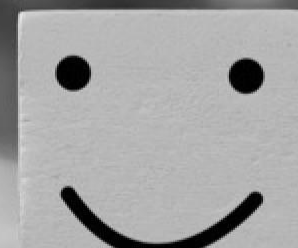
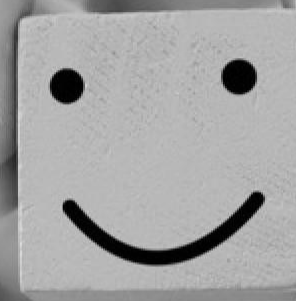




# Customer Experience Analytics and Management

ZYKRR- Since 2016

Founded by McKinsey Alumni



Top promising CX solution provider 2019  
Startup finalist - MTS (Russia) innovation challenge  
Startup finalist - SG (Singapore) innovation challenge  
DIPP registered startup

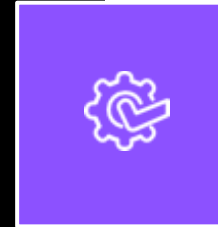
# WHAT WE DO?

In ever evolving and demanding environment, keeping a pulse has become a must to be relevant. Zykrr is focused on providing a new generation, cost-effective Enterprise SaaS-based experience management platform to help organizations generate ongoing actionable insights for both their customers as well as employees



## CREATE CONTEXTUAL CONVERSATIONS

We identify the moments where we create extended feedback conversations with customer in real-time



## CREATE OPPORTUNITIES

When these customers interact with the brand during multiple transactions and journey touch points, and share their candid experience with you, we bring them to you in the form of real-time actionable insights.

During these moments of truth, we create opportunities to promote your brand further or win them back in context



## CREATE ACCOUNTABILITY

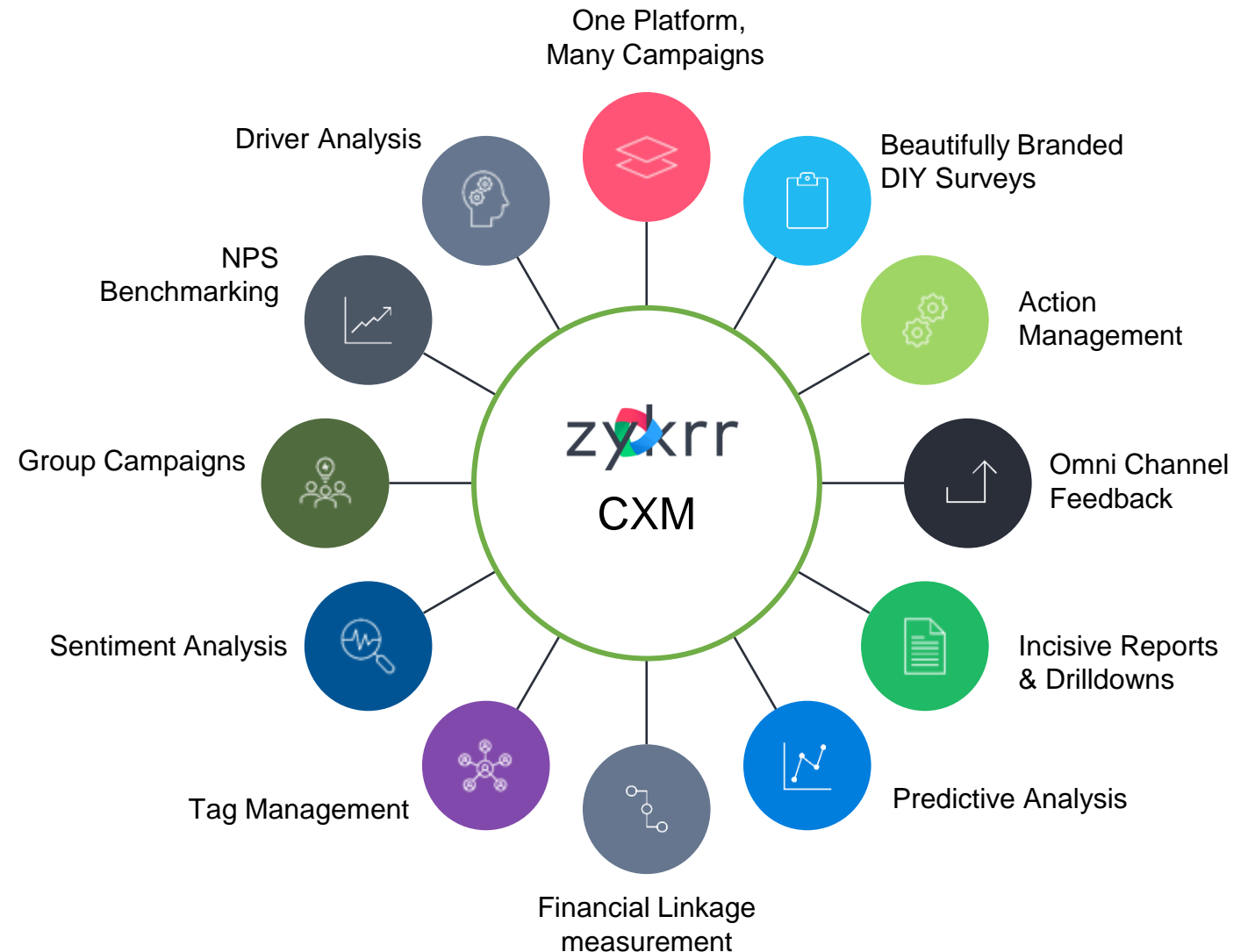
We create a system of full accountability throughout the organization by putting the voice of customer as the central driver for growth

