Beyond Surveys:

Differentiating with Intelligent Conversations

InMoment: CX Talks 2019

We live in the experience economy.

81%

of companies say they will compete mostly or completely on customer experience by 2019
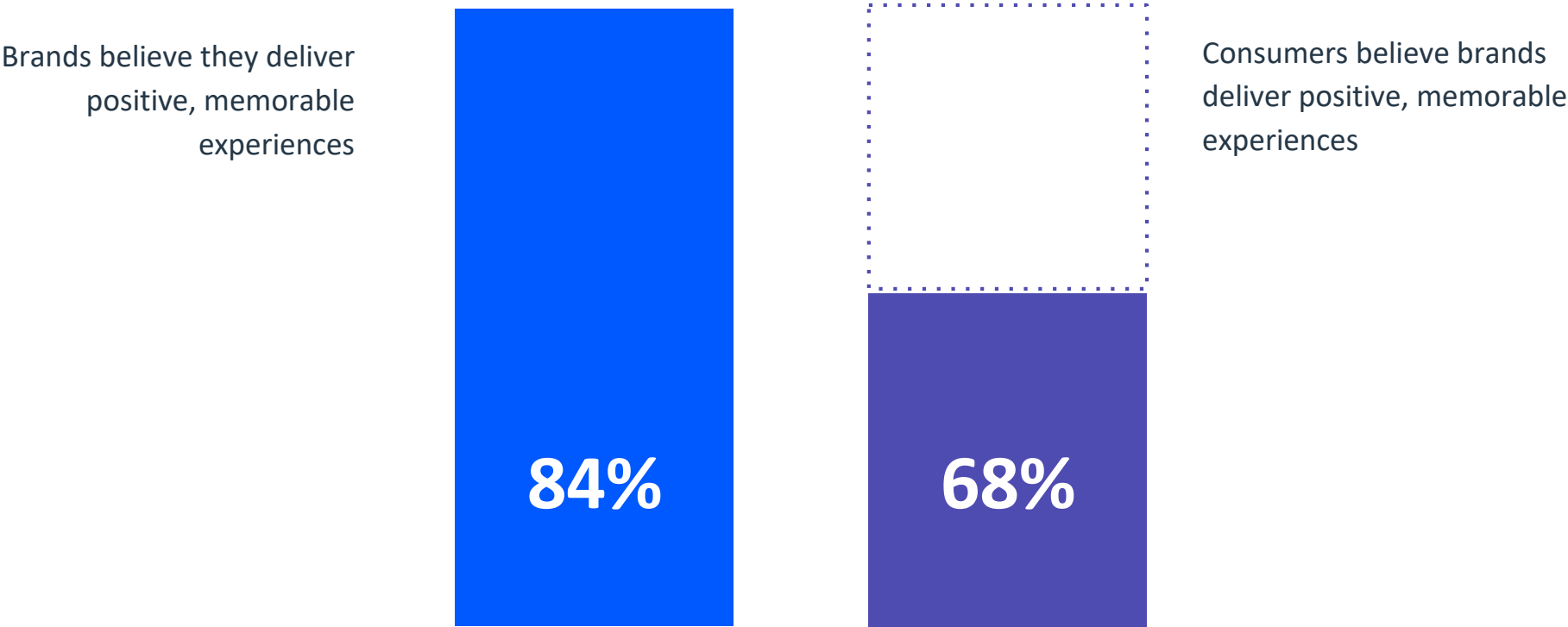
— *Gartner*

