



CUSTOMER EXPERIENCE

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Agenda



Customer Experience As a CORE Value



A Positive CX Experience:

“77% of customers would recommend it to a friend”

“Increase in profits anywhere from 25% to 95%”

“3.5x more likely to repurchase and 5x more likely to recommend the company to friends”

Business Challenges

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Never ending brainstorming on sticky notes and power point graphs with no real understanding of the next steps to take to improve CX

Data is not being converted into actionable results and do not drive informed decisions

Using multiple channels to track and monitor customer experience and have no way to centralize data


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WHO WE ARE




CEMantica is an international software company **run by trained CCXP experts** with customer satisfaction at the heart of its mission.

WHAT WE DO



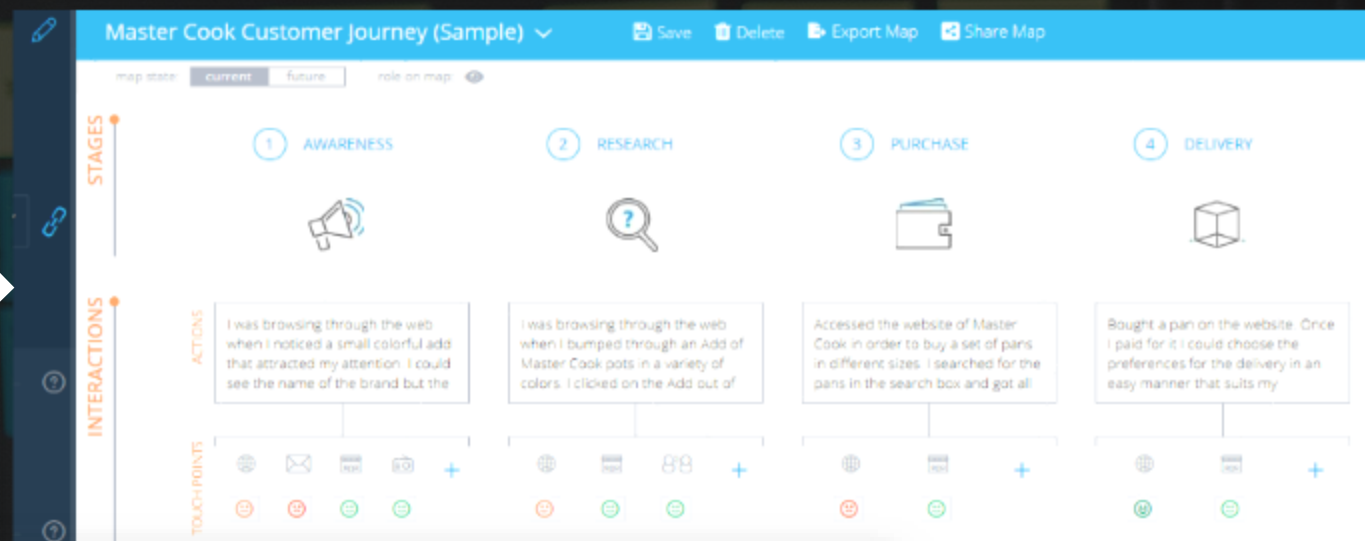
CEMantica allows you to create and customize **high end engaging journey maps** to **detect and solve customer pain points** and better understand their needs and expectations.

OUR ADDED VALUE



Natively integrated with Microsoft Dynamics 365, CEMantica's CJM tool together with power BI analytical dashboards will bring you one step further in the implementation of customer experience.

Stage definition, process detailing in order to map out in detail the customer journey paired with emotional graphs



Build persona profile & uncover relations with current customer journeys

The form displays the profile for John Doe (sample), an IT Manager, 41 years old, from Paris, France. It includes sections for Background, Needs, and Expectations. The Background section describes John as an IT manager in an international company. The Needs section states that John needs cookware for hosting friends and family. The Expectations section lists quality of product and service, and a luxury brand. The form also includes a 'Choose Image' section with a grid of avatars and a 'SAVE NEW PERSONA' button.