# NPS 2.0 – PowerUp your brand with AI/ML deep tech



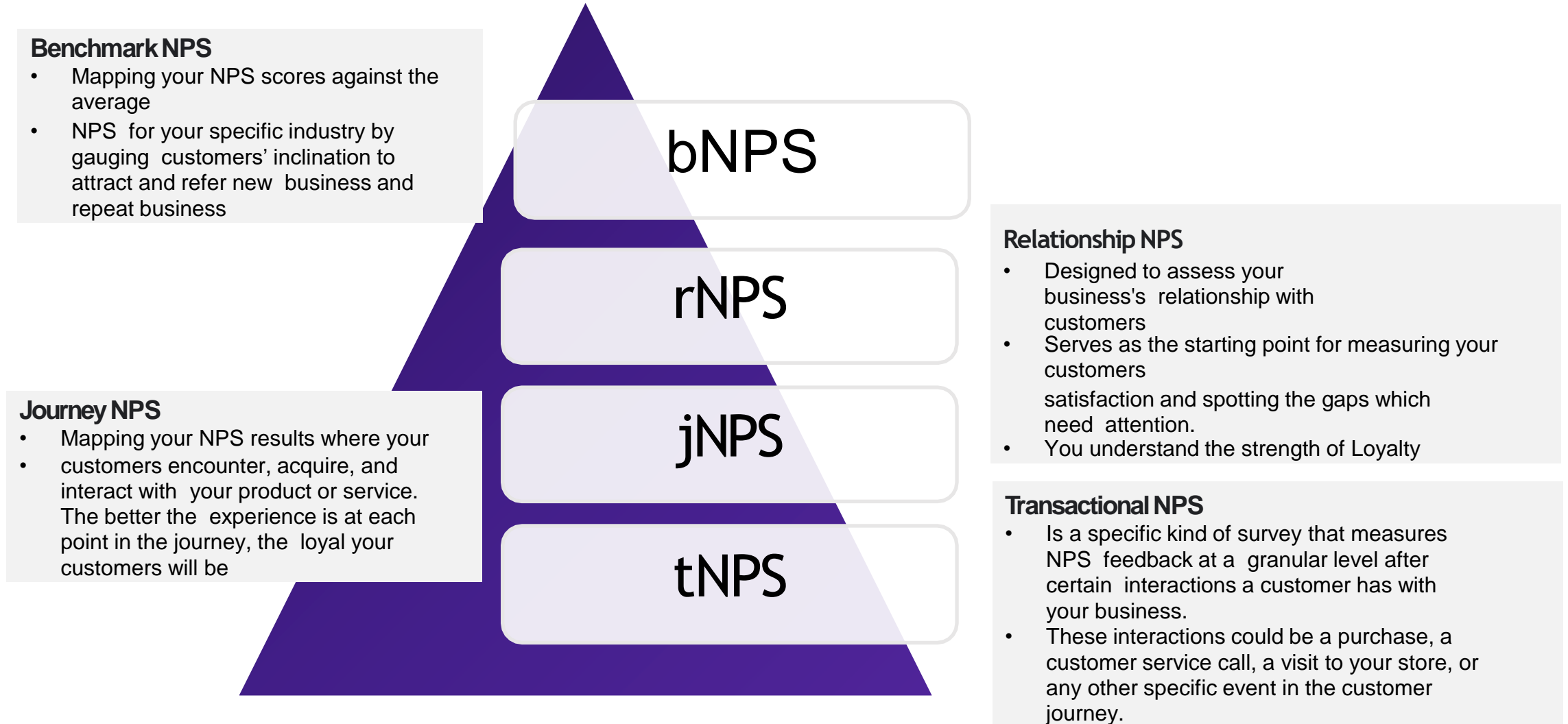
## All-in-one package

Our end-to-end experience management platform brings together 360 customer voice from across channels and customer touchpoints to provide you with a feedback enabled growth engine

