

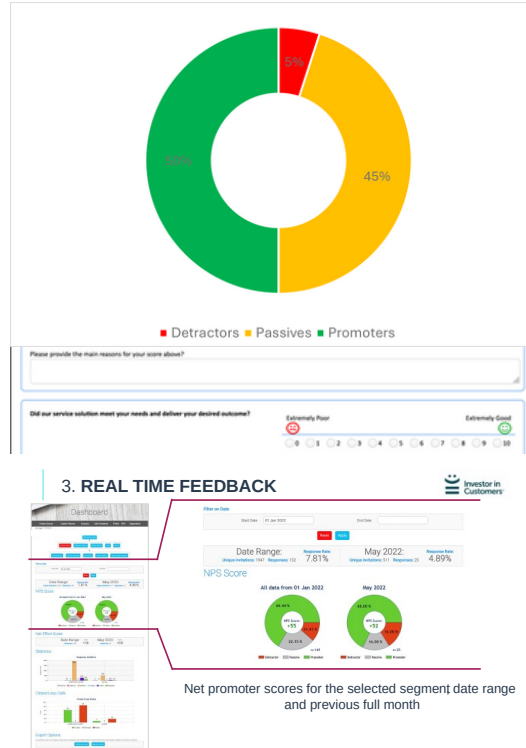


YOUR MANAGED CX PROGRAMME FROM IIC

KEY BENEFITS

- Analysis of **key interactions**, providing **insight** throughout the client journey
- Clear metrics to ensure your clients **stay longer - buy more - refer others**
- Dashboards make **key information** available to the people who need it most
- **Benchmark comparisons** with other IIC Clients
- Opportunity to **expand research** to other stakeholders

ACTIONABLE INSIGHTS



INDEPENDENT VERIFICATION



Investor in Customers provides **independent verification and benchmarking** to help you understand and provide context to your results.

You can also upgrade to a full **IIC award** by adding additional questions related to IIC's unique methodology and assessing how well your employees understand their role in delivering acceptable outcomes to your customers, and a **customer experience** that will delight them.

Contact us for more information

HOW IT WORKS

WORKSHOP

- Walk through customer journeys
- Feedback triggers - when do we ask
- Feedback questions
- Categorisation process
- Response activity
- Reporting requirements

DESIGN & TEST

- Data for insight surveys
- Data for dashboard structures
- Create & test invites & surveys
- Test response notifications & follow-up process
- Test categorisation reports/dashboards

INVITE FEEDBACK

- Email invites
- SMS invites
- QR codes
- Links on websites and/or portals

RESPONSE

- Question scores
- Comment categorisation options
- Real-time notifications
- Closed loop follow up

REVIEW & REPORT

- Individual response review in real-time
- Customer dashboards for specific segments
- Standard charts & development of bespoke charts
- Common themes in free-text comments
- Download data sheets for offline analysis