

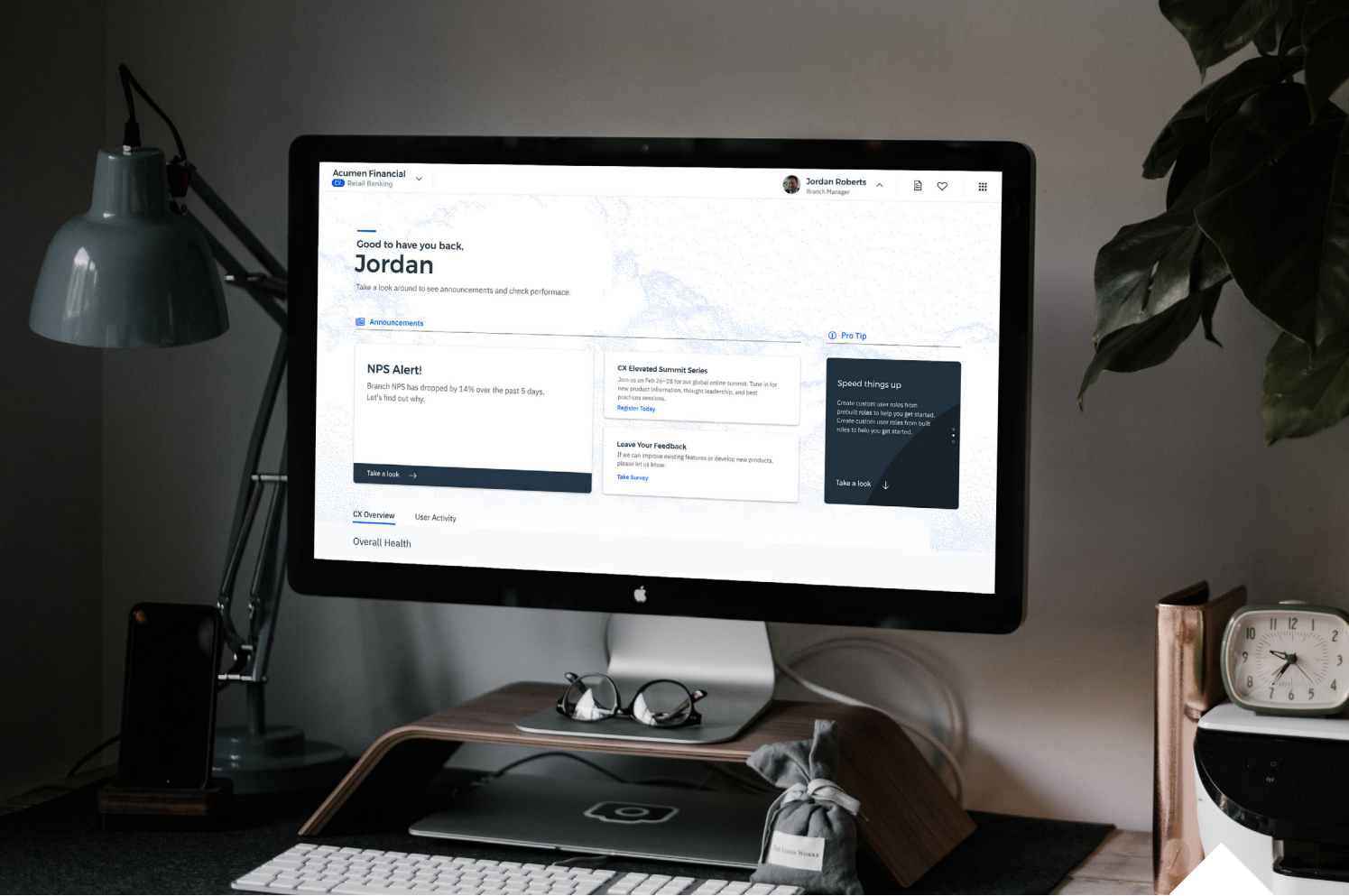
EBOOK

Welcome to Experience Intelligence

The InMoment XI Platform

 InMoment





EXPERIENCE IMPROVEMENT

Improving experiences is why InMoment exists. Our mission is to help our clients improve at the intersection of value—where customer, employee, and business needs come together. To effectively achieve this mission, we need **Experience Intelligence**: Intelligence from and about the customer, employee, and market that helps businesses identify and prioritize the moments that matter to inform their experience improvement approach.

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THE EXPERIENCE ECONOMY

Experiences—the culmination of moments filled with emotions, judgments, learnings, and much, much more—shape the world we live in. And each experience bleeds into our expectations for the next. To succeed, organizations need to develop Experience Improvement™ (XI) initiatives that sift out the noise from experience data, focusing on high-emotion, high-impact moments they can improve.

Organizations recognize this need. Yet despite increased investment, legacy experience management programs have plateaued. Why? Because experiences don't need to be managed, they need to be improved.

What's required for success is a new approach: Experience Improvement programs that solve for the biggest business challenges, like retention, growth, and profit. And what underpins this approach is going beyond simply listening and responding to customer feedback to power intelligent automation and human action.

With the right intelligence, businesses can empower the right people to take transformative, informed action in the most effective ways and drive value across four key areas: acquisition, retention, growth, and cost reduction. In other words, a business that wins in the experience economy.