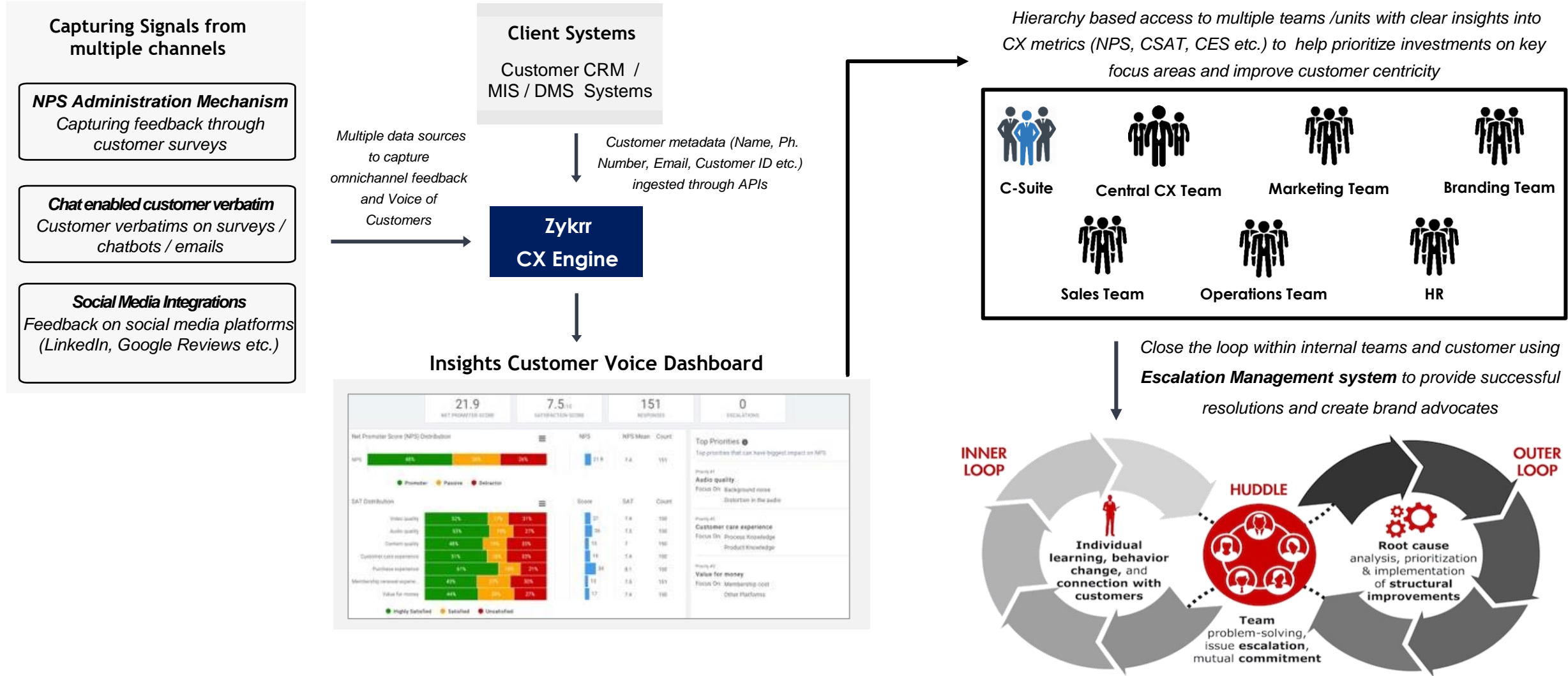


# We Use CXM Global Frameworks

## METRICS FOR ENHANCING & CALCULATING ROI FOR CX INITIATIVES



# Zykr's CX Engine is helping clients take Business Decisions



# Why Zykrr should be your preferred partner



**Agile mindset** in tech & in structuring the program according to client specific requirements



**CX Thought Leadership** powered by SMEs with in-depth industry specific insights to champion and run the CX program



Inbuilt **Connected Customer lifecycle experience management** by breaking down data silos and bringing all the data about your customers into **continuous experience stories**



Turn detractors into promoters by **automated close looping** - alerting the right person/team to respond to customer feedback, ensure that customer issues are efficiently handled and resolved



**Unified view of each customer** with customer feedback transcripts, speech analytics, ticketing systems, digital behavior, and more with Churn indicators - all in one place

