

Welcome to Experience Improvement

The XI Platform

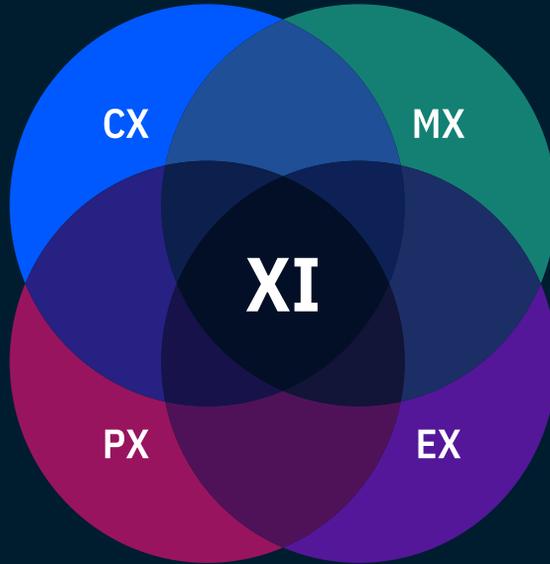
 InMoment

The InMoment Experience Improvement (XI) Platform helps companies continuously improve experiences at the intersection of value—where customer, employee, product, and market needs come together with business objectives. The XI Platform powers the experiences of over 3,000 of the world’s most progressive brands, delivering exceptional financial returns through increased acquisition, retention, spend and profit.

“Chasing survey scores and lagging indicators is not our idea of a modern approach to improving experiences. Instead, we partner with InMoment to identify key moments that matter in our customers’ journey’s and drive change in those areas. This approach gives our executives better metrics to run the business and elevates our results.”

Tyler Saxey, Director Customer Experience, Foot Locker

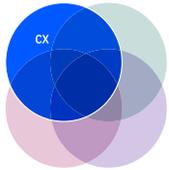




Experience Clouds

**Bringing together four
key lines of intelligence**

The InMoment XI Platform is made up of four purpose-built Experience Clouds that enable you to gain a holistic perspective into the experiences you provide. Experience Clouds ensure the right people at your company can listen, understand and take immediate action to transform the experiences of their target audiences. Whether your goal is to increase customer lifetime value, attract and engage top employees, win new customers or create innovative products that users love—we've got a Cloud for that!



CUSTOMER EXPERIENCE

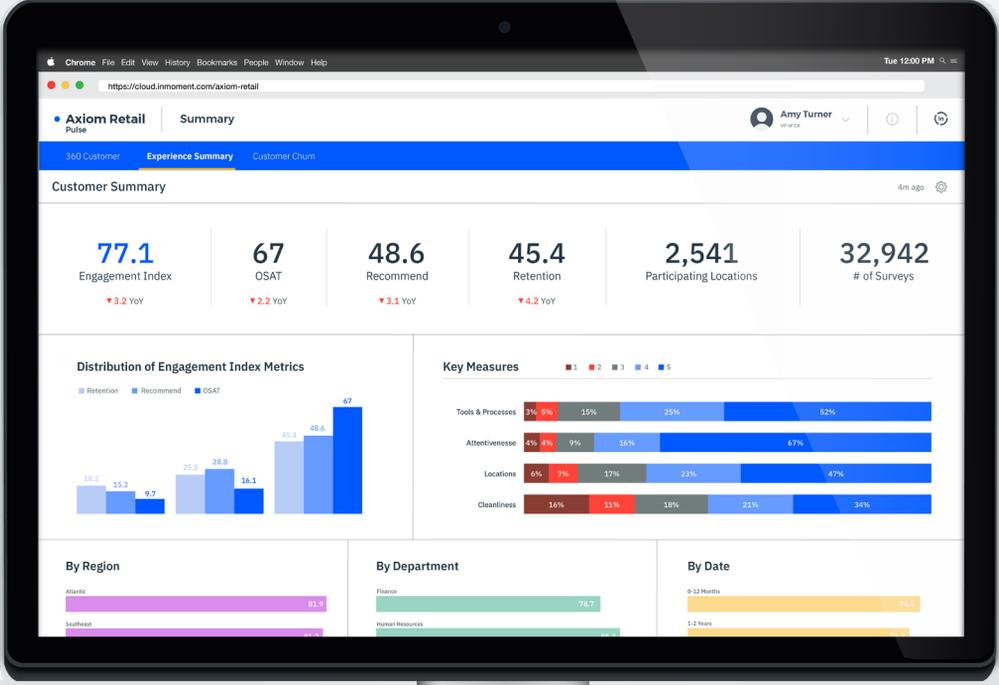
CX Cloud:

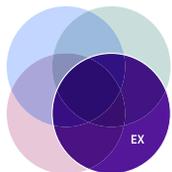
Increase Customer Loyalty and Lifetime Value

The CX Cloud is a single source of truth for customer data—a digital watercooler that helps facilitate conversations among colleagues with one purpose in mind: improving the customer experience.

It helps you go beyond direct feedback (e.g., surveys and chat logs) by incorporating indirect (e.g., social reviews and mentions) and inferred (e.g., CRM and point-of-sale) data sources—ensuring you’re no longer forced to make business decisions based on a fraction of available customer data.

With customer data in one place, and the ability to integrate additional data sources via API, the CX Cloud empowers you to improve experiences and increase customer value by acquiring more customers, earning more business from existing ones, retaining them longer, and making their experiences simpler. Who wouldn’t want that?





EMPLOYEE EXPERIENCE

EX Cloud:

Attract, Engage, and Retain Top Performing Talent

The EX Cloud gives you the intelligence to move beyond satisfaction—and even engagement—to achieve employee fulfillment and commitment. Through comprehensive offerings related to employee milestones, leadership development, and organizational change, identify the moments that matter and create a workplace culture where employees can actively contribute and grow. The result: an engaged workforce that yields lower turnover, higher output, and happier customers.

Plus, with the EX Cloud you'll get additional insight into how to drive better customer outcomes. The employees' perspective on improving delivery of customer experience—known as voice of employee—provides brands with a unique look into customers' experiences, emotions, delights, and struggles. The EX Cloud brings this information together with your CX data to shed additional light on what is driving customer outcomes.

Please state if you agree or disagree with the following statements:

	Strongly Disagree		Neutral		Strongly Agree
I understand the reasons why the company is changing.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management is focused on the long-term success of the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Our customers will benefit from the changes our company is making.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know how my job contributes to the success of our business strategies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

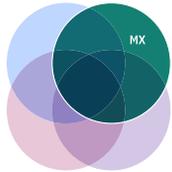
How can we improve customer experiences?

Problems with coupon codes create a lot of frustration for customers. We need to ensure a seamless experience from retail to digital channels.

DETAIL STRENGTH

NEXT →





MARKET EXPERIENCE

MX Cloud:

Capture Market Share from Competition

While leveraging the experience data you already have can help you answer your most pressing questions—sometimes you need more.

The MX Cloud focuses on intelligence from the broader market—competitors, non-purchasers, and other market dynamics not contained within traditional experience programs. The MX Cloud helps you understand how to differentiate from competitors, attract new customers, identify emerging trends, and measure the success of marketing campaigns.

Whether you're launching ad-hoc surveys to your customers on the fly, leveraging a global panel, or benchmarking yourself against the competition, the MX Cloud empowers you to perform modern market research in a matter of minutes.



XI Research

Newly Updated

NVCS - New Vehicle Customer Study

The worlds longest and most telling report on vehicle satisfaction. Taken from over 2,000 new care buyers every year.

Export Study 

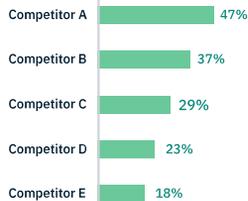
Last Exported Never

CX Standards -

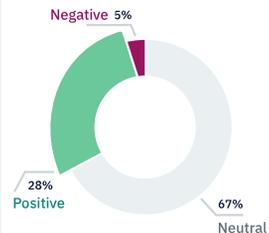
A Phase 2 release p
focused on various

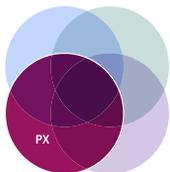
Export Study 

Mention Share



Competitor B Sentiment





PRODUCT EXPERIENCE

PX Cloud:

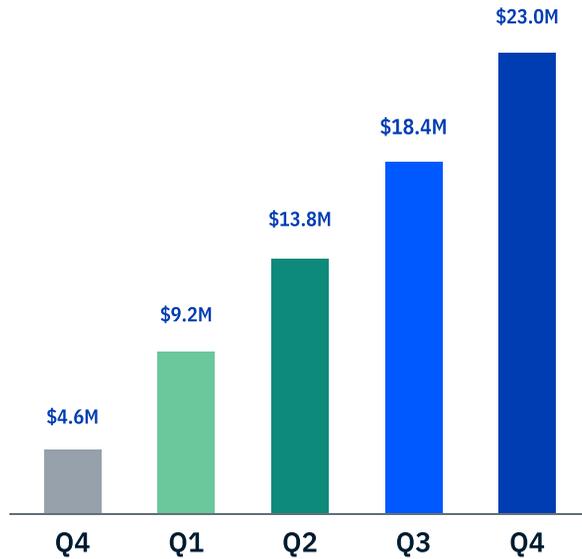
Delight Users and Create Disruptive Products

When developing high impact solutions, your product and user experience teams are increasingly looking to customers for answers.

The PX Cloud helps you understand the “why” behind user behavior to uncover opportunities to improve feature sets and develop products that fit customer needs, ultimately driving more value and increased revenue. The PX Cloud provides qualitative data alongside meaningful metrics that form a solid foundation teams can leverage to build and design roadmaps based on facts.

By adding your customers’ voice into the product mix, you can ensure you’re building products that customers can’t live without.

Increasing Brand Satisfaction by 12% will drive around 23M in New Revenue



The InMoment Difference



Integrated Experience Improvement: In order to win in the experience economy, companies need the ability to deliver integrated experiences across the entire customer lifecycle—from the moment an individual hears about your brand, to making a purchase, to posting about their amazing experience on social. InMoment is the only company to offer integrated technology and expert services to help you design, listen, understand and transform experiences across the end-to-end customer journey—ultimately helping you realize maximum ROI of experience improvement.



Data Type and Source Agnostic: The XI Platform is the most open technology in the industry, ingesting and combining experience and operational data from any source—whether feedback, social review, call center, rich media upload, financial, operational, or any other contextual business data. Coupled with our portfolio of data integrity tools that join, validate, clean, structure, and enrich data into instantly usable insights, you will feel confident using the platform to drive business decisions on reliable data.



Artificial and Human Intelligence: XI is powered by a layer of AI that brings powerful natural language understanding and machine learning to your teams and your customers, everywhere an experience occurs. From real-time automated insights discovery to individual customer recovery, our unique, sophisticated AI-powered applications combined with our expert guidance help your business grow by better understanding your teams, current customers, and future customers.



Personalized Insights to Action Focus: Our real-time text analytics allow you to gather a deeper level of meaning behind customer emotion, sentiment, intent, and emerging themes and topics. These smart insights are seamlessly delivered within our role-based reports and dashboards and tuned to specific industries, use cases, native languages and more. The insights are directly linked to recommendations that automate and facilitate action that leads to positive outcomes at the individual and business-level.



Scalability and Security: With the XI Platform's modern, cloud-based architecture, if bandwidth gets stretched, new virtual servers are deployed on-the-fly, immediately adding to our processing power—ensuring speed and stability. We maintain and adhere to more than 20 of the most stringent security policies—based on the ISO 27001 framework—to protect sensitive client information. Plus, with customizable security policies related to passwords and logins, your data is always safe.



Vertical Expertise: Our decades of vertical-based experience in marketing and data science, human behavior, and analytics are built into everything we do—from the way our applications are designed to the services we provide. Our approach means you benefit from this expertise to establish or expand your program over time so you are delivering against key business initiatives like better customer and employee acquisition, retention and loyalty, customer lifetime value and increased profitability. Your success is our success.

XI Platform Features

Agile Feedback Collection

Survey Creation: Design, create, and deploy smart and effective surveys—either as part of your core programs or ad-hoc research queries—for broad or specific audiences. Managed service, do-it-yourself, or somewhere in between, we have a solution for every team. Choose from a wide range of invitation channels from Email, QR, Social, Website Intercept, to SMS and more!

Active Listening: Traditional feedback methods tend to feel like one-sided interrogations. Active Listening—InMoment’s patented AI-powered feedback bot—encourages rich conversations by listening and responding to customers in real time, eliciting not only more, but more valuable, responses.