The Experience Gap is Increasing

Brands believe they deliver positive, memorable experiences

84%

Consumers believe brands deliver positive, memorable experiences
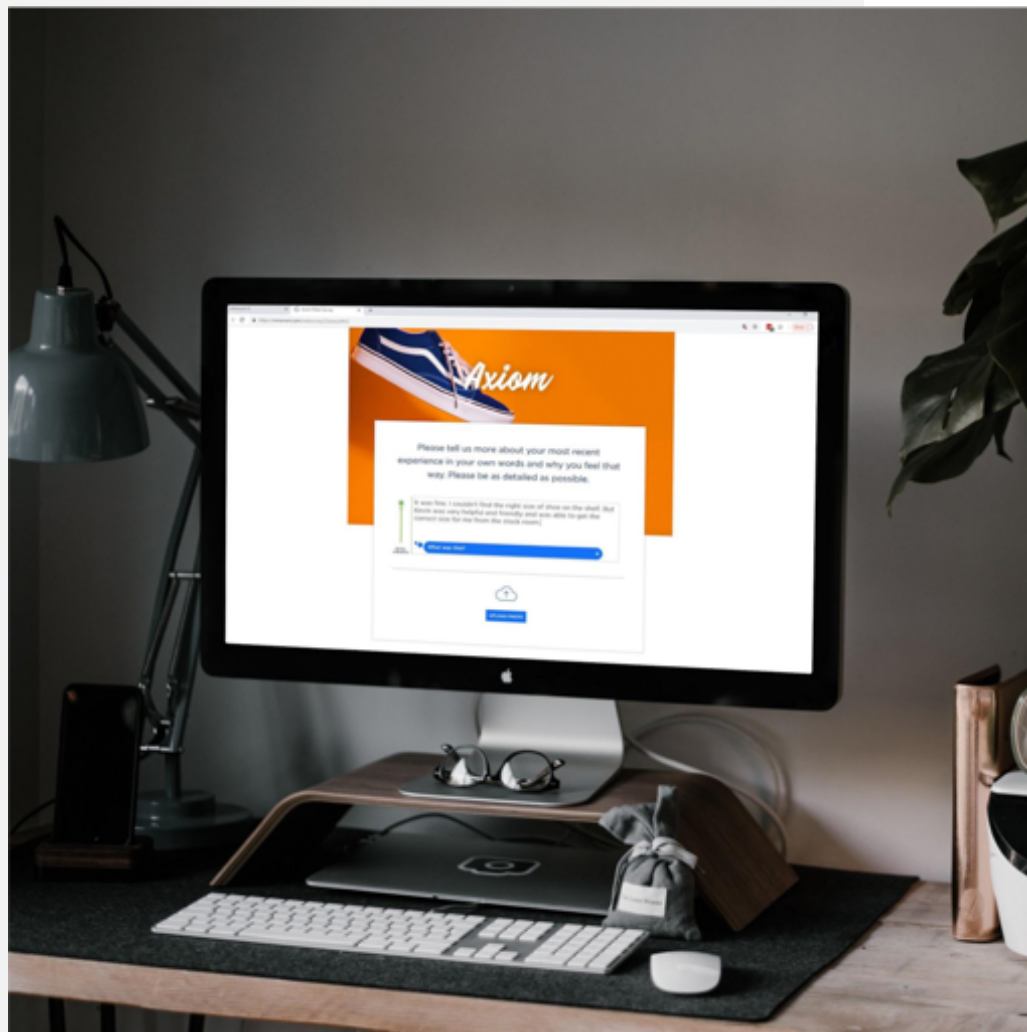
68%

THE PROBLEM:

Traditional approaches to surveys come off as customer interrogations.

- Too many questions

- One-size-fits-all

- Lack of valuable context

- Keeps customers from telling their stories

THE SOLUTION:
InMoment's Approach

From Surveys to Intelligent Conversations

- Targeted, effective questions

- Specific to audience

- Gets you the meaning behind customer stories

"[InMoment] aims to help clients think about the future beyond surveys—an inevitability that many struggle to accept. Reference clients also value the vendor for their innovation, impact on process, and for helping them move from metrics to meaningful analysis."

The Forrester Wave™: Customer Feedback Management Platforms, Q4 2018

CASE STUDY:

Fortune 100 P&C Insurance Company

The Situation

- **Drowning in Data:** Over 55 million surveys collected yearly, but few insights
- **Interrogative Surveys**: Surveys averaged over 20 questions in length

Inmoment's Impact

- After moving to 1 question 1 comment surveys, saw a **55% increase in comment length**
- Surveys with low scores saw an **over 75% increase in the number of comments** left
- All comments on average saw an increase of **45% more text analytics tags**

Here's How We Did It.

Employ Active Listening

- Active Listening: Interactive Comment Fields = Better data = Better Insights = Better business results

- Real-time text analytics prompts for more detailed and more relevant feedback "in flight" as customers provide comments.

