

Designed to Manage Customer Experience



CUSTVOX
LET THE CUSTOMER DRIVE.



What is Customer Experience Management (CEM)

Every day people interact with your company. They read your advertisements, call you, receive an invoice or letter, surf your website, are using your service or have problems with your products. All of these customers, at these points of contact, will have positive or negative emotions or experiences.

These every-day-experiences have a strong influence on your customer's loyalty and satisfaction. They affect your company's revenue directly.

Do you know your customer's emotions? Are you able to measure and manage the experiences? That's what CEM is about! Applying CEM means that your company is listening to your customers and managing their experiences.

The success of CEM depends strongly upon the commitment of the senior management to a robust CEM strategy.

It is undisputed:
CEM increases earnings as it will:

- Increase loyalty and advocacy
- Increase sales to existing customers
- Drive sales - to new customers by recommendation (word of mouth).

About CustVox

CustVox AG, Switzerland, is a global specialist in Customer Experience and Enterprise Feedback Management.

CustVox has implemented many challenging CEM-projects across a variety of industries and is considered to be the leading provider of CEM solution in Europe.

CustVox's Offering

CustVox offers its own software solution and its expertise as a consulting service.

Our offering facilitates companies to listen to the voice of the customer (VOC). We are focused to ensure companies receive real insights into the experience of their customers. Our products support all and cross channels in real time to ensure any gap is bridged.

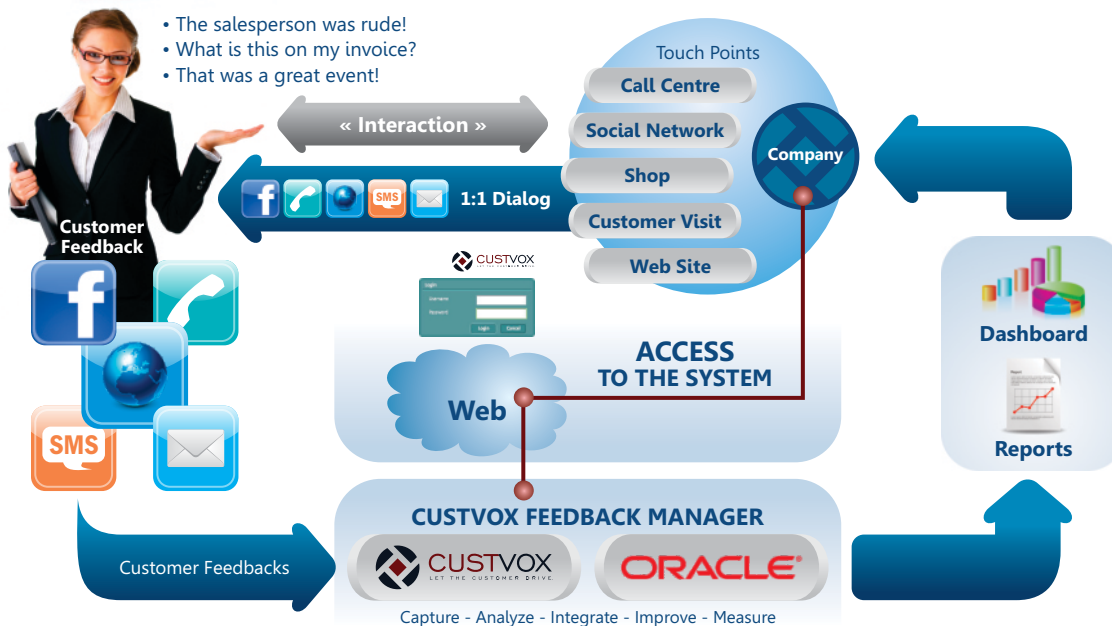
CustVox strongly believes that the achievement of superior CEM is not

based on a single project; it is a continuous journey to be embarked upon by both employees and customers. Therefore CustVox offers services and a comprehensive software solution for different topics:

- 1. „Close-the-Loop“**, if you want to act immediately on the customers feedbacks and involve them in a 1:1 dialogue.
- 2. Enterprise Process Improvement** based on the customers anonymous or personal feedbacks. These insights

help to improve the quality and efficiency of organizations like Customer Service, Marketing Communications, Sales and digital Channels.