Create New Persona

Name: [Text Field]
Occupation: [Text Field]
Age: [Dropdown Menu]
Location: [Text Field]
Gender: ☒ Male ☐ Women ☐ Other
Choose Image: [Grid of Avatars]
[UPLOAD IMAGE] [X]
[SAVE NEW PERSONA]

Background
John is an IT manager in an international company. He spends most of his day in front of computers and softwares. He is technological and finds himself well in a tech environment.

Needs
John needs cookware especially for hosting friends and family. He likes brands and the prestige that is associated to it.

Expectations
Quality of the product and the service. Expects that a luxury brand will provide him with special products that cannot be found elsewhere.

CRM Integration



The background features a complex network of thin grey lines connecting small circular nodes, primarily concentrated in the upper right corner. Scattered across the entire white background are numerous triangles of various sizes and orientations, some with thin grey outlines and others with small grey dots at their vertices.

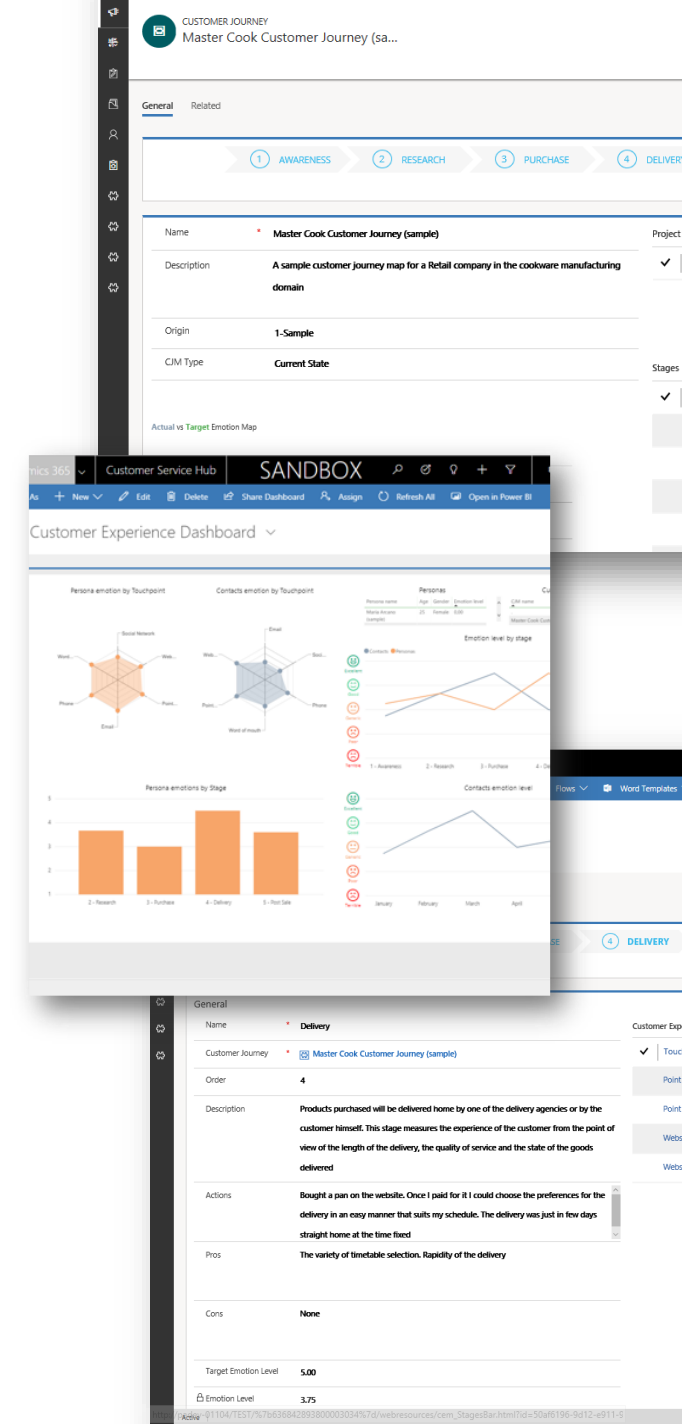
Why Choose CEMantica ?



Supported by Dynamics 365, **CEMantica** is a game-changer in the customer experience field.



Providing informed decisions by connecting personas to real customers based on recorded interactions in the **CRM** will allow to be more confident when implementing new measures in order to deliver exceptional experiences.





Thank you.

