

Governance & Scalability

YOUR MOST FREQUENTLY ASKED QUESTIONS ANSWERED



Our experts get asked a variety of questions around governance and scalability on a daily basis. We thought it would be helpful for our experts to sit down and share the answers of the top 10 questions they get regularly asked. This FAQ sheet walks you through more of the technical aspects of our InMoment platform capabilities.

1 Does your platform offer scalability when we want to grow our programme across borders?

Our platform has tremendous scalability. Currently, our largest programme spans 130 markets, with tens of thousands of users. We typically deploy a “Glocal” hybrid approach, where we manage a programme centrally from either the UK, Germany or US, but deliver it locally.

2 How flexible is your surveying platform to display multiple languages –even within one market?

Our platform provides flexibility to enable clients to survey their customers in a desired language. We currently support over 80 languages and some of the most common survey languages include: English, German, French, Spanish, Korean, Italian, Japanese, Chinese, Danish, Portuguese, Dutch, Polish, Norwegian, Swedish, Russian, Greek, Finnish, Czech, Ukrainian, Turkish, Hungarian, Slovak, Thai, Croatian, and Slovenian.



3 Which languages are supported in your surveying platform and/or reporting?

Our platform's user interface is currently translated and actively used in 32 languages. Additional languages are added as needed and the platform can support all left-to-right and Latin-character based languages, as well as many (and the most common) character-based languages.

Our text analytics are available in 103 languages.

We currently conduct surveys in over 80 languages and can support virtually any language as needed, including right-to-left and character-based languages. Examples of the survey languages we provide include;

English, German, French, Spanish, Korean, Italian, Japanese, Chinese Simplified, Danish, Portuguese, Dutch, Polish, Norwegian, Swedish, Russian, Greek, Finnish, Romanian, Czech, Chinese Traditional, Spanish (Argentina), Ukrainian, Latvia, Lithuania, Estonia, Turkish, Hungarian, Slovak, Thai, Croatian, Slovenian, Hebrew, Bulgarian, Hindi, Indonesian, Tagalog, Vietnamese, Flemish, Arabic, Catalan, Icelandic, Malaysian, Bengali, Urdu, Tamil, Swahili, Sinhala, Burmese, Serbian and more!

4 Ability to handle various data privacy and information security demands?

Yes, InMoment is SOC 2 Type 2 certified. We follow all local data privacy rules to include GDPR within the EU.

5 Connect with different CRM systems / various level of sample data quality?

InMoment offers an API service layer for custom data ingestion, reporting feeds, and application integrations. Customers typically use this to integrate processes for headless collection (i.e., they push response or operational data feeds to XI from other feedback collection services or operational systems) as well as integrated reporting use cases. XI has a native data integration ETL pipeline (XI Workflow) which can quickly service data transformation tasks, data manipulation, and enrichment of inbound customer datasets, hierarchies, and sample management rulesets.

We typically integrate with CRM systems utilising an iPaaS service layer, which enables rapid and custom integrations, as well as compound workflows.

6 Can we have different data flows for different markets/regions?

Yes

No

7 Can we use different business rules for individual markets?

Yes

No

8 Can we aggregate data on multiple hierarchies?

Yes

No

9 Can we use different hierarchies between different markets/regions?

Yes

No

10 Can we weight the results according to the market size of the individual markets?

Yes

No

Strong governance is a critical factor to achieving a successful experience programme for your customers, employees and partners. The InMoment way is about making thoughtful, deliberate decisions, and building clear processes and communications about how your programme is designed, delivered and maintained to help your organisation to evolve.

With over 40 years experience designing and delivering more global CX programmes than any other organisation, we are on hand to help you discuss your governance requirements and share best practices.

To demo a product or to contact us call:

UK & IRELAND
+44 (0) 1494 590 600

GERMANY
+49 (0) 40 369 833 0

NORTH AMERICA
1-800-530-4251

APAC
+61 (2) 8397 8131