

Customer 360

Empower your organization with the data to deliver a superior Customer Experience (CX) across all channels in just two weeks.



80% of businesses think they deliver a superior customer experience.

But only 8% of their customers agree.

Why the disconnect? Because today's consumer uses at least three channels to interact with big companies around customer service issues. In other words, Customer Experience is a battlefield that presents a valuable innovation opportunity for marketing leaders.

Data comes from many places in many forms. Great data is the linchpin that drives better business decisions. Companies need to embed advanced analytics into their operations to become more customer-centric and unlock hidden value.

Our Customer 360 Kickstart takes a deep dive into your organization's analytics landscape to get you well on your way to developing a deeper appreciation for your customers' needs and streamlining your response to their needs. Further, the kickstart recommends your optimized future state and shows you just how to get there.

We provide managed dashboards, insight analysis and ongoing brand tracking across all vertical markets. Learn how consumers really feel about your brand, products, services, and competitors by tracking the nuances of emotion and sentiment. Our omni-channel analytics also integrates social media with contact center voice calls, chat, text, and email to gain a 360-degree view of the customer. Further, we help you leverage this data to generate predictive models that provide insight into the future to help you stay ahead of the competition.

Insights are everywhere, you just have to know where to find them. Derive real-time market and operational intelligence from all forms of unstructured and structured data.

Our 2-week Kickstart enables your organization to:



Overcome siloed channels



Identify data "black holes" along your customer journey



Improve the quality of your data



Implement omni-channel analytics



Envision an optimized future-state.

Our Approach

Our Customer 360 Kickstart follows four key steps:

Step 1:

Current State Analysis



Step 2:

Requirements, Ranking & Target Identification



Step 3:

Art of the Possible



Step 4:

Roadmap & Next Steps



Current State Analysis

The first Kickstart step evaluates the maturity of your existing CX Analytics. We assess your CX landscape using our CX Analytics Framework, including Business Drivers, Channels, Owners/Stakeholders, System of Records and KPIs. Further, we gauge your technical maturity across architectures in terms of Data Access; ETL (Extract, Transform and Load) for systems of record, data storage and governance, natural language processing and machine learning, and analytical visualization.



Needs Analysis

The second step prioritizes your business need by ranking concepts based on Business Impact, Organizational Readiness, and Ease of Implementation. Next, we identify CX Analytics impact "Hot Spots" across Sales Effectiveness, Customer Satisfaction, Contact Center Efficiency, Customer Churn, Compliance, and Product Quality.



Visualizations & Roadmap

In the final steps, we create sample analytics visualizations to bring to light the key CX Analytics Framework blocks:



Sales Effectiveness

- Conversation
- Cross-Sell & Upsell Rate
- Sales Objections
- Service / Product Messaging



Customer Satisfaction

- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Customer Effort Score (CES)
- Customer Sentiment & Emotion



Contact Center Efficiency

- Average Handle Time (AHT)
- First Call Resolution (FCR)
- Customer Satisfaction Score (CSAT)
- Customer Sentiment & Emotions



Customer Churn

- Customer Churn Rate (CCR)
- Customer Lifetime Value (CLV)
- Customer Complaints
- Customer Sentiment & Emotion



Compliance

- Non-Compliant Messaging
- Reportable Health Events
- Fraud Rate



Product Quality

- Product Quality Issues (PQI)
- Customer Complaints
- Percentage Defective

Lastly, our Customer 360 Roadmap provides guidance in terms of the People, Process, Technology, Data Architecture, and Tools you'll need to begin embedding advanced analytics into your operations. Each Roadmap item is flagged and categorized as "Required," "Short/Mid/Long-Term" or "Future."

What you'll get

Upon completion of this Kickstart you'll take away the following artifacts:



Business Priority & Maturity

- Big Block Targets
- CX Analytics Heatmap



Executive Readout

- Recommendations Document
- Timeline & Next Steps



Planning

- Visualization Prototype
- Phased Customer 360 Roadmap

Ready to empower your business with the data to deliver the experience your customers expect?

Reach out to Anexinet for a free consultation to discuss your Customer 360 Kickstart now.

[Get Started Now](#)

