information are always consistent and current on every platform.
- ✓ I can see in the application when the data does not fit, and I will ensure the correction.

MAKE SURE CUSTOMERS GO DIRECTLY





THE COMPANY'S MANAGEMENT IMMEDIATELY
KNOWS

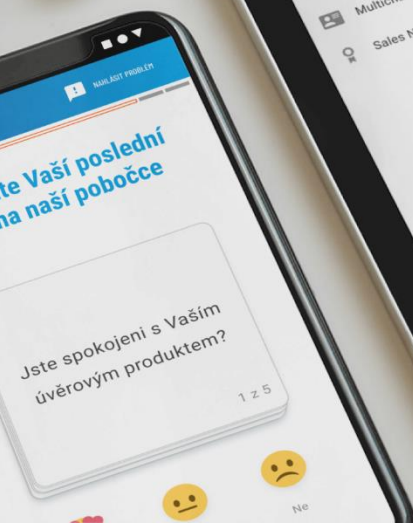
IF BRANCH DATA IS NOT SUITABLE

DATA INTEGRATION

CONNECT CX 360 PILLARS WITH BUSINESS DATA

MONITOR THE IMPACT ON BUSINESS DATA



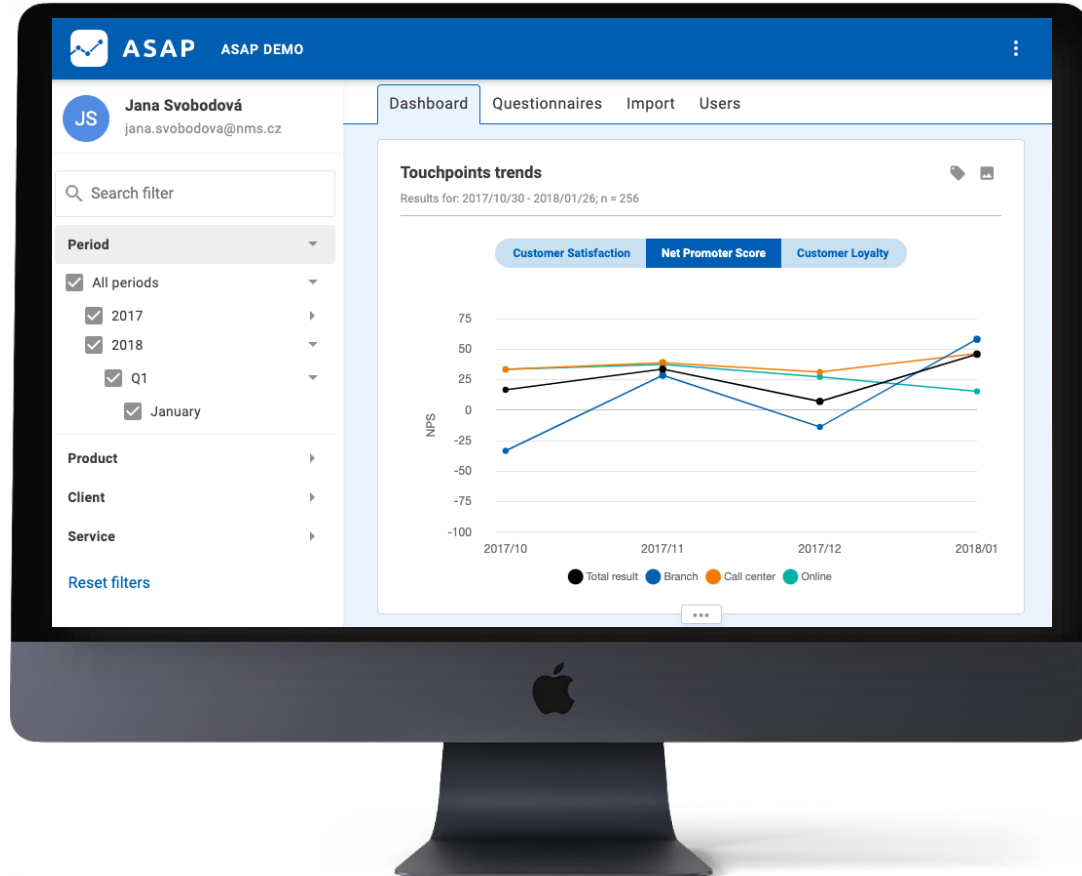


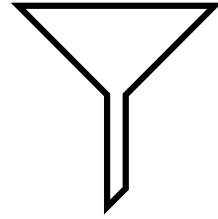
CX 360 DATA INTEGRATION



- ✓ I have everything in one place.
- ✓ The CX 360 platform connects our business data with set performance indices.
- ✓ I can manage branches easily and efficiently.
- ✓ Verify that the measures in place support the expected behavior of customers. Are they shopping? Is he spending more? Does it cost more? Do they stay longer? Do they recommend us?
- ✓ I will find out if I am achieving the set growth goals.
- ✓ My manager has an overview of how we stand.

PUT THE DATA IN THE CONTEXT





EVERYONE IN THE COMPANY CAN PUT
THE DATA IN THE CONTEXT



DRIVE CX

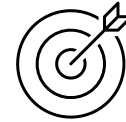
FROM ONE PLACE

MEASURE PERFORMANCE INDICES



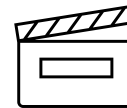
REAL-TIME CHANGES

KPI MONITORING

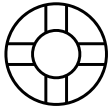


TEXT CODING WITH ARTIFICIAL INTELLIGENCE

AUTOMATIC VIDEO REPORTS



INCREASE YOUR PERFORMANCE



RED ALERT A GOOD JOB SYSTEM

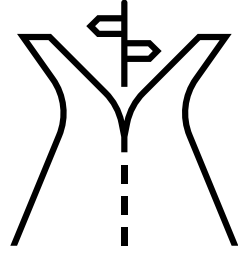
TASK MANAGER



INCENTIVE MODUL

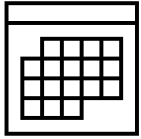
eFOX TOOL





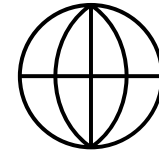
THE MANAGEMENT OF THE COMPANY KNOWS
WHICH WAY TO GO

WE WILL TAKE CARE OF



AUTOMATIC DATA TRANSMISSION

WORLDWIDE MEASUREMENT



CONNECTION TO OTHER SYSTEMS



ASK

ANY QUESTIONS



THANK YOU
FOR YOUR ATTENTION

nms

MARKET RESEARCH