Multimedia Feedback: Engage customers and employees in their preferred way—whether through images, videos, voice recordings or traditional methods—to add a depth of understanding and emotion that supplements traditional text feedback and reviews.

Digital Listening: There’s a delicate balance between assisting customers in real time and disrupting the experience. Our digital listening solutions help you engage consumers or employees on your website, intranet, and in-app to improve experiences at all stages of the journey.

Social Reviews: InMoment helps you tap into popular online review and social sites and embeds these stories alongside additional experience data, ensuring you have the full spectrum of the customers’ voice built into your business decisions.

Mobile Experience: InMoment’s Mobile Survey SDK allows for personal and proactive engagement, ensuring that when a customer wants to do business with you, the transaction goes through.

Panel Research: Access market research to answer business questions, like which market segments to pursue. You will gain capabilities to study various market segments and pricing, conduct brand research, benchmark competitors, and lead product development research.

Please let us more about your most recent experience in your own words and why you feel that way. Please be as detailed as possible.

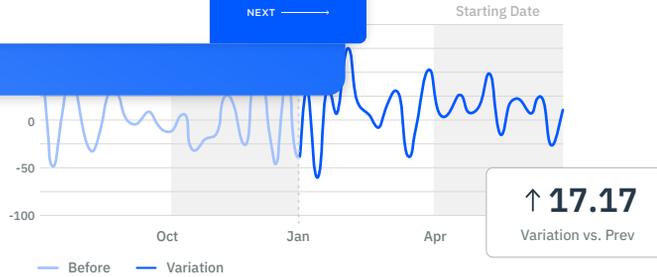
DETAIL STRENGTH

CLICK HERE TO VOICE RECORD



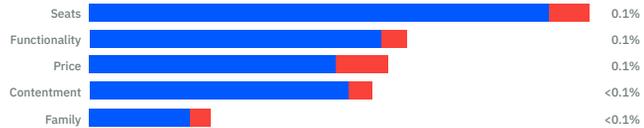
← BACK

NEXT →



Tags

All Positive Negative



Intelligent Analysis

Tailored Reporting: What typically requires manual intervention is automated within XI: quick and seamless analysis, root cause identification, and automated recommendations for issue resolution and experience improvement. Create, schedule, and share easily digestible reports and dashboards with dynamic live data sets. Choose from a library of common templates or go fully custom—in XI, there's a report for every role.

Role-Based Dashboards: Field, Pro and Executive dashboards offer a fully customizable way to display data and reveal insights most relevant to company leaders. From understanding conversion by channel to identifying revenue at risk, display and consume all of the information you need in a matter of seconds—so you can take action just as quickly.

A/B Testing: From product launches to new servicing motions, A/B testing visualizes the real-time impact of new initiatives on the outcomes you care about most. Monitor multiple initiatives and compare time periods, regions, or specific locations so you know what's working—and what needs to go back to the drawing board.

Self-Serve Text Analysis: Search through mountains of unstructured data already at your fingertips (including web and

voice feedback, social comments and reviews, photos and videos) to answer emerging questions and inform timely and relevant decisions. Create your own text analytics tags and models and monitor emerging trends and patterns.

Unstructured Data Analysis: Enable your power users to comb through large amounts of experience and operational data all in one place—in any format, from any source—to identify opportunities to increase profitability across departments. All this without requiring astronomical upfront investments and specialized expertise.

Out-Of-The-Box Industry Packs: Pre-built tuning configurations designed to understand industry-specific words and phrases. Industry Packs improve the results of your analysis with a fraction of the labor of traditional tuning. In addition, you can increase them further by adding your own vocabularies, taxonomies, and making micro-adjustments as needed.

Native Language Text Analysis: Fully transparent text analytics technology with truly native language support in 29 languages representing 67% of the world's population spread across 6 continents. No expensive translation and loss of cultural nuance necessary.

Experience Benchmark: Capture unstructured data from review sites, social, and surveys to understand where you rank against your top competitors, allowing you to target your activities toward areas of opportunity.

Product Feature Optimization: Gain insight into user sentiment and usability of new features to identify a successful rollout and remedy issues if they arise.



Impactful Action

Case Management: With real-time alerts via push notifications, text messages, and email, you're empowered to effectively manage, assign, track, prioritize, and remedy individual incidents and widespread occurrences. Incorporate the voice of your employees as a unique perspective on customer concerns, and you'll be confident in how your approach to resolving them.