3. Market Research: CustVox enables you to do researches about your company or the market by your own. Any survey can be easily composed in different languages and on any digital channel. All answers will be captured in one database and are available in real time.



“Your most unhappy customers are your greatest source of learning”
- Bill Gates

Figure 1: Capture Feedbacks in real time on any channel

our Products

CustVox offers its products on a modular basis. In the center sits the Customer Feedback Manager. Based on the companies CE strategy additional software packages can be added.

The software has been developed with a Service Oriented Architecture (SOA) to ensure an easy integration into existing environments (i.e. CRM, ERP).

Our products can be purchased in two different ways:

1. Software as a Service (SaaS), where the company pays a service based subscription fee and CustVox manages the platform on its site.
2. The company purchases licenses and operates the platform in its own data center. CustVox will help to set it up, integrate it and will support the maintenance team within the first three months.

Customer Feedback Manager (CFM)

The CFM is unique. It supports all CEM processes:



The CFM is unique. It supports all CEM processes: Capture of feedbacks, Analysis of data, Integration and Allocation of customer insights, Improvement of processes and services, Measurement of defined KPIs. The CFM supports all channels (Email, Web, SMS, Voicemail, social media) and aggregates information in real time.

The results are available via both web based dashboards and reports. A user-friendly graphic user interface allows you to immediately categorize and quantify the drivers of satisfaction and dissatisfaction.

Word Miner

The Word Miner makes the analysis of unstructured data like emails simple. The version 2.0 has been built as a web based tool for the business user. There is no IT know-how required at all to use this tool effectively. The complexity is seamless and the usage is intuitive.

FaceVox

Social media cannot longer be ignored. With FaceVox, CustVox provides a tool to manage your community at Facebook. All feedback and discussion

about your company can be captured, analyzed and integrated into your customer insights.

Speech2Text

The Speech2Text engine transforms the voice of customers into text and stores it in the company's database. Afterwards the Customer Feedback Manager can analyze the real voice of the customer in plain text.

How to get started

CustVox services and products are designed to unveil the full CEM potential of your company and to jumpstart your CE journey today.

Within six weeks CustVox provides you a full CE strategy and within another five weeks you will have captured your first real customer experience insights!

By the end of the engagement you will begin to see your market proposition in a whole new way: From the customer's perspective.

Customer Feedback Manager

Customer Experience Conceptual Framework

Capture

Analyze

Integrate

Improve

Measure

Voice of the Customer 24/7/365. Actively solicit and collect feedback from multiple and cross channels, in real time, all within one centralized system.

Segmento demo-/psychographics, analyze, generate reports and triggers to gain insights, understand drivers of satisfaction so you can resolve issues quickly.

A Services Oriented Architecture (SoA) for easy integration with CRM, BI, ERP systems. SaaS for quick deployment, flexibility, cost effectiveness. Start with Pilot then scalable. Easy to use.

Real time evaluations at the "moment of truth" Measure KPIs, 6 Sigma, NPS, Norton/Kaplan Balanced Score Card, etc. Measure improved efficiently and value created.

'Close the Loop' 1:1 with customers, improve NPS, increase retention and loyalty, reduce churn and costs, discover new revenue streams, improve processes.

Phone, SMS, Web, Email

CFM Reports

Business Rules Engine

CFM Reports

CFM Reports

Speech2Text

Word Mining

CustVox Gateway

BI Analysis

CustVox Consulting

Community Portal Social Network

Sentiment

CustVox Cloud

BI Analysis

CRM/ERP/ACD Systems

Text Mining

CRM/BI Analysis

CRM/BI Analysis

■ Included in CFM ■ CustVox Add-on Modules & Services ■ Integration with external systems

Figure 2: Functionalities of CustVox's products

At CustVox we are passionate about your customer 's experience. Talk to us and call now:

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