

# Filling Insight Gaps in CX Measurement: Converseon's Social CX Index™



## WHAT IS THE CONVERSEON SOCIAL CX INDEX™?

Proven to increase loyalty and attract new customers

Converseon's Social CX Index™ uses social media, management consulting frameworks and data science to create industry first simulators. This enables businesses to test and monitor the effects of their systems and people changes are having on consumer perceptions of the business - before they action them. Our framework covers two broad CX categories of fulfillment, emotional (heart) and intellectual (head) experiences.



## WHY IT MATTERS

Customer experience impacts every aspect of your business - customer retention, loyalty, advocacy, and sustained growth, but traditional CX measures have key limitations that require new real time "decision intelligence" approaches.

- 66% of customers expect companies to understand their needs. (Hubspot)
- Research shows that one in four customers are willing to pay up to 10% more in almost every industry if they know they'll receive excellent customer service. (Hubspot)
- 84% of companies that work to improve their customer experience report an increase in their revenue. (Dimension Data)
- 73% of consumers say a good experience is key in influencing their brand loyalties. (PWC)

Measuring, planning and implementing changes which affect your customers experiences of the business can be challenging, however the right metrics and tools make this far more manageable.



## WHAT IT DOES

The journey of creating & retaining loyal customers

Founded on a bottom-up and top-down approach, we have taken the very best of theoretical literature on touch points, journeys, loyalty, resonance, and combined it with the mining of 10s of millions of social media posts. The result is a robust and holistic CX framework which reliably measures what matters for creating and sustaining loyal customers.

- Understand your business's CX-EQ (seen in emotive experiences) and IQ (manifested in physical touch points)
- Explore the whats and hows of CX-EQ: experience, expectation, effort, for me, safety, and people and culture
- Navigate the rational/physical side of customer experience, CX-IQ, through service quality, systems, choice, problem fixing, technology, and price/value
- Enable businesses to avoid blindspots and simulate business actions to understand impact on key CX drivers
- Discover emerging topics not yet on your radar and inform ongoing CX management strategies
- Build an understanding of a brand's current CX-EQ and IQ by audience segment like demographic, ethnicity, veterans, etc.
- Utilize advanced language analysis to find unknown CX and emotional driver to unlock unique CX drivers of loyalty

**The customer's perception is your reality. - Kate Zabriskie**

## KEY BENEFITS

- A data driven guidance system to help navigate through polarized, value sensitive time when stakeholders are demanding corporate actions on issues of the day
- Ability to effectively prioritize and invest by cutting through the data deluge and noise to hone in on the data and initiatives “that matter”
- Clearly link CX to corporate actions to business outcomes such as shareholder price and sales
- Understand how each customer experience channel is performing, including but not limited to, web, call centers, and stock
- Eliminate blind spots to your CX risks
- Understand value and impact of actions before you take them



## HOW IS IT PRICED AND LICENSED

Converseon’s Social CX Index™ is available by subscription. Basic starts at \$100k annually and includes CX and sub-attributes for understanding your EQ and IQ.

Basic subscription includes up to 1 million records per month, two competitors with weekly updates and predictive modeling updated bi annually. Advanced allows for more competitors, greater volume and modification or creation of custom models if desired.

## WHAT OUR CLIENTS SAY

**“The combination of Converseon’s custom NLP and predictive modeling has helped us accelerate, evolve and drive broader adoption of our social listening efforts. In addition to advancing our social listening capability, Converseon ML models have made our social listening data more trustworthy and relevant, allowing us to complete our research with confidence.”**

*-Johnson & Johnson*

## WHO BUILT THIS

Converseon, a well recognized leader in NLP and social intelligence since 2008 with support of key partners and CX industry experts. Result of multi-year investment partnering with industry leaders and brands in reputation measurement, data and frameworks.