

# Customer Experience Analytics Services

- Fully Managed
- Hosted Systems
- Domain Experts

## Don't think about why you're losing, instead think how you WIN



### The OPPORTUNITY

Converting customer insights to action is the biggest differentiator for competitive success and winning in business and life. Understanding the behaviors of customers and employees, their impact to business results, and the business potential is exploding in need.

**Contact centers, marketing, and sales leaders state the demand is exploding due to:**

- A growing number of key decision-makers need / want analytical capability
- High-risk by relying too much on "gut feel"
- Time window for decision making and agility must be shorter
- Dispersion and decentralization of our workforce
- "Most vital" business information not rapidly identified
- Insufficient visibility into operational activity
- Inability to identify and act upon business opportunities (revenue, cost, churn, etc.)
- Poor understanding of competitive threats
- Increased dependence on the performance of external stakeholders
- The ability to track business performance as a result of our analytic findings
- Greater understanding of the elements that drive customer experience optimization
- The ability to be alerted and correct performance issues internally and with partners
- A reduction in the likelihood of making a wrong decision

### The CHALLENGE

**Organizational leaders are unable to take advantage of the opportunity and many reference:**

- Too much to do
- No IT resources available
- Not able to hire
- Lack of skilled personnel/ candidates
- Complex and long capital budget process
- Immediate impact demands

### The SOLUTION

**20 years ago at The Purdue University Center for Customer-driven Quality, Customer Relationship Metrics has developed and managed winning customer experience business intelligence programs because:**

- Zero to little IT integration involved
- SaaS-based tools
- Skilled subject matter experts
- Scientific know-how
- Less than 60 days to start
- Immediate impact
- Knowledge transfer



All solutions are purpose-built to your needs



# Here is how you WIN

*Rent expertise instead of building another core competency*

## MANAGED ADVISORY SERVICES

There is a large (and growing) skills gap in customer experience analytics and crippling IT resource barriers that are preventing many like you from experiencing greater success by using voice of the customer and business intelligence solutions. Don't think about the pain of long and stressful capital budgeting processes or the fears of failing due to inexperienced people using these new and sophisticated systems. Smart companies do not waste effort on building new core competencies.

Your more affordable and lower risk option is to rent the experts that do customer experience analytics and voice of customer solutions services. You may be considering outsourcing this specialized knowledge work or augmenting your existing investments; do it and avoid the IT burden because we deploy SaaS systems for you. There is no need to wait in pain to move beyond surveys. Get immediate returns and reduce risk, review our managed advisory service offerings below and register for your no obligation consultation today.

Customer Relationship Metrics is an outsource provider of voice of the customer behavioral analytics advisory services for customer experience business intelligence purposes. Our specialty is in solving customer experience big data problems that unintentionally constrain the execution of customer experience strategies for organizations.



### Customer Experience Business Intelligence - CXBI™

Receive actionable insights and recommendations on customer and employee behaviors that are uncovered through the analysis of the voice of the customer and customer experience evaluations. We also analyze comments and more about your brand, employees, products, processes, and competition.



### Speech Analytics Business Intelligence - Speech BI™

Obtain actionable insights and recommendations on employee and customer behavior through the analysis of unstructured conversations in dial-to-disconnect call recordings to uncover business intelligence on your brand, employees, IVR, partners, networks, processes, and competition.



### Social Media Business Intelligence - Social Media BI™

Obtain your customized roadmap to control what people are saying about you on social media platforms. This service includes an analysis of social media and company behavior that is blocking your ability to have the most positive brand impact and social customer service delivery.



### Operations Business Intelligence - Ops BI™

Gain visibility into business operations by centralizing data from disparate data sources in the enterprise then receive a data mapping analysis that results in the most meaningful data being used for reports, scorecards, charts, alerts, and dashboards for all levels.



### Text Business Intelligence - Text BI™

Uncover meaning and get focused recommendations from analysis on unstructured text-based data from surveys, emails, social media, CRM systems, and other customer applications to unlock hidden insights. Text analytics is used in brand management, market research, competitive intelligence, service and support.



### Desktop Activity Business Intelligence - Desktop Activity BI™

Gain visibility and obtain real understanding from analyzing desktop activity data that will enable you to improve business rules, compliance, company policies, and application usage. Desktop analytics is used in both front office and back office operations situations to improve quality and efficiency.



### Quality Monitoring Business Intelligence - Quality Monitoring BI™

Outsource your quality monitoring program and we combine it with your customer sentiment and insights from speech analytics with dial-to-disconnect recordings, and behavioral-based call monitoring to deliver significantly higher returns to your QA investments.