EXPERIENCE INTELLIGENCE IS AN ECOSYSTEM

Bringing Together Three Critical Lines of Intelligence

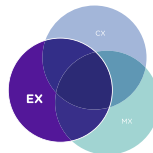
The InMoment XI Platform utilizes the Customer Experience Cloud (CX), Employee Experience Cloud (EX), and Market Experience Cloud (MX) to bring together intelligence about your organization, its products, your market, and your competitors, allowing you to identify the critical intersection of what creates meaningful experiences that drive revenue and improve business performance.

Built on a robust and modernized technology stack, the CX Cloud, EX Cloud, and MX Cloud can be used individually or in combination to understand the moments that matter, prioritize the actions you should take to impact the bottom line, and transform experiences today to deliver the highest business value tomorrow.

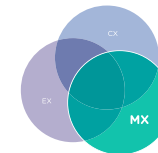
Each cloud ingests and collects data from virtually any source and then analyzes it using the power of the XI Platform, providing actionable intelligence through alerts and notifications, reports, dashboards, coaching, recommendations, and more. Each cloud provides a suite of applications—augmented by industry-specific specialists—that enable the jobs to be done within various departments.



CX focuses on **understanding what your customers are saying to and about your business**. Businesses know experience feedback is important, so they collect a lot of it, along with other data on their customers, but they don't know how to make sense of it or use it to drive action, how to prioritize it, or how to combine all the disparate data into one source of intelligence.



EX helps you **activate a resource that often gets overlooked: employees**. Employees are a fundamental part of the customer experience. It's important to keep a pulse on their level of engagement, knowledge, and satisfaction, as it correlates clearly with customer satisfaction. Plus, with the EX Cloud you'll get additional insight into how to drive better customer outcomes.



MX focuses on **intelligence from the broader market—competitors, non-purchasers, and topics for the customer base not answered in traditional CX programs**. This element allows brands to ask questions of the market, enabling more informed decisions and a well-rounded understanding of the CX and competitor landscape, trends, and what drives customers' decisions.



CX CLOUD:

Increase Customer 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?

EX CLOUD:

Activate Your Employee Experience

The EX Cloud gives you the intelligence to move beyond satisfaction—and even engagement—to achieve employee fulfillment. 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.

When coupled with the CX Cloud, EX efforts become even more impactful, ensuring your employees are empowered to drive the business outcomes that matter most to you.

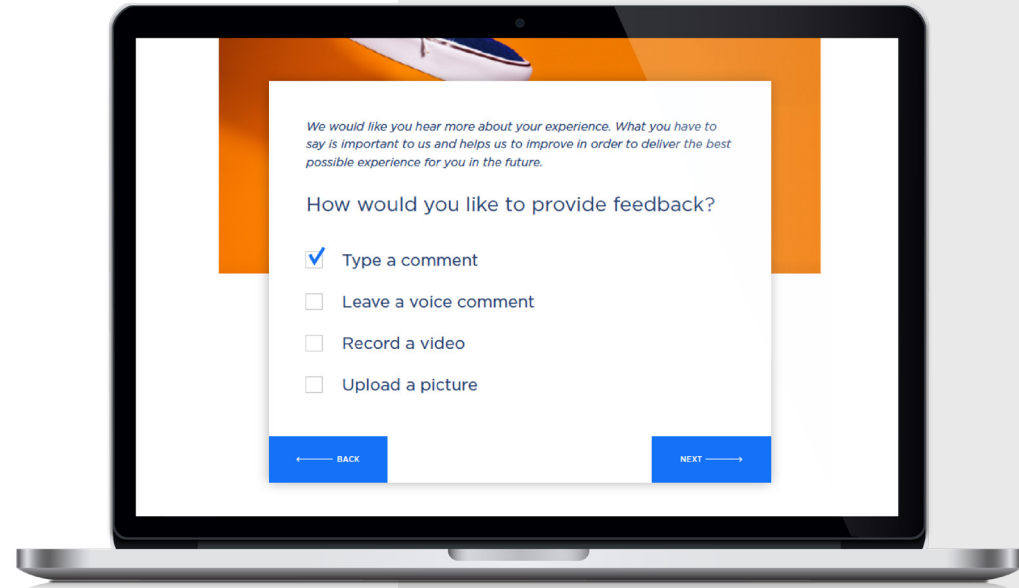


CLOUD FEATURES

MULTIMEDIA FEEDBACK:

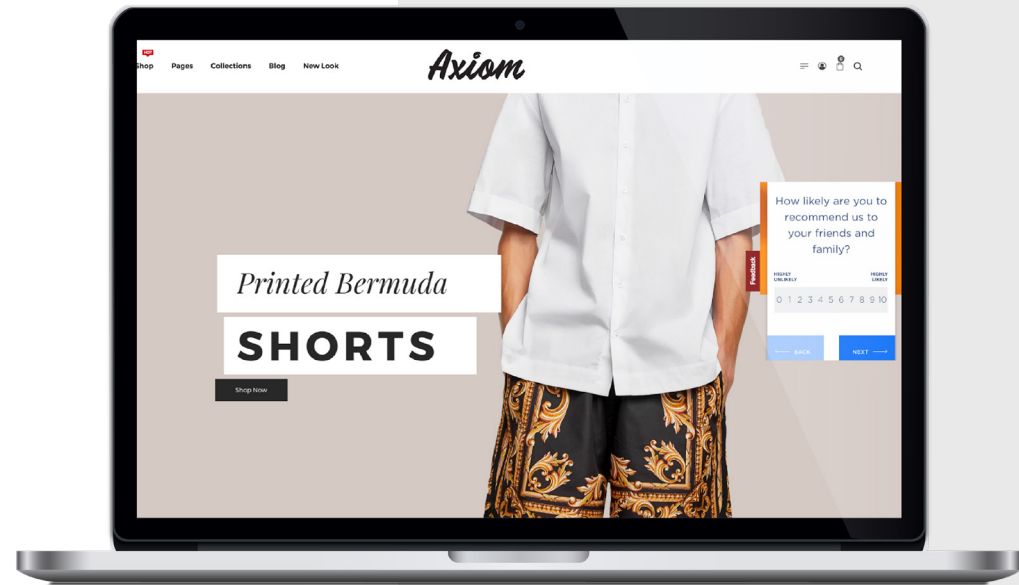
MEET CUSTOMERS WHERE THEY ARE

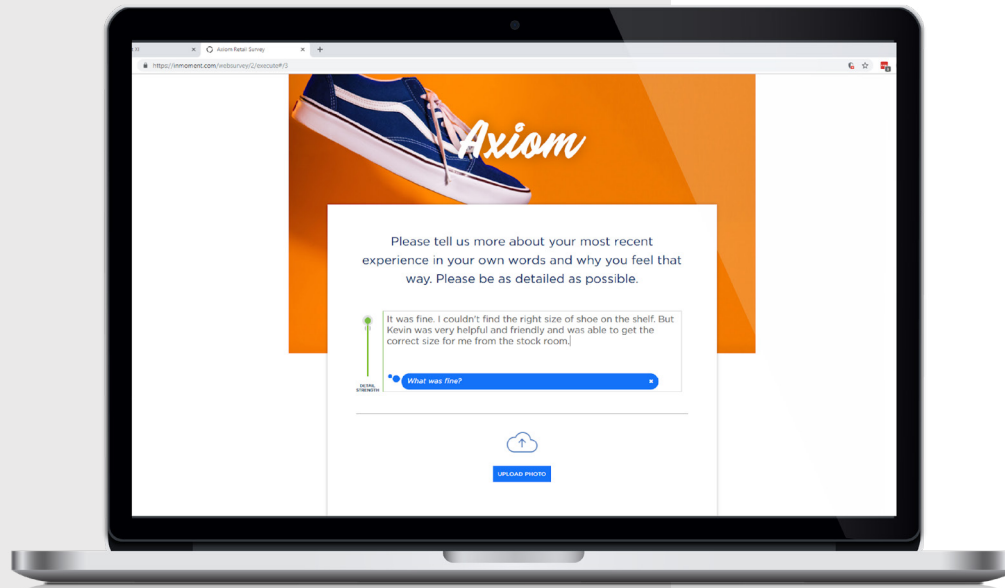
Engage customers and employees in their preferred way—whether through images, videos, voice recordings, or traditional methods—to add a depth of understanding and emotion that supplements traditional text feedback and reviews.



DIGITAL INTERCEPT: ENHANCE THE CUSTOMER EXPERIENCE, RATHER THAN DISRUPTING IT

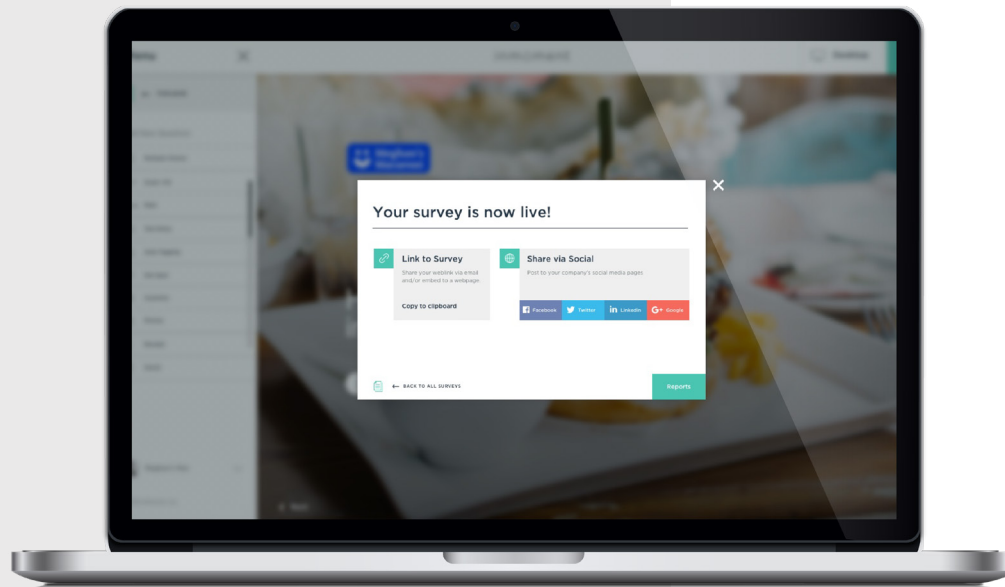
There's a delicate balance between assisting customers in real time and disrupting the experience. Our digital solutions help you engage consumers or employees on your website, intranet, and in-app to improve experiences at all stages of the journey.





ACTIVE LISTENING: USE TEXT ANALYTICS DURING THE FEEDBACK PROCESS TO GET BETTER DATA

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.