# Zykrr USPs

**Bespoke CX  
Solution**

**Real-time  
Predictive  
Analytics**

**Text &  
Sentiment  
Analytics**

**Advanced  
Degree of  
Automation**

**Detractor  
Management**

**CX Consulting**



# Bespoke Feedback Management Solution

Snapshots

## Features

### Understanding the Study

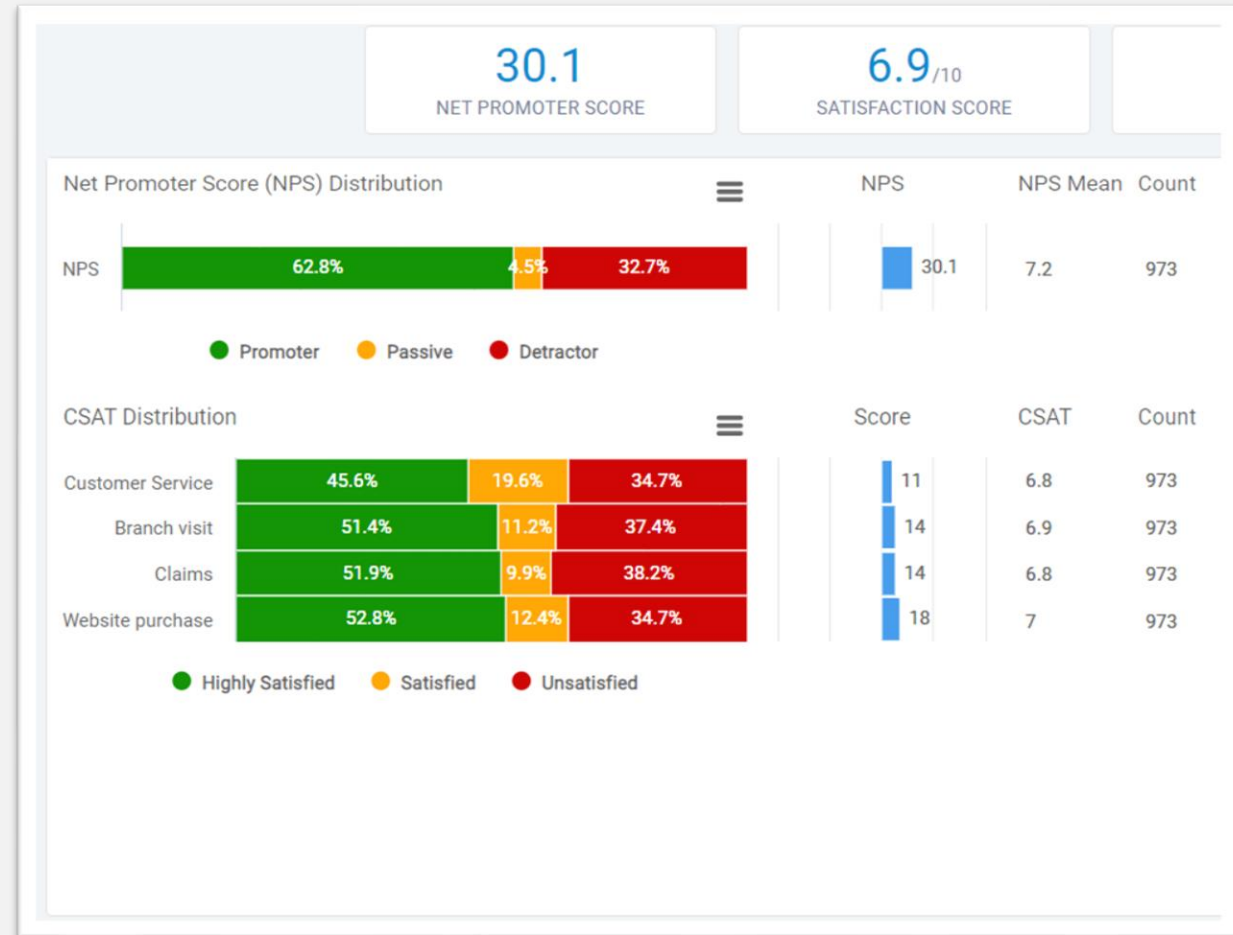
- Customer Feedback Management made exclusively as per your problem statement
- In line with your brand's vision, mission & core values

### Devising the Study

- Intelligent questionnaire devised in alignment with the key objective of the study.
- Deeply linked & actionable input data processed post multiple brainstorming sessions

### Meeting the objective

- Genuine customer responses ensuring rich & reliable analytics
- Focused actions towards meeting the objective defined for each study







# Advanced Degree of Automation

## Snapshots

### Features

- User-friendly, dynamic and flexible Do-it-yourself survey tool
- One platform, many campaigns – run multiple surveys from one platform
- Drill-downs linked to internal & external KPIs
- AI based bot surveys – conversational in style
- Multi-lingual
- Different question types (drop down, check box, image type, rating scale, star rating, slider, ranking, NPS, matrix choice)
- Branding (Logo upload, customized themes, Auto fill, Custom end page, White labeling etc.)
- Patent Pending Survey Screen – take feedback on multiple elements of your product/process in one screen

### Insurance Demo

How likely are you to recommend our Insurance policy to a friend or a colleague?

0

1

2

3

4

5

6

7

8

9

10

Not at all
Maybe
Extremely

---

Please share any comments/suggestions

Type your answer

0/5000

---

On the basis of your experience, please rate us on the following factors. [ 0 - Bad & 10 - Good ]

---

How satisfied are you with your Customer Service experience?

0

1

2

3

4

5

6

7

8

9

10

Not at all
Extremely

---

How satisfied are you with your Branch visit experience?

0

1

2

3

4

5

6

7

8

9

10

### Onboarding Feedback

Hey Garima, congrats on joining XYZ corporation. How are you feeling?

Not so great

I hear you, tell me more?

No work is assigned to me

Would you like to suggest the same to the HR department?

Yes please

Suggestion received. I will share it with the Mr. ABC in the HR department. You will get ...

Type a message...

# Real-time Analytics



## Features

- An overview of customer feedback on real-time basis
- Artificial Intelligence & Machine learning enabled
- Real-time flow of data
- NPS, CSAT analysis available at Overall, Group, Unit level or as defined
- Role based access management of users
- Leaderboard across multiple segments
- Timeline trend Analysis
- Demographic analysis
- Detailed drilled down and probing
- Download reports and charts





# Deep Tech: Predictive Analytics

Snapshots

## Features

- Predicts the top KPI's and areas that you should focus on along with the segments
- Removes KPI's that are insignificant
- Relies on R2 score to verify the correctness of result
- Relative Weight Analysis (Dominant Analysis)

## How is our predictive better than that of our competitors?

- We pre-process every data point to make sure the results are correct.
- Certain practices we follow: checking outliers, skewness, normalization, etc.

