

Localising & Scaling Your Experience Improvement Program

YOUR MOST FREQUENTLY ASKED QUESTIONS ANSWERED BY THE EXPERTS



Every day, customer experience leaders and their IT department ask our InMoment experts a variety of questions about governance and scalability. So, we've collected 10 of the most common enquiries to help guide you through the more technical aspects of the InMoment XI Platform. Let's go!

1 Can the InMoment XI Platform scale when my organisation is ready to grow our program across borders?

Yes! Our Platform was built just for that reason—to seamlessly scale across the globe, wherever you need to reach your customers. Currently, the largest InMoment experience program spans 130 markets, with tens of thousands of users. We typically deploy a “glocal” (“global” + “local”) hybrid approach, where we centrally manage a program from either Australia, New Zealand, or Singapore, but locally deliver the program customised to each market's needs.

2 How flexible is your survey platform when it comes to asking questions in multiple languages—even if there are multiple languages per country?

The InMoment 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 (traditional & simplified), Bahasa Melayu, Bahasa Indonesia, Cambodian, Danish, Portuguese, Dutch, Polish, Norwegian, Swedish, Russian, Greek, Finnish, Czech, Ukrainian, Turkish, Hungarian, Slovak, Tagalog, Thai, Vietnamese, Croatian, and Slovenian.



3 Which languages are supported in your surveying platform when it comes to reporting?

The InMoment Platform 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.

InMoment offers text analytics capabilities across 103 languages.

Additionally, the charts and data labels in our platform dashboards and reports can be configured to match the 80+ survey languages supported in the platform. The displayed language will be based on the user's language settings for the user interface.

4 How does the InMoment Platform handle various data privacy and information security demands?

InMoment is SOC 2 certified. We have also been certified in ISO 27001, 27002 and 27701 and we align our policies based on these certifications/standards. We follow all local data privacy rules, including GDPR within the EU.

5 How does the InMoment Platform connect with different CRM systems?

Seamless integration with structured management of data is crucial to meet data quality and compliance requirements. The InMoment Platform interfaces allow you to innovate faster than ever before while delivering the level of protection required to meet local and international standards.

The Platform components are wrapped in APIs that can be easily understood and consumed. A built-in data integration tool (called XI Workflow) can service data transformation tasks, data manipulation, and enrichment of inbound customer datasets, hierarchies, and sample management rule sets. Using our APIs and XI Workflow you can quickly implement critical integration use cases to deliver intelligent, connected experiences across channels and touchpoints.

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

So What's Next?

Reference checks are one of the most powerful tools for validating the full capability of the XI Platform, so we are happy to provide access to current clients of Asia Pacific's largest brands to showcase the power of the Platform first-hand. The effectiveness of InMoment's approach to governance and program localisation is seen through 100% of clients expanding their programs year on year and over 97% retention.

We are proud to be awarded 'Best CX Partner of the Year' (2019, 2021) at the Australian and New Zealand CX Awards, and named a Leader in the Forrester Customer Feedback Management and Employee Experience Wave reports.

InMoment serves an impressive list of award-winning clients that includes over 50% of Fortune 500 companies; 90 percent of the world's automotive companies; eight out of 10 of the leading banks; four of the top five Australian insurers; nearly 20 percent of the top 50 retailers and 40 percent of the top hospitality companies.

Have we answered all your questions? Whatever your organisation needs in terms of program governance and localisation, we're here to help you with best practices.

To demo a product or to contact us call:

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