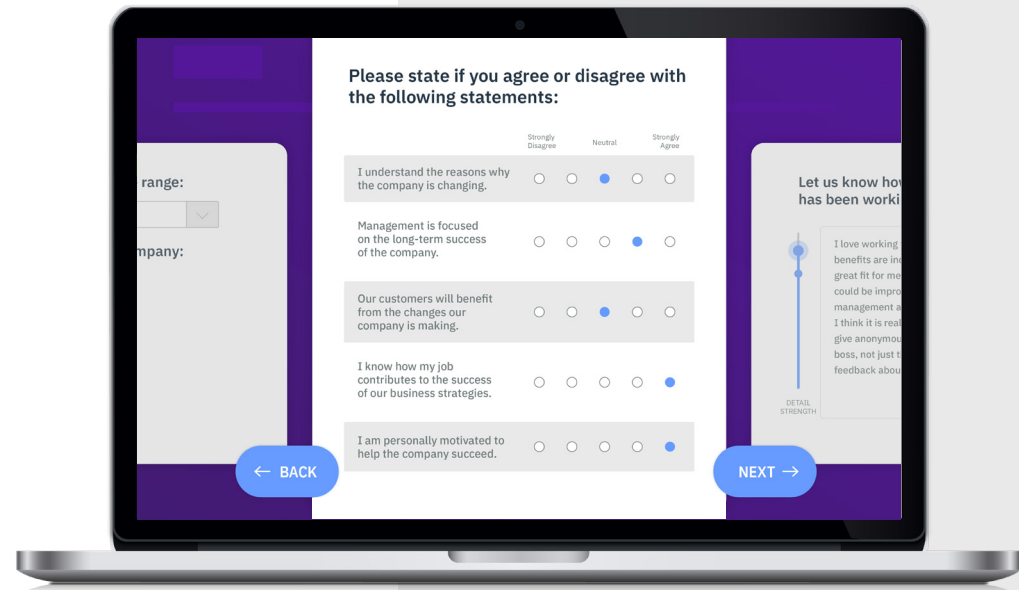


SOCIAL SHARING AND MONITORING: CREATE BRAND ADVOCATES

Tap into popular online review and social sites and embed these stories alongside additional experience data, ensuring you have the full spectrum of customer voices built into your business decisions. And further build out your reputation by inviting customers to share their personal experiences with your brand on their Twitter or Facebook page, or connect with you on social media for additional brand interaction.

