Maritz **CX**

The MaritzCX Solution

Our customer experience (CX) solutions give you everything you need to see, sense and respond to every customer instantly.

Software Platform

Survey Builder

Dashboards & Reports

Spotlight Data Mining

Text Analytics

Case Management

Fast Track

+

Research Expertise

CX Strategy & Design

Data Collection

Mystery Shopping

Advanced Analytics

Consultative Services

Comprehensive Programme Management

SURVEY BUILDER

MaritzCX Survey Builder brings flexibility and control to survey management. Our survey solution includes industry-leading features such as dynamic question types, branch and logic design, branding, multi-lingual capabilities, compatibility with any device (mobile/tablet/web), robust fatigue management and campaign management. Best of all, the MaritzCX platform centralises all your survey results so you can see data from every survey and every channel in real time.

- Easy drag-and-drop functionality to make building surveys simple and seamless.

- Our self-serve and ad-hoc survey solutions are part of a turnkey system—they integrate with feedback you collect using other MaritzCX products. Choose from templates designed by experts or customise your own.

- Transaction, relationship and receipt-based surveys are great ways to obtain customer feedback.

- Our mobile survey solutions make it easy for customers to participate, thank them for their loyalty, and even respond to their feedback.

DASHBOARDS & REPORTS

Dashboards and Reports make it incredibly easy for every person and department in your organisation to highlight and focus on the CX information and customer analytics they care about most.

- Build beautiful dashboards in just minutes, not with a change order.

- MaritzCX allows you to define and create stunning new views of your data—and then simply drag and drop to add new sources and channels to existing customer dashboards.

- Keep everyone in your organisation focused on actions and results--with the ability to add benchmarks and goals to specific customer dashboards.

- Our solutions bring your data to life, without buying expensive visual tools, without hiring an army of analysts, and without waiting (and waiting) for data to be analysed.

SPOTLIGHT DATA MINING

Spotlight is a patented data mining algorithm that delivers the insight you need to drive strategic change through a game changing, highly usable interface. Traditional market research tools like crosstabs and correlation charts will always be useful, but they don't take full advantage of today's computing analysis power.

- Spotlight delivers 1,000 hours of analysis with one click by analysing enormous numbers of patterns in seconds. Depending on the number of records and variables in your data, we're not talking about just millions or billions of patterns--but possibly undecillions (1036) or more. More than the number of atoms in the human body or stars in the universe.

- Spotlight mines more than just survey responses. It uncovers insights from operational and transactional data too. When all these sources combine, Spotlight reveals the business story behind what customers say and guides real business outcomes.

TEXT ANALYTICS

MaritzCX Text Analytics is based on sophisticated Natural Language Processing (NLP) technology. We customise the analyses to your industry, so you can pick up on the language, terminology, and idioms of your business and customers. MaritzCX text analytics then determines the key concepts and topics in every open-ended piece of feedback. Not only can you integrate the results with your quantitative data, you'll find a deeper level of insight for taking action.

- Automatically extract, analyse and report on important customer feedback from free form, verbatim customer comments from virtually any source.

- Fully integrate with survey and reporting tools to give instant insight.

- Quickly find important words and concepts in open-ended comments, using Native Language Processing (NLP).

- Segment customer groups, and identify new and/or emerging trends.

- See and share NPS findings in real-time with everyone at your company, in order to improve the customer experience.

CASE MANAGEMENT

MaritzCX Customer Case Management turns insights into actions—by providing a complete, closed-loop system for automating customer workflows, making sure you follow up with high-risk customers with customer issue tracking, and feeding case information back into your CX solution to drive meaningful change.

- Streamline and automate the processes you use to interact with and respond to customer feedback. Best practice companies follow-up with customers for service recovery within 24-48 hours of receiving feedback.

- Real-time alerts enable you and your employees to take action in response to individual customers' positive or negative feedback.

- The MaritzCX platform monitors survey responses for a number of alert trigger conditions. Once triggered, MaritzCX notifies the appropriate staff by email and in some cases starts a case to continue dialog with the customer. Tasks or specific action items can be tracked with each case.

FAST TRACK

MaritzCX Fast Track programmes are turnkey CX solutions tailored to address today's unique business challenges. Fast Tracks provide programme strategy with financial and operational linkages, architecture, design, and reporting ready to use. Designed with modularity, scale and cohesiveness, these programmes eliminate traditional stumbling blocks.