- 45%+ increase in average comment length

- 40%+ increase in # of insights

- Trigger more relevant Closed Loop processes- Text & Persona driven
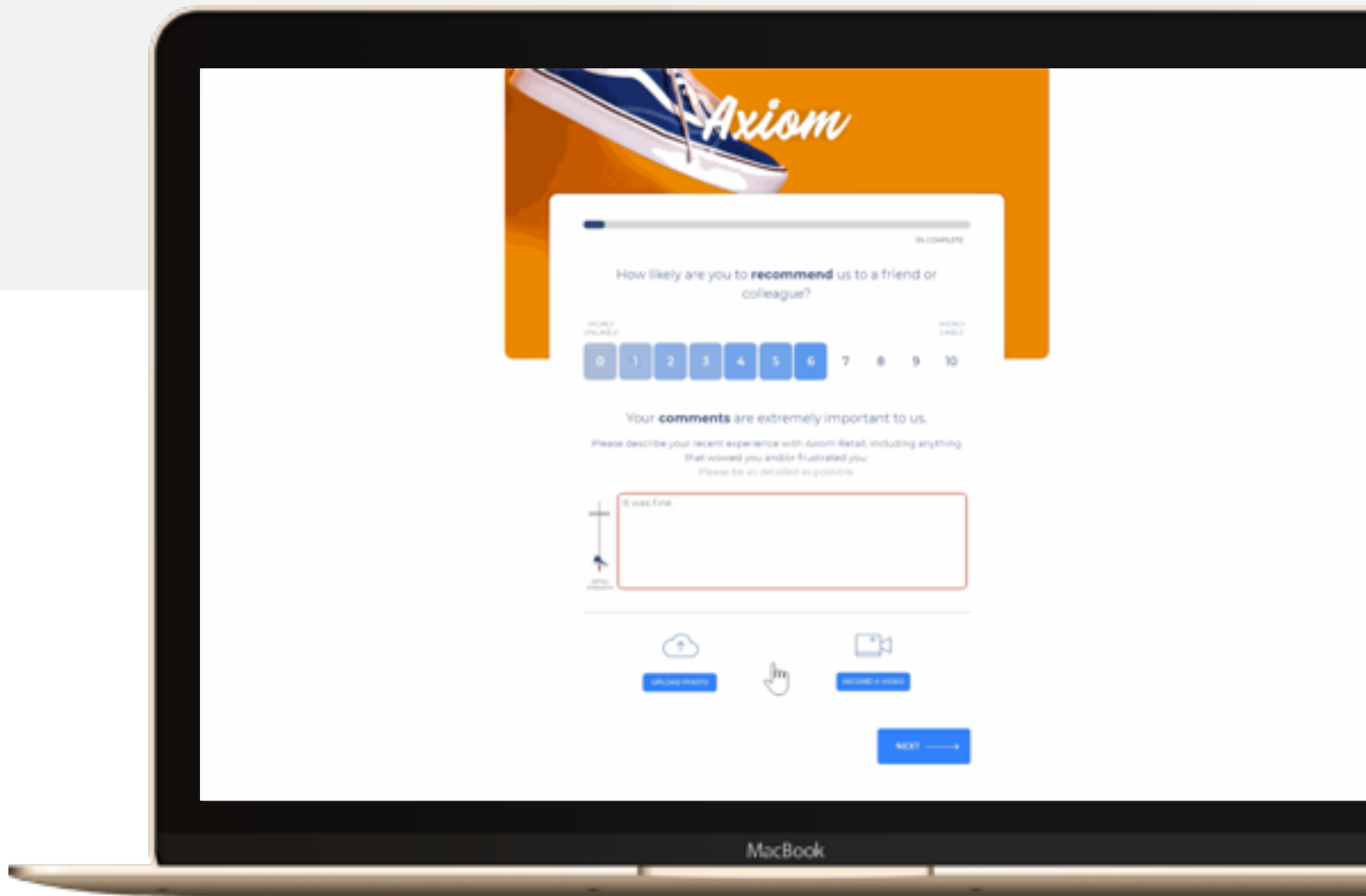
Get Notified Immediately

