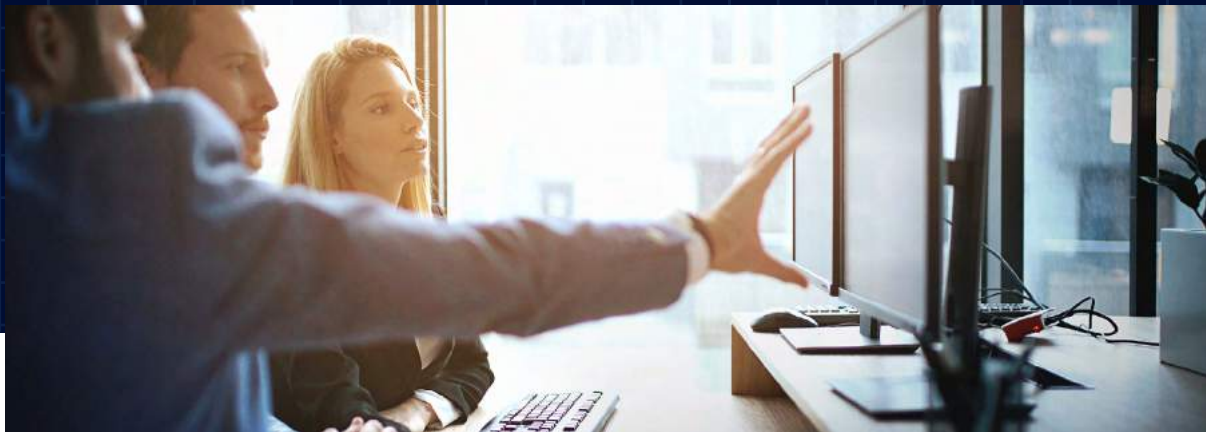# Thirteen FAQs from Leading CIOs

## WHY IMPLEMENTING THE INMOMENT PLATFORM IS EASIER THAN YOU THINK!



Taking on a new tech partner is exciting—it takes a massive effort from your whole team to get through the RFP process, work out what your new experience technology will look like, and sign the contracts. At this point, almost everyone in the business is ready to hit the ground running. That being said, there's usually one team that feels nervous around this stage: the IT team. This team knows what it looks like to onboard a new partner, handle mass amounts of data, and actually get the project off the ground.

After more than 500 implementations across Asia Pacific, we at InMoment have seen every angle of what it's like to migrate enterprise-level IT projects: the good, the bad, the ugly. What's more, most of our clients are working with limited resources and stretched teams with no room for headaches. We've designed our entire InMoment Platform implementation process to mitigate our clients' stress and make this one of the most seamless onboarding processes they have ever experienced.

But we also know that you want reassurance upfront. That's why we've compiled the top thirteen most frequently asked questions—and their answers—from CIOs and IT teams into this eBook. Let's get going!

> "I've been in this industry for more than 10 years and I've never seen a faster implementation of a project. After program implementation, we started seeing the value straight away."
>
> **ABBY SINGH, VOC LEAD OF TECHTRONIC INDUSTRIES (TTI, INC)**

## Thirteen Questions At-a-Glance

### 1 What is CX and what's in it for me?

Forrester said it best: customer experience, put simply, is "how customers perceive their interactions with your company". Companies with comprehensive CX strategies are winning in the marketplace, and we see that they are 93% more profitable, enjoy 91% higher NPS scores, and have 89% greater customer retention*.

*According to CXEvolution Study of over 10,000 CX Practitioners

## THE INMOMENT PLATFORM HELPS IT TEAMS



**MONITOR YOUR SERVICE DESK**  **RUN SECURITY TRAINING**  **SUPPORT PROJECT MANAGEMENT**  **DEPLOY NEW SYSTEMS**

So it's obvious that the organisation as a whole stands to benefit, but what about the IT department specifically? Post-implementation, many business units (including the IT department) can use Voice of Customer (VoC) capabilities to get feedback from internal and external clients about how their department is running. You can even collect feedback from your own team about their experience working with external partners. We've seen our clients use the InMoment Platform's survey capability to monitor the service desk, run security training, support project management, and deploy new systems.

### 2 What is the InMoment XI Platform?

Whether it's your human resources team, digital marketing specialists, or customer-facing staff and management, the Platform ensures the right people at your company have access to the information and intelligence they need, enabling streamlined workflows, immediate action, and quantifiable improvement.

At the heart of the platform are core capabilities specifically designed to help you manage a "continually improving" experience program. This involves 5 key elements: **designing** a successful program strategy and vision, **listening** to customer feedback, **understanding** key data and analytics, **transforming** intelligence into an action plan, and finally, **realising** business benefits.

InMoment

In technical terms, the Platform supports omni-channel collection, aggregation, enrichment, integration, and storage of both structured and unstructured feedback as well as operational data.