- A proven, disciplined 6-stage best practice process for designing and developing a company-wide CX programme that defines targets of opportunity, identifies key points of influence, and maps out your ideal customer journey.

- Pre-defined transactional, relationship, and employee data set definitions.

- Invaluable services, proven analytical and structural, equation-based models, CX expertise and a world-class technology platform.

- Complete training and integration services, both programme and/or software.

- Up to 7 pre-configured function-specific and easy to leverage dashboards.

CX STRATEGY & DESIGN

Learning from your mistakes is fine, but avoiding them altogether is even better. Our team of CX experts is ready to help you design a customer experience program that gets it right the first time. This includes:

- Providing you with a broad, flexible array of options for creating the perfect CX program design for your business—from consulting, program assessment, and blueprinting to linkage assessments, survey design and action planning.

- Working with you to understand your unique business situation and craft a solution that works for your industry and your customers.

- Leveraging best practices and proven methodologies to deliver tangible business results.

DATA COLLECTION

With one of the world's largest data collection networks, we can offer you the expertise and resources to tackle any type or size of research project. When you partner with MaritzCX, you can always count on:

- A complete range of research tools and methodologies, including mobile, SMS, email, telephone, IVR, in-person, or regular mail.

- An industry-leading research toolkit that gives you the flexibility to choose the best research solution for your organisation and your customers.

- Access to professional survey centres around the world that enable you to reach all of your customers.

- Innovative uses of the latest methods and technologies, so you can always reach the right customers at the right time.

MYSTERY SHOPPING

MaritzCX has provided world-class mystery shopping solutions for more than 30 years. Our unique combination of experienced people, trusted processes and innovative technology means we can deliver:

- All the benefits and advantages of an organisation that completes more than 500,000 mystery shopping engagements annually for the world's leading brands.

- An extensive network of MaritzCX virtual customers who can be quickly deployed across your network to ensure your brand's promise and standards are delivered on a consistent basis.

- Proprietary communication technologies that are customised on a project by project basis and enable shopper onboarding and interventions that meet your specific business needs.

ADVANCED ANALYTICS

Advanced CX analytics requires a specialised skillset. Number crunching is part of it. But so is understanding how those numbers apply to your business. The analytics experts at MaritzCX are trained to do both, so they're uniquely qualified to turn raw data into insights that matter to your business. This includes:

- The ability to tap into a deep pool of experts who will work with you to define your objectives and design a CX program that delivers tangible results.

- A platform that brings all your data together, unifies it, and makes sure you can use it to respond to customers more quickly to improve your business outcomes.

CONSULTATIVE SERVICES

Ever wish you could have a few more CX experts from your industry on speed dial? Our consulting team makes that a reality—whether you need help crafting your overall CX strategy or implementing a specific new CX program, This team is ready to help you:

- Find and recommend solutions that will jump start your CX programme.

- Create customised research that translates directly into meaningful and actionable insights.

- Manage or refine your CX programme goals, budgets, schedules, and more.

- Design, manage and expand your ideas into a world-class customer experience program.

COMPREHENSIVE PROGRAMME MANAGEMENT

Sometimes, it makes sense to let a team of experts do the heavy lifting. Find out how our research and project management professionals can help you:

- Meet and surpass your toughest CX objectives with a complete, best practice programme.

- Take advantage of the insights and experience that come from implementing and managing thousands of CX programmes around the world.

- Invest in quality and achieve ongoing improvements by leveraging our ISO-registered Quality Management System (QMS).

- Gain all the advantages of an industry-leading, ISO 20252-registered quality management process that includes well-defined responsibilities, process flows, procedures, and resources for meeting the highest standards.

MaritzCX combines technology, data, expertise, and services to help you instantly understand and improve every customer experience.

This powerful combination brings together deep research expertise, award-winning technology and best practice services, unlike any other CX company. MaritzCX provides companies the ability to transform all their static customer feedback into meaningful, actionable insights that drive better business outcomes.

Let us help you, if you are interested in CX, implementing a CX program or need research for a specific line of business.

To demo a product or to contact MaritzCX call

UK & Eire +44 (0)1494 590 600 | **Germany** +49 (0)40 369 833 0 | **North America** +1 385.695.2800 | **Asia Pacific** 1800 271 670
maritzcx.co.uk   maritzcx.de   maritzcx.com   maritzcx.com

MaritzCX believes organisations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organisations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.co.uk**