Action Planning: Using predictive analytics on both structured and unstructured data, the XI Platform identifies emerging service trends and creates dynamic, proactive plans tied to brand-specific operating procedures and revenue-generating activities.

Mobile Application: Arm your executives and frontline with the most relevant experience data for their role, enabling on-the-go case creation, follow up, and promotion by rewarding employees for positive feedback.

Automated Action: Automate action with individual customers or at scale with customized data workflows. Whether sending recovery emails to "frustrated" customers, or giving kudos to employees—you can configure always-on workflows to take the right action at the right time.

Intent Detection: Detect the intent and predict the action. Automatically identify the intention behind your feedback. Depending on the specific industry pack or models applied, we'll tell you who is looking to Buy, Quit, Recommend, Discourage, and more.



Close Case



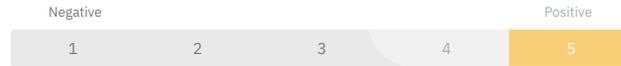
Did you contact the customer:

Yes No

Were you able to resolve the case:

Yes No

After resolving the case, what is the mood of the customer?



What was the problem?

 ▼

What is your mood in relation to this case?



Describe root cause of case and your recommendations: *(Optional)*

This issue keeps coming up with customers. There seems to be a problem with some of our sales items ringing up in the system.

Update

Cancel

InMoment's Artificial Intelligence Layer

The XI Platform is powered by eight core AI engines to complement your teams



Intent: Automatically detect who is looking to Buy, Quit, Recommend, Discourage, and more.



Eligibility: Intelligently determine if a request for feedback is appropriate based on customer journey analytics



Engagement: Improve feedback quality with human-like conversation to increase verbatim detail



Rapid Resolution: Route customers to the appropriate resolution based on their current experience



Predictive: Predict the impact of an experience at the individual or aggregate level.



Sentiment: Understand the expressed feeling or attitude behind feedback, categorized as positive, negative, or neutral.



Emotion: Measure feelings strong enough and specific enough to be categorized as a specific actionable emotion.



Effort: From unstructured data, determine how much effort was required by the customer or employee to perform a specific action.



Experience Intelligence For Experience Improvement

InMoment gives you the intelligence you need to take informed and meaningful action toward exceeding customer and employee expectations, identifying growth opportunities, increasing cost efficiencies—and ultimately, excelling in the experience economy. The XI Platform provides the foundation for your efforts, allowing you to:

- Collect and analyze direct, indirect, and inferred data alongside financial and operational data, informing the right actions that impact business outcomes
- Craft relevant feedback experiences that meet people where they are and engage them in conversations, not interrogations
- Understand intelligence hidden in your data, easily detecting patterns, trends, and anomalies to enable real-time resolution
- Produce action plans and tailored coaching that enhance the experience, ultimately driving retention and growth, minimizing costs, and identifying new opportunities for your business

INMOMENT'S XI PLATFORM IS AN INDUSTRY LEADER

But Don't Just Take Our Word for It

InMoment is named as a leading company in technology and services in Forrester CX and EX Waves, Forrester's People-Oriented Text Analytics Landscape, Gartner VoC Magic Quadrant, and the Insights and Analytics Top 50 reports. This validates our stance as a unique partner in the experience improvement landscape.

Enterprise Composite Ranking



Forrester Names InMoment as a Leader

"InMoment is a good fit for organizations looking for a ROI-focused technology and services partner."

FORRESTER CX WAVE: THE FORRESTER WAVE™:

Customer Feedback Management Platforms, the "who's who" report of customer feedback management.

FORRESTER EX WAVE: THE FORRESTER NEW WAVE™:

EX Management Platforms For Large Enterprises

THE FORRESTER WAVE™:

People-Oriented Text Analytics Platforms, Q2 2022" to the Forrester section and the graph

Gartner Positions InMoment as a Leader

"The company's XI Platform combines a broad set of VoC technologies as part of an integrated offering that focuses on blending services and software to help fulfill its clients' evolving CX ambitions."

Insights & Analytics Market & Top 50 Report

The latest 2021 Insights & Analytics Top 50 highlights In Moment among the top 50 established analytics and market research (MX) brands.

About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com.



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