We use a managed enterprise private cloud with local data centres around the world, from Australia to the European Union, as well as in North America. Compared to on-premises or installed platforms where software updates are manual and less frequent and hardware needs to be maintained and supported, we offer software that is accessed securely and regularly through the Internet. When it comes down to it, not only is our technology incredibly powerful, but it also makes your life easier.

## 3   What does the architecture of the Platform look like?

Bulletproof security is our highest priority. The InMoment Platform is designed with multiple layers of protection that cover data transfer, encryption, network configuration, access controls, and application-level controls. These are distributed across a secure architecture.

We provide virtualised, load-balanced, and shared web and application processing systems. Our network security and monitoring techniques are designed to provide multiple layers of protection and defense. We employ industry-standard protection techniques, including firewalls, network vulnerability scanning, network security monitoring, and intrusion detection capabilities to ensure only non-malicious traffic is processed by our systems.

Our Platform architecture enables the dynamic addition and removal of services. The number of instances is increased without human intervention when the load on the platform increases. As load decreases, services are put in an idle state until needed again. This enables our product offerings to respond to bursts in traffic and variations in usage.

## 4   How do you keep my customers' data completely secure?

All client data is treated as confidential and sensitive. Our security policies ensure client confidential information (including sensitive information and trade secrets) are kept completely secure and protected in accordance with your unique requirements and the laws and data regulations specific to each country in the APAC region. Depending on the privacy laws in your region, we will make sure client data is physically and logically protected.

We make sure that access to data is limited to required parties. Our data handling policies are built on the principles of Least Privilege and "Need to Know." Data is encrypted in transit with HTTP over Transport Layer Security (TLS) for data transfers, creating a secure tunnel protected by 128-bit or higher Advanced Encryption Standard (AES) encryption. We support SFTP for secure data transfers between client systems and the InMoment Platform. All data leaving or entering the platform is encrypted by default using GPG and PGP encryption. For endpoints under our control and modern browsers, strong ciphers are used and support perfect forward secrecy.

### 5   Where is data stored?

We use a managed enterprise private cloud with local data centres in Australia, the European Union, and North America. Compared to on-premises or installed platforms where software updates are manual and less frequent and hardware needs to be maintained and supported, we offer software that is accessed securely and regularly through the Internet.

RESOURCING

### 6   How much of my team's time and resources are needed to implement this solution?

Whether this is your first time implementing an experience platform or you are migrating from another vendor, the implementation process has been carefully designed to minimise the effort on your side. During the onboarding process, our team will work with your IT team to design a robust, low maintenance integration with your existing systems—even out-of-the-box connectors to CRMs like Salesforce.

When it comes to scoping out the exact time needed, we hate to say it, but "it depends". Every project is completely bespoke and will depend on the number of surveys you are designing, the number of touchpoints in the journey, how many design workshops your team takes on and if there is a client-side project manager available.

Our cloud applications don't require investments and installation of hardware and software, you should be able to get them running and productive in a fraction of the time compared with on-premise software. DNS configuration, digital certificates and SSO integration are typically all that is needed to get started with the platform.

Beyond desktop support we do not expect our customer's IT teams to assist the users in the use of the application itself.

The InMoment Platform uses a built-in ETL tool called "XI Workflow", which is a data processing and workflow engine built for the needs of large programs.

**XI WORKFLOW MINIMISES DATA WORK ON YOUR SIDE BY:**

✓ Configuring business rules & calculations

✓ Automating data imports and exports

✓ Transforming data from its raw source to consumption

✓ Establishing data processes through drag and drop features

✓ Simplifying and accelerating implementation processes

Furthermore, our data warehouse exports are designed in a way in which introducing new surveys or questions does not require any change to the interface itself.

Don't just take it from us—we have endless experience integrating data across some of the biggest brands across Asia-Pacific, and they are happy to endorse the seamlessness of the integration process:

## 7 Do I need to anticipate unpredictable or expensive software upgrades?

No, we manage all external licenses and software upgrades, so there is no need to budget for unpredictable tech expenses. Because we handle software upgrades on our end, your team is always running on the latest version of the InMoment Platform.

GOVERNANCE

## 8 What does identity management look like?

It's easy to add and remove users from the Platform. You can use your own SAML 2.0 Identity Provider to authenticate and control access into the InMoment company site, which ensures that only authorised users can access the data.

**9** **With so many users accessing the Platform, how do I make sure feedback collection and reporting stay consistent?**

With multiple users accessing the Platform, there are a lot of variables to keep in mind. To make sure data and intelligence are accurate, customers will need to be surveyed with absolute consistency. For example, changing the style of a question in one survey might change the customer's response and affect overall scores.

Getting everyone on the same page is a process that we call "governance," and it's an incredibly important step in establishing an enterprise-wide experience program. When it comes to consistency, we will help you think through dashboards, access rights management, survey template libraries and sample rules.

**Dashboards** make it easy for business leaders to see and track the effects of your governance framework on program results, quickly identify gaps and problems, and take immediate action to correct them.

Through a Platform feature called **access rights management**, you can be sure the right information is in the right hands. Our Platform uses hierarchy management to allow you to grant and limit access to specific features and capabilities. With this capability, everyone will have the appropriate access they need to do their job effectively.