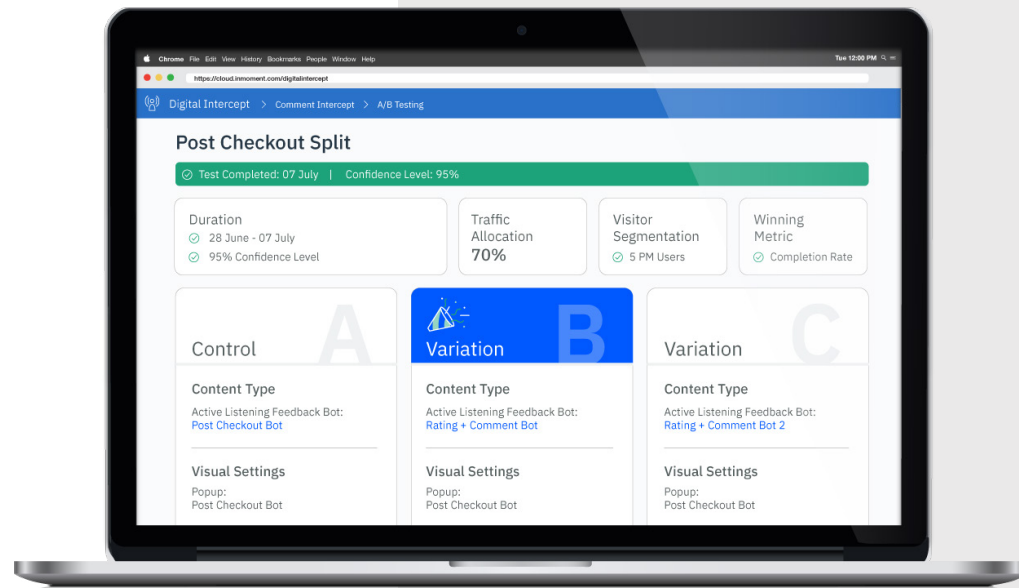
DIY SURVEY AUTHORING: ASK THE QUESTIONS THAT MATTER TO YOU AND YOUR CUSTOMERS

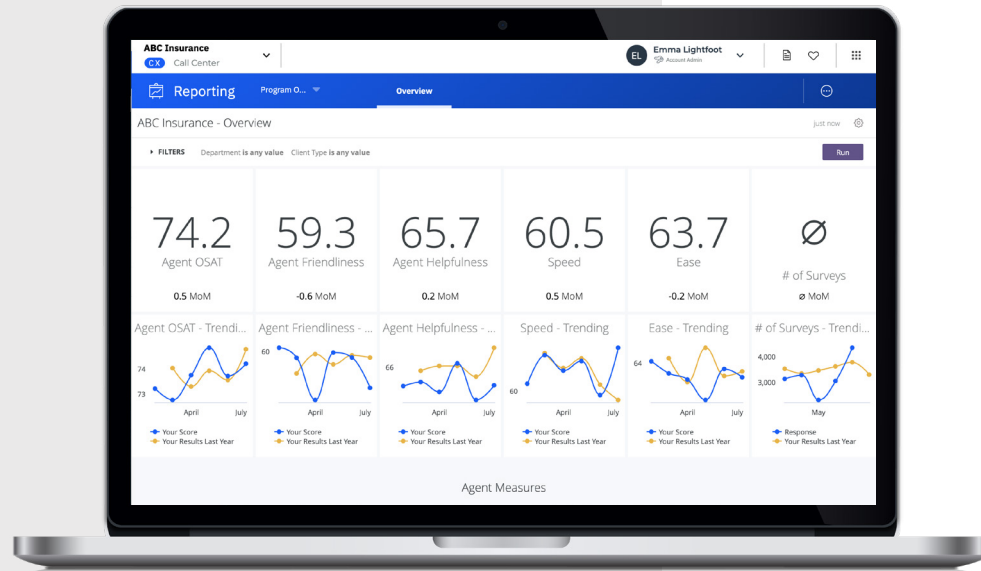
Design, create, and deploy smart and effective surveys—either as part of your core programs or ad-hoc research queries—for broad or specific audiences. Managed service, do-it-yourself, or somewhere in between, we have a solution for every customer, employee, and market experience team.



A/B TESTING: FEEL CONFIDENT IN YOUR ACTIONS

From product launches to new servicing motions, A/B testing visualizes the real-time impact of new initiatives on the outcomes you care most about. 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.

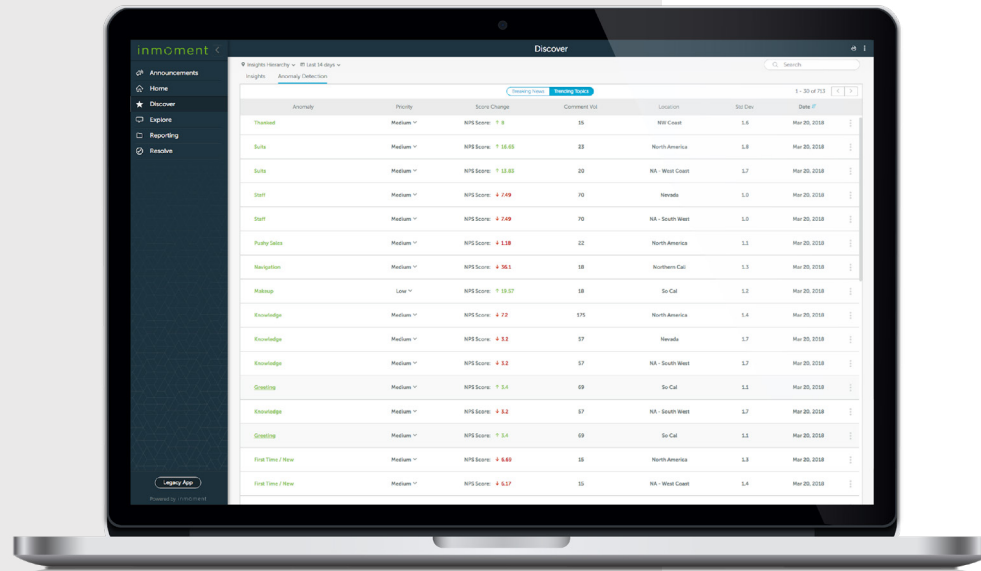




REPORTING AND DASHBOARDS:

DATA VISUALIZATIONS THAT WORK FOR YOU

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.



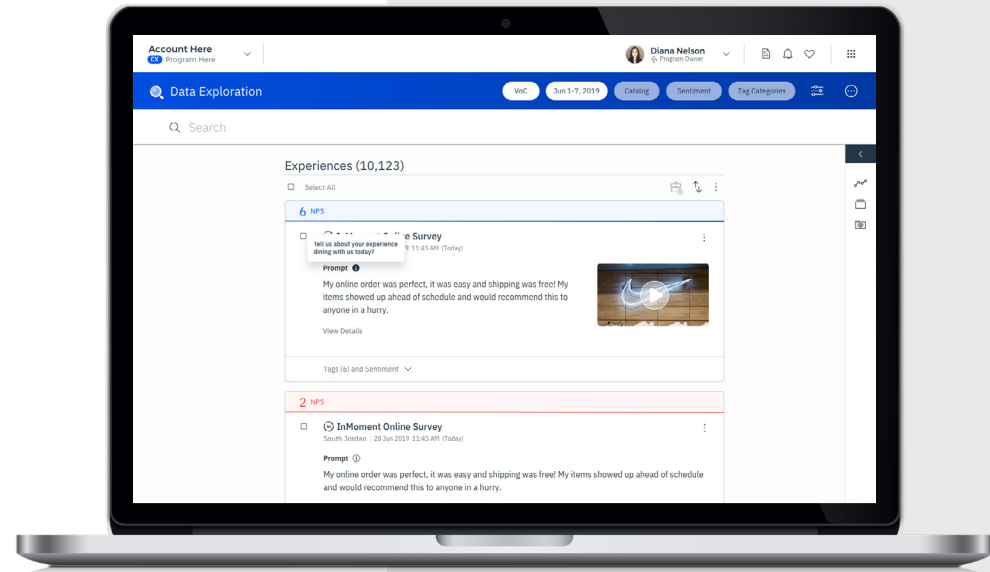
IMPACT DETECTION AND ALERTING:

DISCOVER UNEXPECTED TRENDS

The XI Platform combs through your data to detect and alert on patterns, trends, and anomalies as they occur—and the anticipated impact of inaction. Every alert provides an opportunity to replicate the good—or troubleshoot the bad before it turns into a brand crisis.