**Top Priorities** ⓘ  
Top priorities that can have biggest impact on NPS

---

Priority #1  
**Website purchase**  
Focus On: Easy to navigate  
Receipts were provided for all payments  
Segment: Motor Insurance

---

Priority #2  
**Claims**  
Focus On: Seamless documentation and Claim reimbursement  
Process Explanation  
Segment: Motor Insurance

---

Priority #3  
**Branch visit - Offline**  
Focus On: Short wait time  
Executive's process awareness  
Segment: Motor Insurance



# Deep Tech: Text Analytics

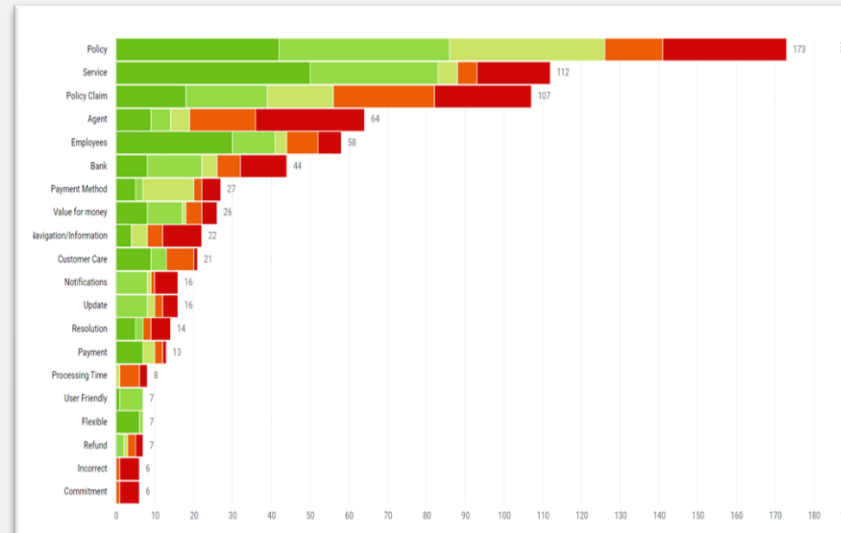
Snapshots

## Features

- Keyword extraction with the sentiment using up-to-date Industry Keyword Mapping
- Entity Detection along with Sentiment
- Gibberish text detection
- Tone detection
- Action Needed detection
- Multilingual Features
- Social Media Integration

## How is our Text Analysis better than that of our competitors?

Predicting the sentiment of a sentence is quite easy but it becomes challenging when people talk about multiple things in a single sentence. This is where our algorithm shines. It predicts the sentiment of multiple keywords by grammar rules and neighbouring words concept. Additionally, we conduct regular behavioural testing on our sentiment analysis model to make sure the results are consistent and actionable.



## Actionables ⓘ

Top actionables that can have biggest impact

Priority #1

### Policy

Don't buy policy through phone (13 mentions) - 27.7%

Didn't receive policy (4 mentions) - 8.5%

Making false promises about the policy (3 mentions) - 6.4%

Priority #2

### Surrender Policy

Unable to surrender policy (2 mentions) - 50.0%

Response Sentiment: Very Good (Confidence: 1) Tone: Happy 😊 (Confidence: 1) Company Name: CANARA HSBC Product Name: Group life insurance

Policy

Please share any comments/suggestions

Such a this type of policy always very helpful for our and our family's future secure



# Detractor Management System

Snapshots

## Features

- Clean automation + effortless functioning + minimal manual effort
- Close loop with the customer on a real-time basis
- Snapshot of the entire customer journey (touchpoints, ratings, product, segment, age, ticket size, etc.)
- Auto-tag every customer response to show analytics for different customer personas
- Auto-trigger (SMS, Email, WhatsApp) for alerts on breach of Complaints SLAs
- Auto-assignment to relevant teams / stakeholders

Response ID  
e36d2baa-1a64-4e94-9c13-631768eafbc5

Submitted On  
12/31/2022, 5:30:00 AM

+

NPS Rating 10 CSAT 5.5

User

Id	Name	Email
-	Test user120	Test user120@zykrr.com

Phone  
6894567441

Product Name	Company Name
Group life insurance	CANARA HSBC

Response

How satisfied are you with your Customer Service experience? 1

How satisfied are you with your Branch visit experience? 2

How satisfied are you with your Claims experience? 9

[CLOSE](#)

# Earn more promoters by quick and automated close looping



Snapshots

## Close Looping with customers

- Clean automation + effortless functioning + minimal manual effort
- Close loop with the customers / doctors on a real-time basis to address their issues
- Snapshot of the entire customer journey (touchpoints, ratings, product, segment, age, ticket size, etc.)
- Auto-tag every customer response to show analytics for different customer personas
- Auto-trigger (SMS, Email, WhatsApp) for alerts on breach of Complaints SLAs
- Auto-assignment to relevant teams / stakeholders

Feedback Details (169414)

Root Cause Identification +

L2 L3 RCI

Loop Closure With Customer: Yes

Loop Closure CallBack Verbatim: Staff was very rude on call

Loop Closure Ageing: 6 days

Appointment... Staff behaviour & query r...

