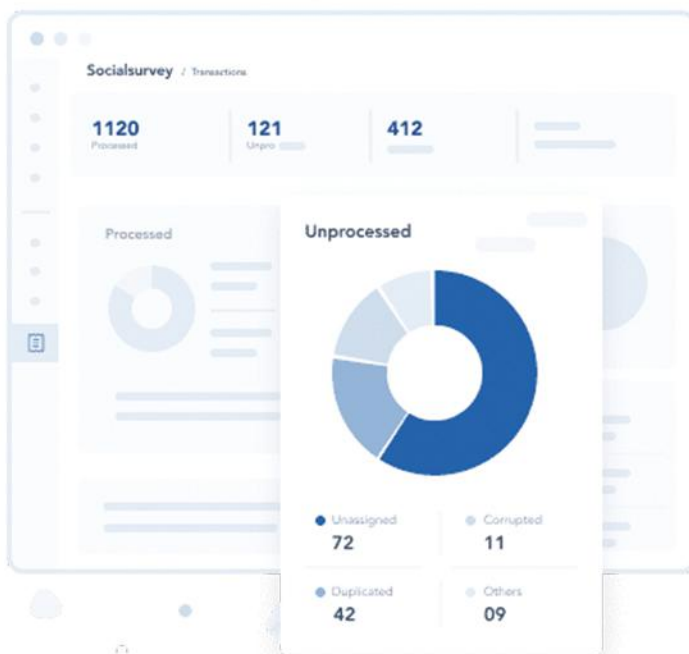


# Advanced Analytics




## Put Measurement in Motion

The future of CX is active, intelligent analytics. We call it, Measurement in Motion. Use CX feedback to power business outcomes automatically and watch the data improve.

We believe that the data should improve the data. We know that if properly positioned it can gamify behaviour and improve customer experience feedback. We have seen response rates as high as 65% and NPS improvements up to 50 points with an automated data collection, analysis and experience management platform.



## BENEFITS:

-  Drive behaviour with employee scorecards and rankings
-  Make data driven decisions in *real time* with actionable insights
-  Use automated workflows to improve results
-  Easily identify the customer journeys that needs your attention

## FEATURES:

-  Build employee scorecards and engage your employees to create better customer experiences
-  Track benchmarks and improvement over time
-  Measure employee, teams locations and regions at any level of the organization
-  Collect and analyze feedback from every meaningful touchpoint along the customer's journey