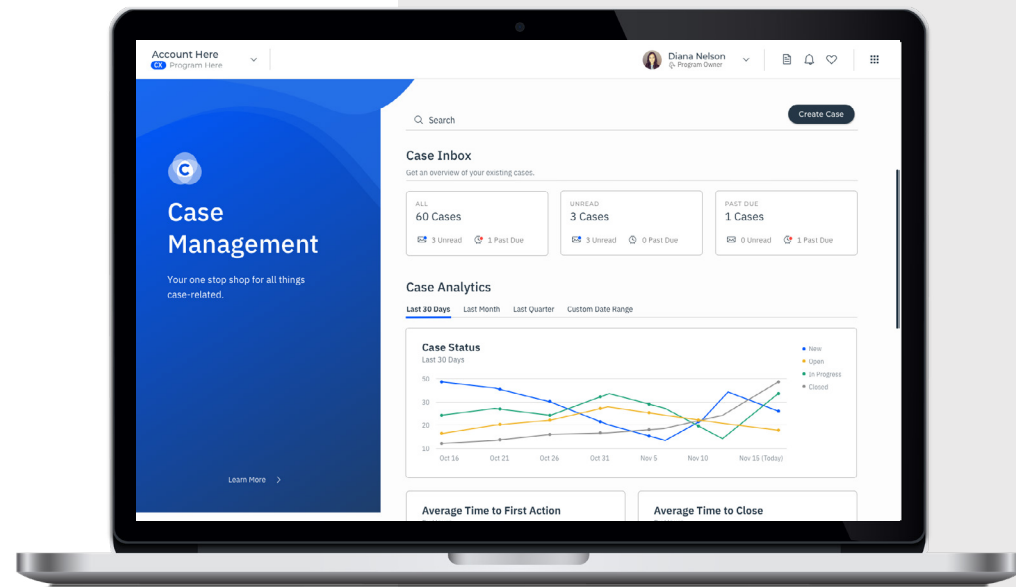
DATA EXPLORATION: QUICKLY FIND ANSWERS IN YOUR UNSTRUCTURED DATA

Sift through mountains of experience data already at your fingertips (including web and voice feedback, social comments and reviews, and photos and videos) to answer emerging questions and inform timely and relevant decisions.