Resolution Provided To Customer: We will ensure staff is traine

Customer Remarks On Resolution: I hope this issue is not face

Resolution Date: 12 Sep 2022

Resolution Ageing: 17 days

Root Cause: Not trained properly

Inner Loop Resolution: Mandatory training sessions on custo

Escalation Logs

User	Action	Created On
system@zykrr.com	Ticket created	26/8/2022, 12:46:21 PM

1-1 of 1



# Enable Structural Interventions

## Outer Loop Closing Mechanism

- Identify patterns, trends and changes in frequency of complaints coming in through the inner loop feedback and operational data that affect customer experiences
- Team determines root causes of the issues and prioritizes the ones to be addressed urgently
- Define a set up structural initiatives for each root cause with clear prioritization based on the impact, chooses one solution and develops a business case to test and implement the potential solution
- Track NPS trends during and after completion of approved solution to understand business impact and update the people who initially raised the issue what the resolution was

**ACTIVE ROOT CAUSE** CLOSE

**List of open RCIs captured through detractor scores**

**Root Cause**

- staff not courteous (1)
- Difficulty in website navigation (4)
- Communication not received (7)

staff not courteous SAVE

**L2 Driver** **L3 Driver**

Billing Experience (1) Staff Behaviour (1)

**INNER LOOP RESOLUTION**

+ ADD INNER LOOP RESOLUTION

Mandatory training session on customer handling to be organised for customer service executives

Select Responsible Person Implementation Date

rwitika\_rakshit@zykrr.com 19/09/2022

UPLOAD SUPPORTINGS

Max file size: 9 MB (All file formats are allowed)

**ACTIONS**

Send to ASM

**Inner Loop Resolution provided to customer**

**Send solution to Senior Management for standardization as Change Management initiatives**

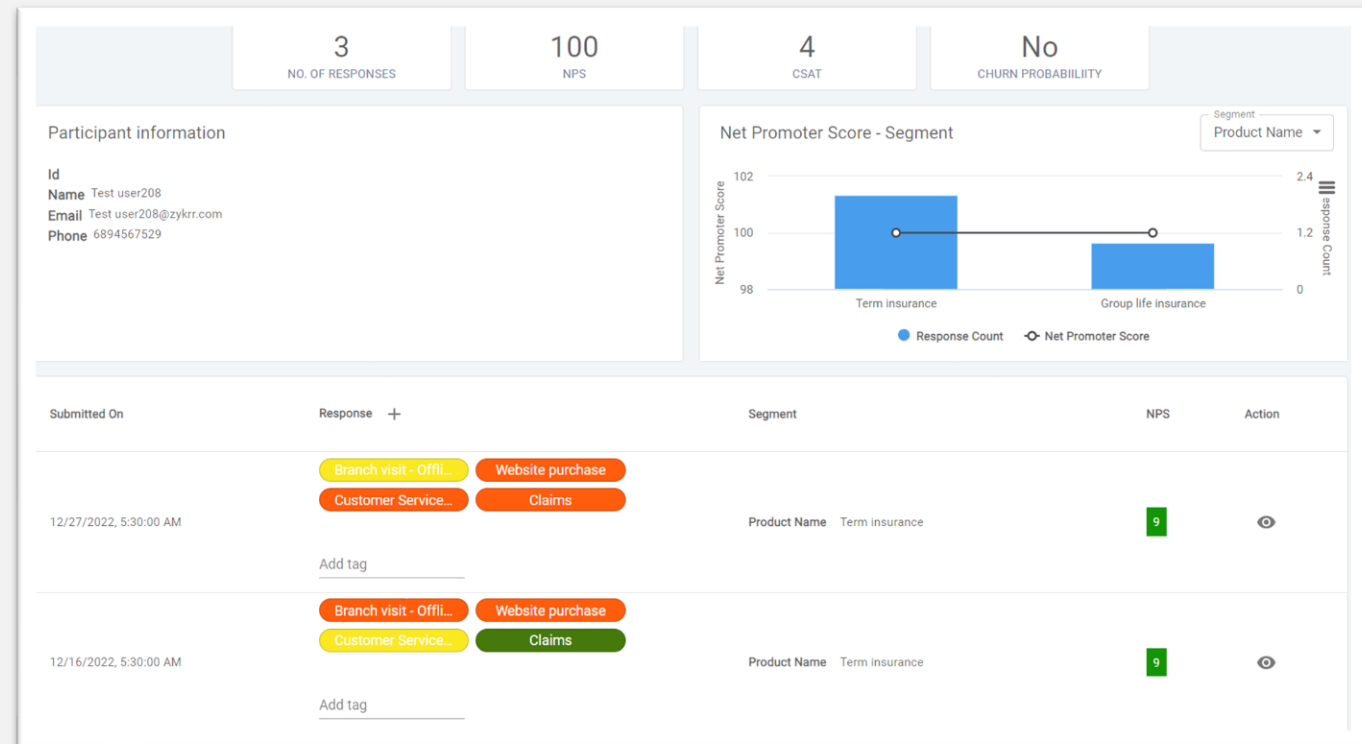


# Business Outcome linked Measurements

Snapshots

## Predictive Customer Lifecycle Value & Churn Probability of a customer

- We predict CLV using Machine learning models which have been trained on regression techniques to fit on past data to predict the CLV for Cohorts as well as Overall Customer base.
- We use multiple dimensions of the customer's data and his journey to run these regressions.
- Examples of such dimensions are Transactional Variables (Purchase frequency, Purchase Channel, Items purchased), Monetary variables (Average purchase value), Verbatim sentiment, NPS History, engagement level and Cross journey experiences.