Utilize integration capabilities to be notified in real time, using the tools you love.
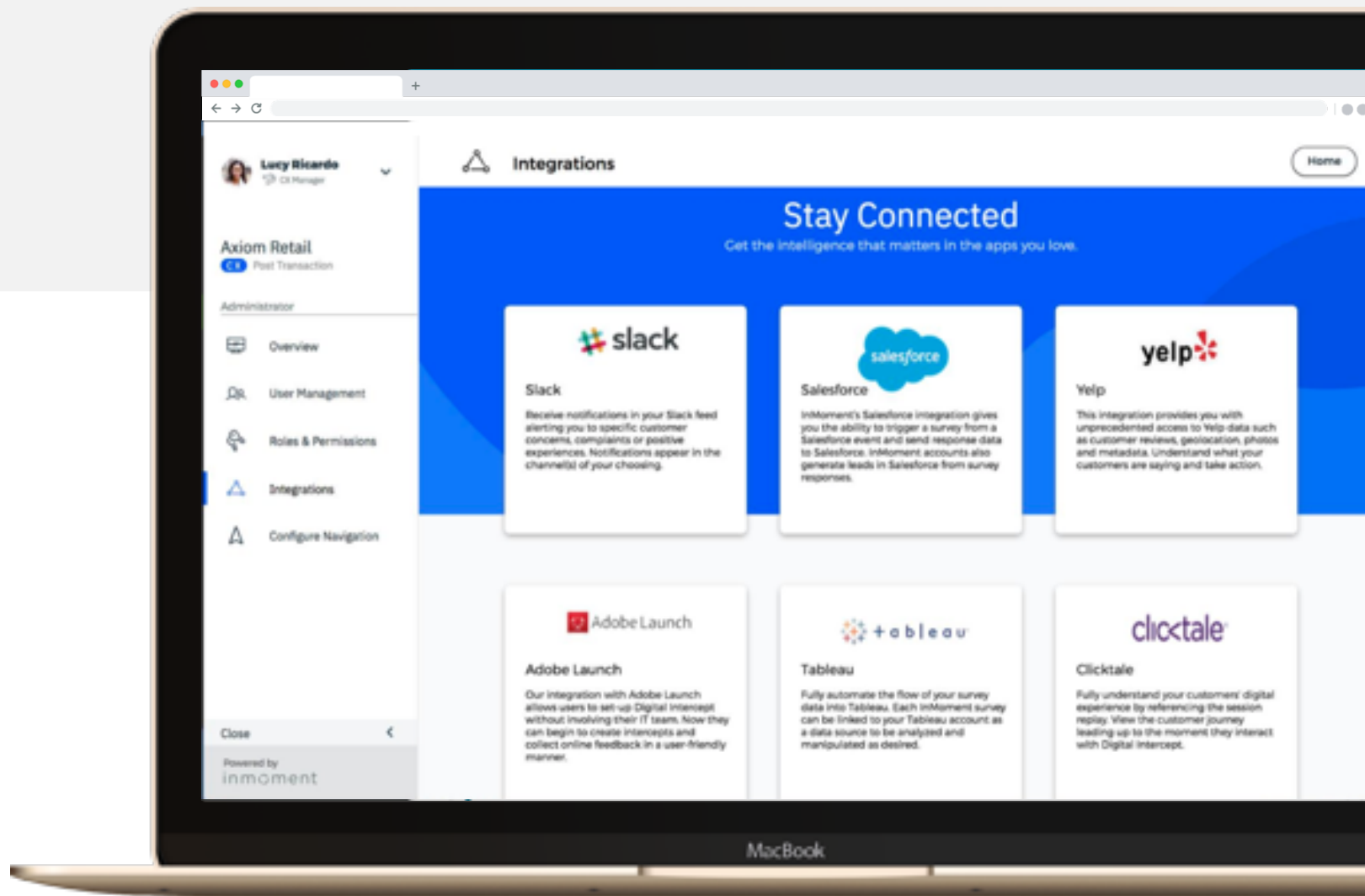
Resolve Cases Quickly

Utilize a case management solution, and bring together customer feedback with employee comments to help drive improvement in your CX program.

