



Customer
Experience
is the new
competitive
frontier



resonate

www.resonate.cx

77%

of businesses say
improving customer
experience is their top
priority.

- Forrester

89%

of marketers expect
customer experience to
be their primary
differentiator

- Gartner

An effective Voice of Customer (VoC) Program transforms your business

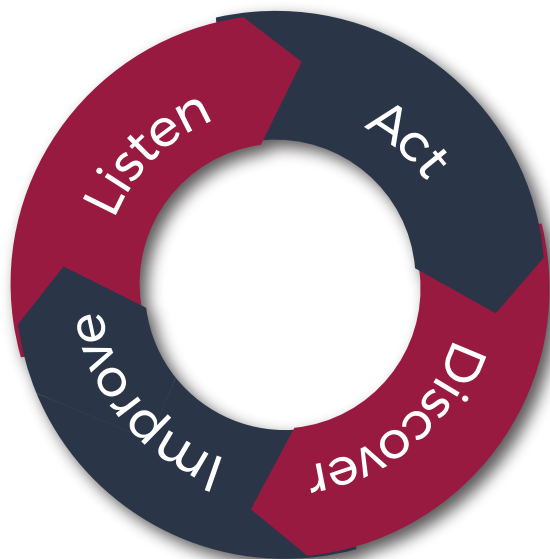
Resonate has enabled us to truly understand our customers and their experience with the Brand. The implementation of their Pulse “flying cards” system combined with their advice has not only ensured customer experience is top of mind at Expedia but also enabled us to drill down and obtain actionable insights to improve the customer experience.

Justin Lee - Director of Customer Experience AU & NZ

The Super Retail Group have utilised Resonate's flexible NPS platform and worked closely with their experienced CX consultants since 2011. This partnership has ensured that customer insights are actionable and disseminated into every business unit from merchandising to staff training.

Daryl D'Cruz - Head of Digital Data, Sports Retailing

Software Designed to Operationalise Voice of the Customer



Local Partner – world class customer experience management platform.

Move fast with a local team. Resonate has deep experience in implementing and managing VoC, CEM, NPS and Employee Experience programs. Trusted by some of the largest brands in Australia to deliver customer experience management solutions and operationalise impactful feedback programs.



Capture Omnichannel Feedback

The right questions through the right channel at the right time.

THREETALE

Based on this visit, how likely are you to recommend ThreeTale to your family and friends?

0	1	2	3	4	5	6	7	8	9	10
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Extremely Unlikely Extremely Likely

Why did you give this score?

Please be as descriptive as possible

Based on this shopping visit, to what extent would you agree with the following statements?

Completely Disagree	Neither Disagree Nor Agree	Completely Agree	NA		
1	2	3	4	5	NA

- “I got better value shopping at ThreeTale than at other stores in my area. ThreeTale’s prices are competitive”
- “The products that I wanted to buy were available and easy to find in the store?”
- “The service was good, the staff are friendly and happy to help?”
- “The website and mobile apps were informative and useful compared to other retailers?”

Do you have any other final comments to help us improve?

Optional

Every interaction is a touchpoint, including capturing feedback from your customers. Stay relevant with contextually created dynamic surveys. Frame questions through cognitive learning, utilise advanced machine learning to create smarter survey reactions. Capture the actionable insights directly from those who matter.

Engage at the right time through the right channels, whether it is email, digital, in-app embedding, SMS (1 and 2 way), tablet, social media or facial recognition. Capture the feedback when it matters.



Close the Loop



6

NPS

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Value Love Service Apps

More gender neutral toy lay outs, and/or gender neutral clothing. Sort your toys in the specific brands or categories instead of grouping all the 'girls' toys (which boys can play with) and the 'boys' toys (which girls would like too!) all together.

Tags service store collection Add Tag +

CALL EVENTS TIMESTAMP UNREACHABLE VOICEMAIL

Cancel Add Callback Notes

- Feb 21, 2017 11:23 am John Smith Added Notes
- Feb 18, 2017 03:18 pm John Smith Call Logged
- Feb 16, 2017 09:51 pm Survey Response Received
- Feb 10, 2017 10:00 am Survey Sent

Enable actions, push feedback to the frontline in real time.