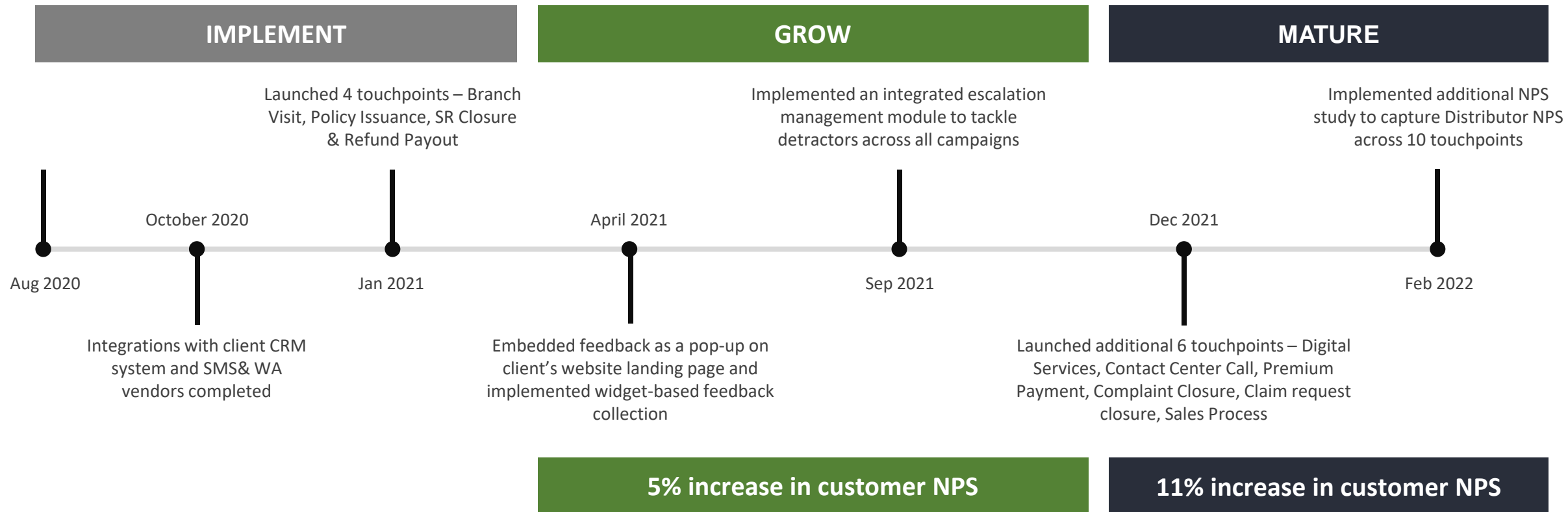


# Stories of Growth

## Program Background

Major Life and General Insurance Leader with a pan-India presence and products across 3 verticals – Motor, Health and Travel wanted to upgrade their existing feedback mechanism to enable a 360-degree feedback collection, advanced analytics and integration with their internal systems