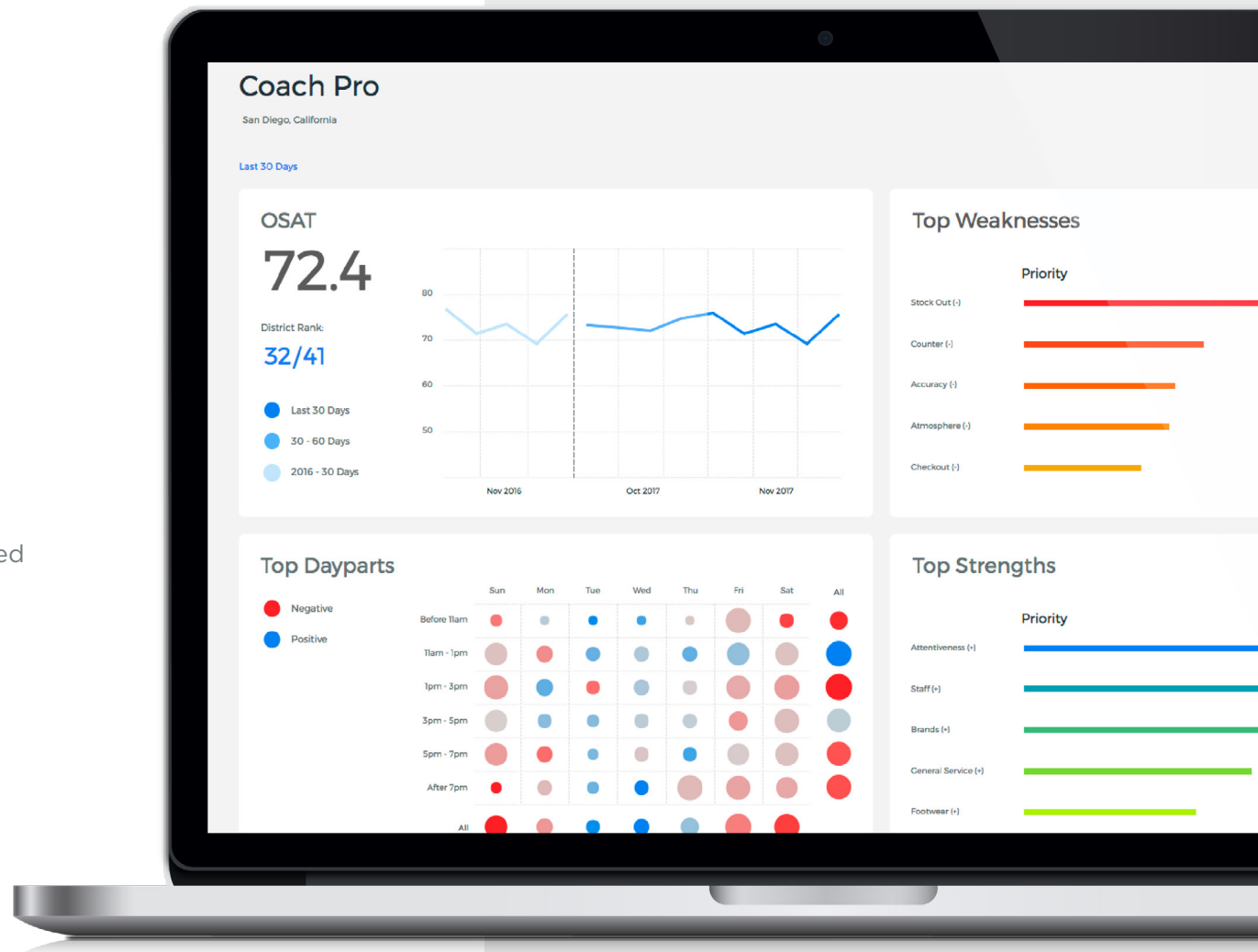
CASE MANAGEMENT: RESOLVE CUSTOMER CASES IN REAL TIME

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 your approach to resolving them.



FIELD COACHING AND ACTION PLANNING: FOCUS ON IMPROVEMENT AND GROWTH

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.





MX CLOUD:

Enable More Informed Decisions

Experience intelligence—and Experience Improvement—is about more than just the customer. While leveraging the experience data you already have can help you answer your most pressing questions, oftentimes 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.

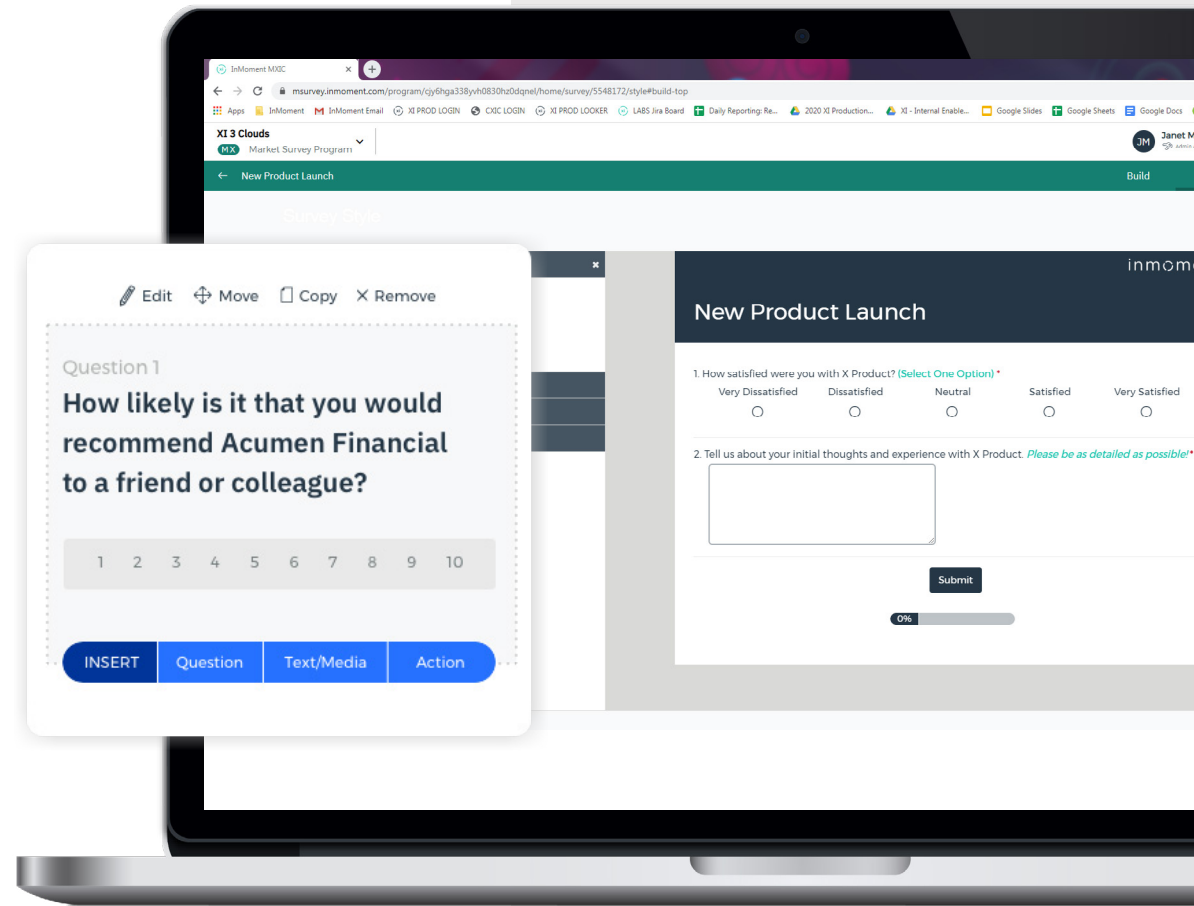
Whether you're launching ad-hoc surveys to your customers on the fly, leveraging a global panel, or benchmarking yourself against the competition, the MX Cloud empowers you to perform modern market research in a matter of minutes.

