



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.

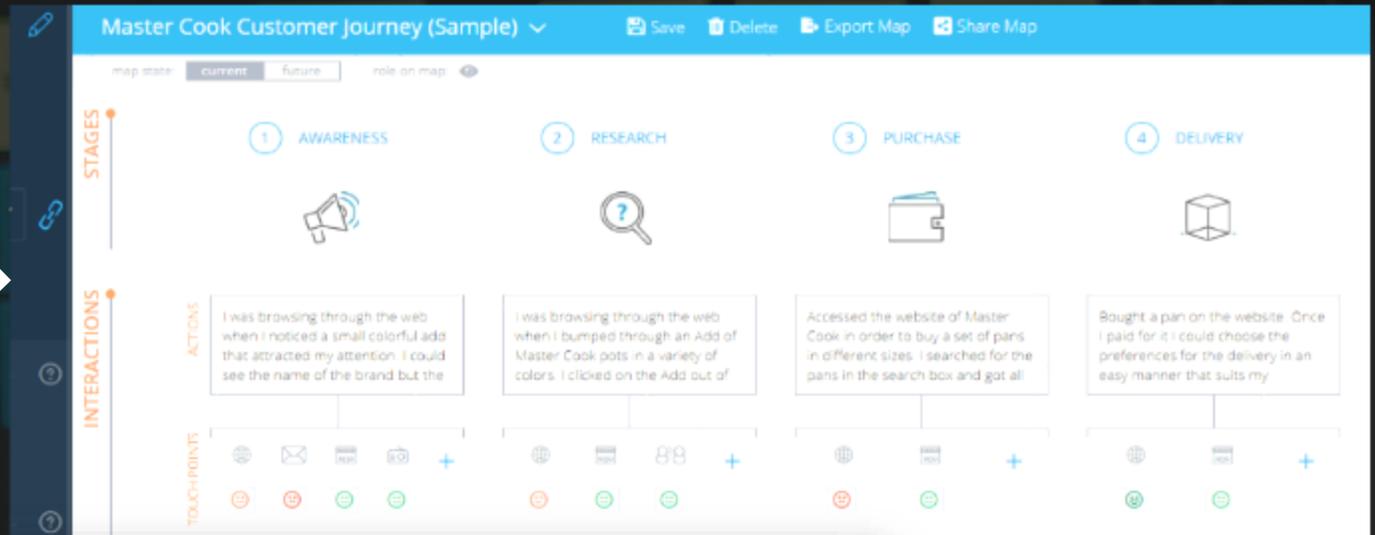
WHAT WE DO

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

Master Cook Customer Journey (Sample)

Create New Persona

Name:

Occupation:

Age:

Location:

Gender: Male Women Other

Choose Image:

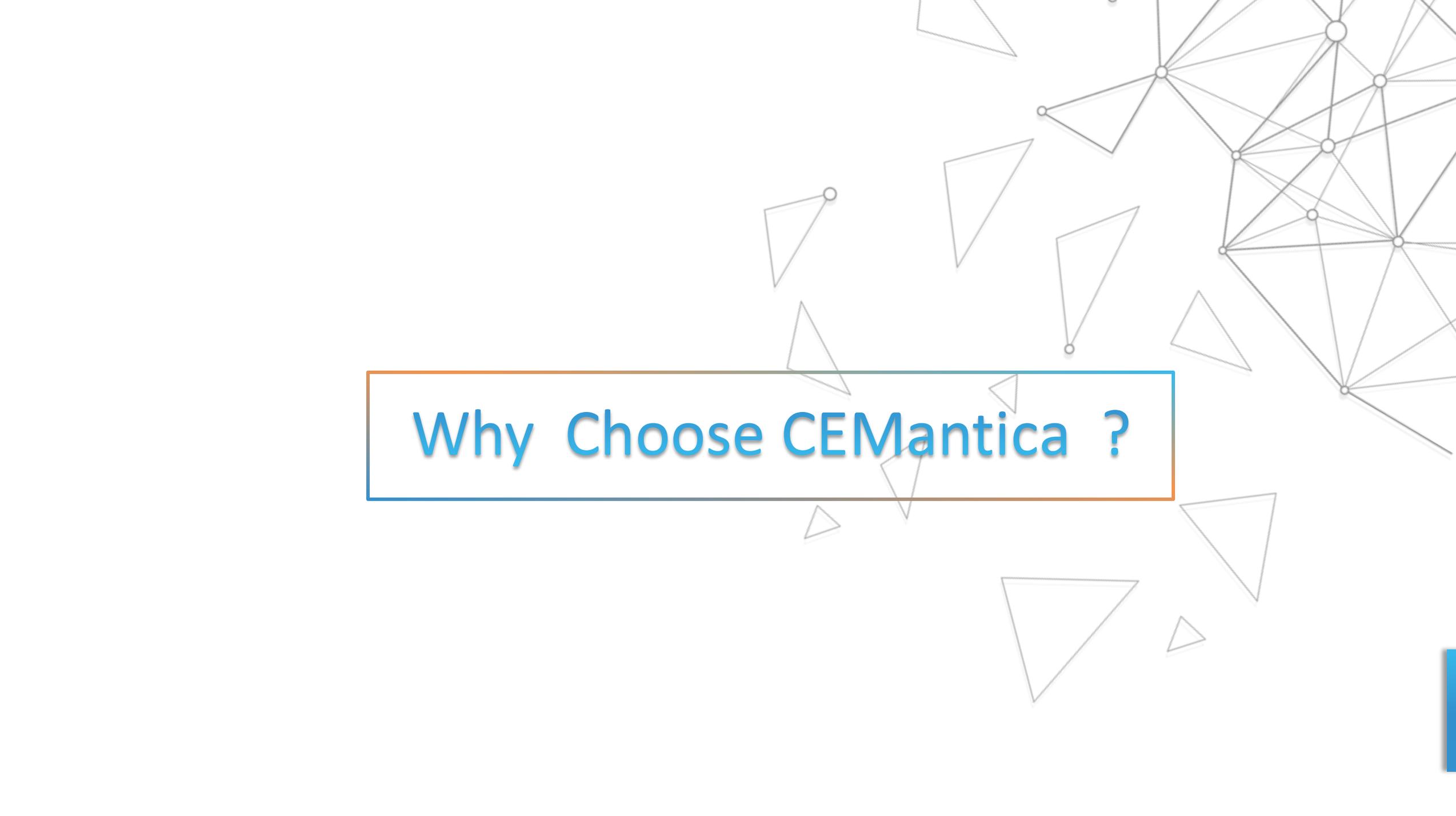
UPLOAD IMAGE

Background:

Needs:

Expectations:

Frustrations:

The background features a network of interconnected nodes and lines in the upper right corner, and several scattered triangles of various sizes and orientations throughout the slide. A central text box is outlined with a blue border and a thin orange border.

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.

The screenshot displays the Dynamics 365 Customer Journey interface. At the top, a navigation bar shows the journey stages: 1. AWARENESS, 2. RESEARCH, 3. PURCHASE, and 4. DELIVERY. Below this, a 'General' tab is active, showing details for a customer journey named 'Master Cook Customer Journey (sample)'. The description reads: 'A sample customer journey map for a Retail company in the cookware manufacturing domain'. Other fields include 'Origin: 1-Sample', 'CJM Type: Current State', and 'Actual vs Target Emotion Map'. Below the journey details, a 'Customer Experience Dashboard' is visible, featuring several charts: 'Persona emotion by Touchpoint', 'Contacts emotion by Touchpoint', 'Personas' (with a table of persona details), 'Emotion level by stage', 'Persona emotions by Stage' (a bar chart), and 'Contacts emotion level' (a line chart). At the bottom, another 'General' tab is shown for a 'Delivery' stage, with a description: 'Products purchased will be delivered home by one of the delivery agencies or by the customer himself. This stage measures the experience of the customer from the point of view of the length of the delivery, the quality of service and the state of the goods delivered'. It also lists 'Actions', 'Pros', 'Cons', 'Target Emotion Level: 5.00', and 'Emotion Level: 3.75'.



Thank you