**Survey template libraries** facilitate and support your efforts to use consistent, effective surveys across regions and departments.

Contact frequency is something to consider when it comes to reaching out to your customers. **Sample rules** are typically set within and across surveys. This makes it easy to avoid inadvertent survey overlap and oversampling.
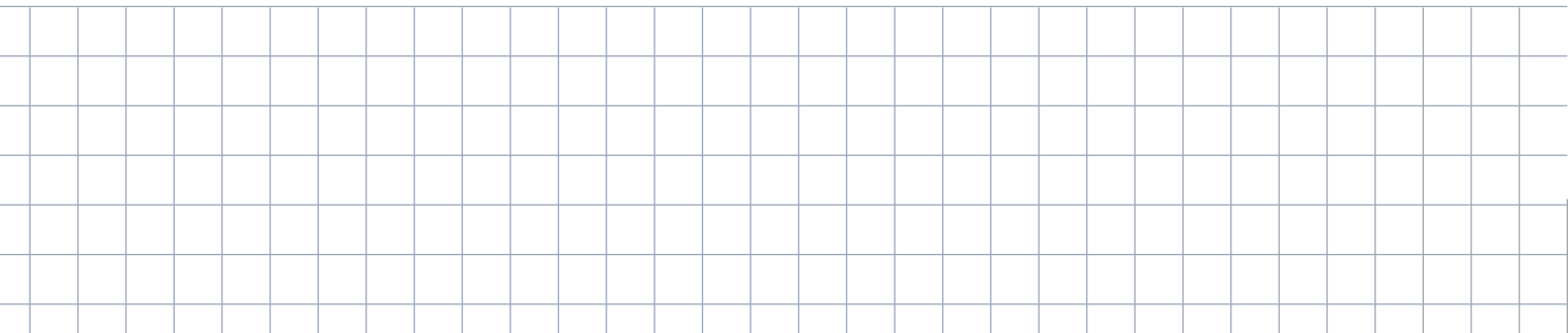
## 10 10. Can I give different employees varying levels of access to data?

The InMoment Platform is able to grant specific authority to different user groups. A single report or dashboard can be shared with different users across the organisation, from C-Suite to the frontline. Using flexible hierarchies, this single report or dashboard can have embedded permissions levels and will automatically open on a drill down level that is meaningful to the user.

INTEGRATIONS

## 11 How does the InMoment platform integrate with other business systems?

InMoment also offers an API service layer for custom data ingestion, reporting feeds, and application integrations. Our open, 'headless' architecture; means no data conversion is needed and we don't have rigid data requirements to make sense of feedback, no matter where the data comes from.

We recently built the Platform from the ground up to allow all types of data in and also share actionable data back out to any system using our patented ETL tool. We are the only vendor who can quickly service data transformation and manipulation tasks including the enrichment of inbound customer datasets, hierarchies, and sample management rulesets.

Each of our 2,000 brands actively uses between 2-3 integrations, and over 20% integrate with their CRM of choice. The most common integrations are with Salesforce, SAP Cloud for Customer, Microsoft Dynamics and operational platforms such as Slack, Twilio, Workday, ServiceNow, and Marketo truly embedding transformational VoC throughout their business.

## 12 Does InMoment integrate with Salesforce?

Yes! With many enterprise clients using Salesforce, we are proud that InMoment's Platform is completely compatible. Not only does our Platform seamlessly integrate with Salesforce, you only need to configure the integration once. You do not need to create new objects or fields in SalesForce when a new survey is added.

### 13   What if I need support after my program is implemented and running?

What sets InMoment apart is our award-winning partnership approach to client relationships. Kicking off from the implementation phase, InMoment has technical resources available in the APAC region to act as an extension of your team. Beyond desktop support, we do not expect our customer's IT teams to assist the users in the use of the application itself.

InMoment offers 24/7 support, which means you'll always be able to connect to a human and resolve any issue that may surface. From there, our team at InMoment partners with clients through our Continuous Improvement Framework, so they can evolve their programs as their CX and EX maturity grows.



////// BOC

"I will be sorry to see you move onto other projects but we knew this day would come and we cannot thank you enough for all of your assistance, responsiveness and support throughout this process. We know we are in capable hands when you move on and look forward to utilizing the system to its full potential. Your team has been such a pleasure to work with and have made this transition process a really easy and enjoyable one."

AMBER BURDETT-DOW, CUSTOMER EXPERIENCE PROGRAM MANAGER AT VV
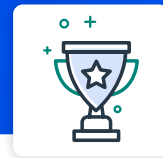
BONUS QUESTION

## How do I know the implementation of the InMoment is right for my organisation?

Reference checks are one of the most powerful tools for validating the effectiveness of our implementation team. We are happy to provide access to our clients so you can hear from the region's largest brands about their smooth implementation experiences first-hand.

## If you have questions that weren't covered here, please get in touch:

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## 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/