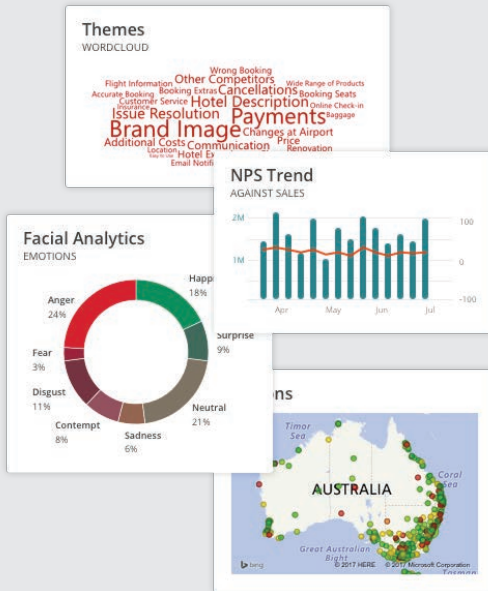
Empower your frontline with the ability to understand the experience, recover it and learn from it. Act on the feedback through advanced workflows to alert, inform and schedule call back for the affected staff. View context about the interaction and match themes. Do this on the go.

From a glance you will quickly view details of the interactions, easily access customer details and start scheduling your call backs - all through an intuitive portal. Operationalise all feedback directly to those that can action it.



Resonate Echo - Mobile Companion App

Learn more at www.resonate.cx/echo



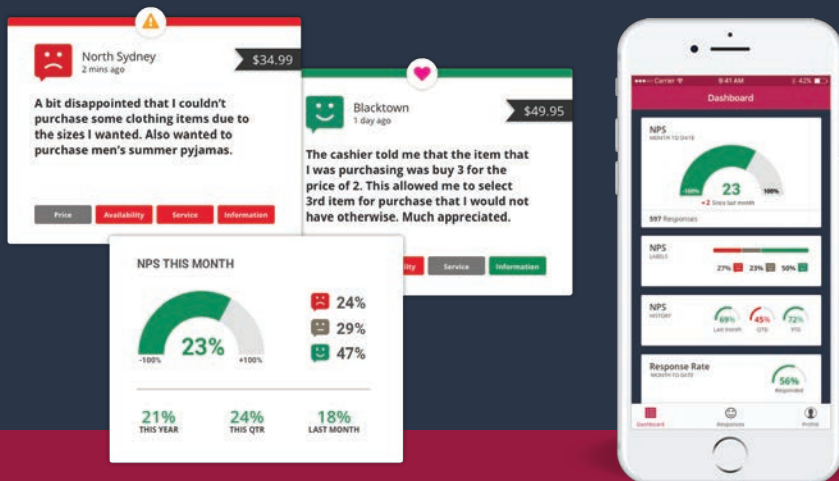
Uncover the hidden insights to help make decisions.

Get insights from both structured and unstructured data into a single analysis environment. Drill into the feedback and uncover the hidden trends that are affecting your customer's experience. Allow the latest text analytics engine to classify, group and segment the feedback. Add contextual data and truly grasp the details of why behind the score.

Interactive role based dashboards that showcase data from C-suite to the frontline. Have the insights you need readily available to make the right decisions.



Bring customer feedback to life throughout the organisation.



Drive organisation wide customer centricity through by bringing feedback throughout the organisation. Bring customer feedback to life by broadcasting it throughout key areas of the business such as breakout rooms, back office, executive board rooms and high traffic locations.

The Big Screen App is a great way to engage employees with the idea and implementation of customer centricity initiatives and demonstrates that your organisation is serious about its commitment to its customers.

Employee Experience - CX starts with EX.
Learn more at www.resonate.cx/employee-experience



World Class Platform

Flexible, Scalable, SaaS software built for organisations of all sizes. It is designed to cater for all CX Programs.



Deep Customer Advocacy Experience

As Globally Accredited NPS consultants we pride ourselves in delivering expert advice and sharing our experience with your business.



Continual Growth and Innovation

The customer advocacy landscape is always evolving and we are too. Our team is constantly adding leading edge functionality, growing with you and enabling you to better understand your customers.



Australian Based

We partner with clients across the globe to deliver innovative customer experience management. Our approach is global with a twist of local.



Industry Highest Security Standards

One of the first in the industry to attain ISO27001 Industry Security Standard. Globally recognised and accepted industry practice with ISMS.



Fast and Agile

We will partner with you and work with you to deliver results faster and in an agile manner.

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