- Track action with ownership

- Prioritizing cases (FIFO, flagged)

- Voice of Employee

- Customer rescue email templates
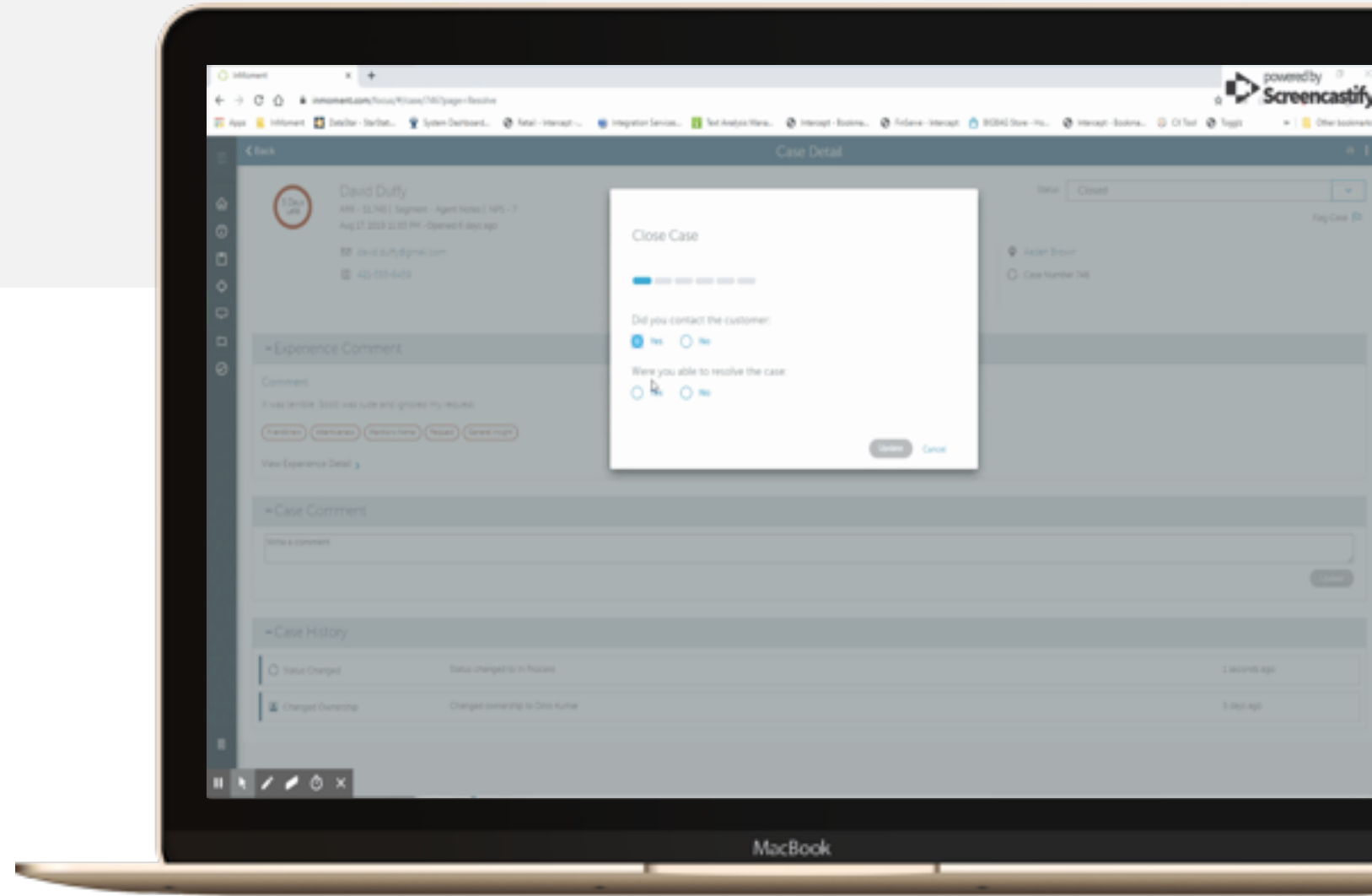
Leverage VoE Data

- Create holistic views of the customer experience

- Uncover root cause more quickly

- Engage your employees at a deeper level

Get the Big Picture with Reporting

Leverage both structured and unstructured data from multiple sources—including surveys—to uncover root-cause, inform workflows, and drive real change in the business.

Better data starts with intelligent conversations.

Go Beyond Surveys to Intelligent Conversations with InMoment

Now let's hear from you!