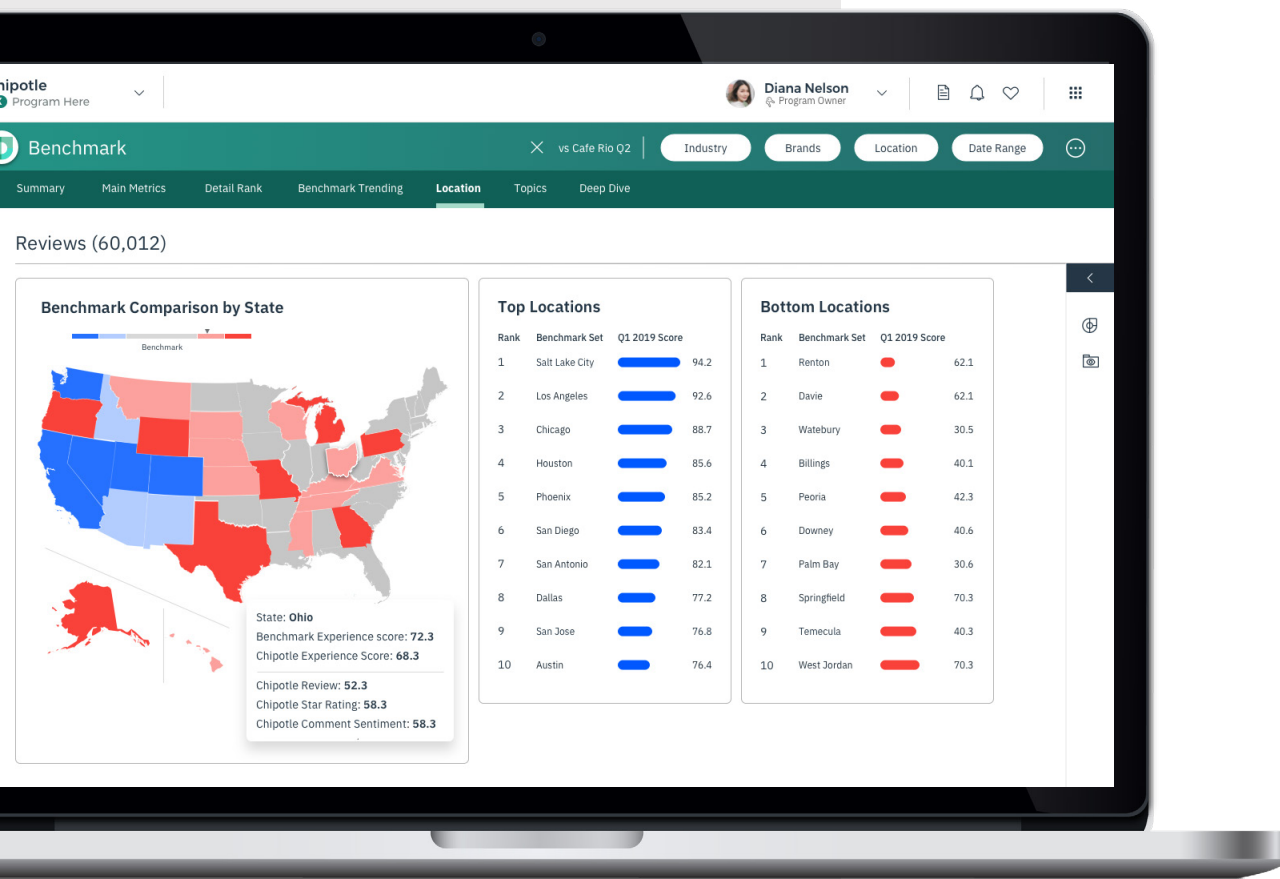
MARKET SURVEYS: QUICKLY GET THE ANSWERS YOU NEED

Making data-driven decisions is a must. Our market surveys empower you to quickly create and distribute ad-hoc surveys that provide answers on-the-fly. The ability to launch a market survey in a matter of minutes means brands can adjust as they go. They can take advantage of opportunities to increase revenue when they arise or quickly shift when a product or initiative misses the mark.

PANEL: BRING CONSUMER INSIGHT INTO YOUR BUSINESS

Rapidly launching pulse surveys to industry and market access panels is crucial to quickly tracking emerging customer needs and behaviors. In some cases, you can see new insights surface within hours! With proven marketing strategies in place, brands can increase traffic, boost conversion, and win a bigger share of wallet by more accurately meeting consumer needs. With both buyer and non-buyer sample groups, you can get valuable insights from targeted groups instantly.





EXPERIENCE BENCHMARK: LEARN WHERE YOU LEAD AND WHERE YOU CAN GROW

Our benchmarking solution captures unstructured data from review sites, social, and surveys to show you where you rank against your top competitors in real-time. Slice and dice data by geography, brand, channel, and topic to identify specific opportunities for improvement against key competitors to win a bigger share of wallet.

**InMoment is a good fit
for buyers looking for an
innovative and strong
partner that focuses on both
technology and services.”**

The Forrester Wave™: Customer Feedback
Management Platforms, Q1 2020

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 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



At InMoment, we look at data differently—not as something to be managed, but as one resource in an overall experience improvement initiative.

Experience journeys are complex, and a modern approach to understanding data from every touchpoint is vital for success. Our technology is built on a flexible, scalable architecture that meets clients where they are and allows everyone to get their jobs done effectively.

We've built the XI Platform to ensure no matter what your role, you get the relevant intelligence you need to own the moments that matter—transforming experiences today to deliver the highest business value tomorrow.



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*](https://inmoment.com)

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