## How Zykrr delivered impact

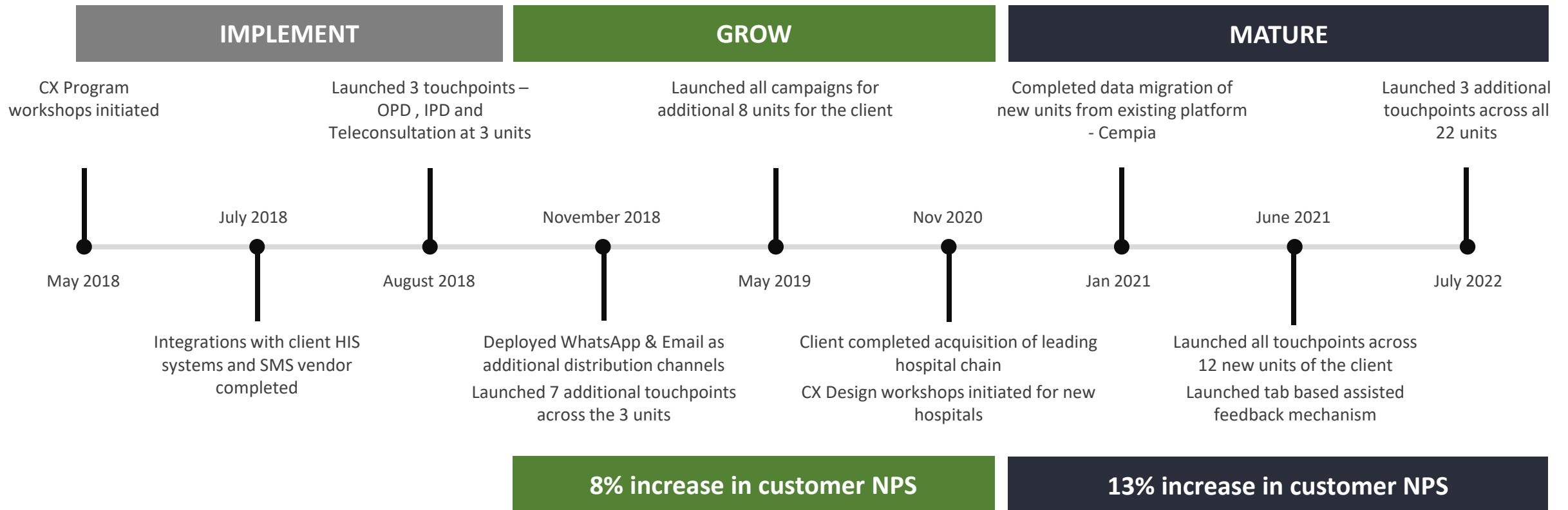


# Stories of Growth

## Program Background

Well reputed hospital chain wanted to implement a digitized patient feedback system to offer greater flexibility for new features, integrate with their HIS, and provide mobile-friendly ways to capture detailed feedback. The hospital chain is set up pan - India and caters to multiple specialties and healthcare needs.

## How Zykrr delivered impact

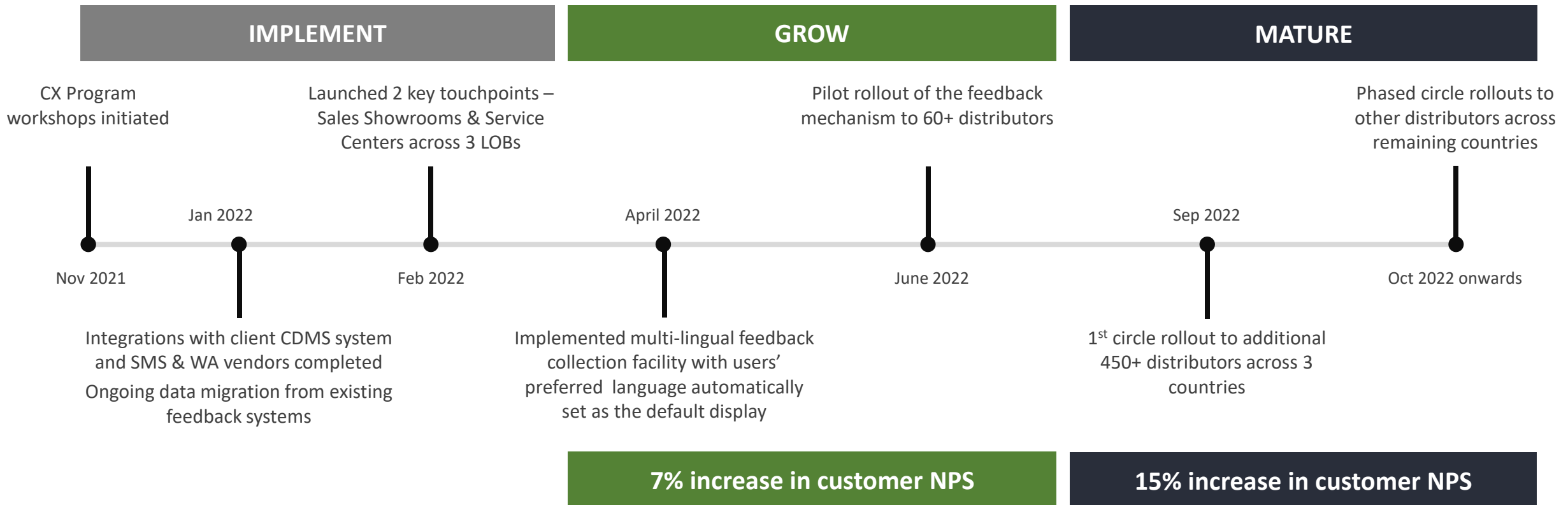


# Stories of Growth

## Program Background

Leading 2-wheeler automobile manufacturer wanted to implement an integrated multi-country based feedback management system across 8000+ dealerships in 22+ countries to capture the Voice of Customers across multiple channels. The customer service team wanted to continuously assess and act upon the key drivers of the customer experience.

## How Zykrr delivered impact



# Industries We Cater



Consumer Goods



Aviation



Education



Retail



Telecom



Banking & Financial Services



Healthcare and Pharma

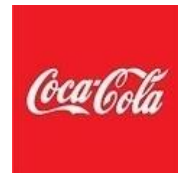


Automobile



Hospitality

\*Partial list of clients



# Thank you

Businesses are increasingly recognizing the competitive advantage of superior customer experience and its value in what a company delivers for its customers and how it delivers the products and services.

Companies once could differentiate themselves by their superior product or efficiency. However, with demanding customers and matured markets, distinctiveness lies in providing the customers with a no-fuss seamless customer experience across its channels.