



# Alterna CX | Customer Experience Management Solution

## Introduction Document

August 2018



End-to-end  
customer  
experience  
solution  
portfolio

## ALTERNA CX: SOFTWARE



to manage and improve customer  
experience



## PROFESSIONAL SERVICES

to maximize the impact of Alterna  
CX implementations

Alterna CX  
implementations

### BANKING & FINANCIAL SERVICES

- 4 of the top 10 Turkish banks
- 4<sup>th</sup> largest Japan based insurer
- Leading brokerage house in India

**AKBANK**



**TEB**  
BNP PARIBAS

**TÜRKİYE \$ BANKASI**



**SOMPO JAPAN SİGORTA**

**alBaraka**

**Sharekhan**  
by BNP PARIBAS



**Fibabanka**

### E-COMMERCE

- Top e-commerce company
- Large digital loyalty program



### RETAIL

- Largest home improvement retailer in Turkey



# Our contributions to customer experience and digitalization







## AKBANK

### Retail, SME and Digital Experience Measurement

- ✓ Top 3 Bank with **20+ mio customers**
- ✓ **Transactional NPS** surveys triggered from 1.5 mio transactions every day
- ✓ **AI powered text mining** for survey text comments and Social Media
- ✓ **10000+ employees** use Alterna CX everyday to track performance
- ✓ Scores linked to performance system



### Transactional NPS Program

- ✓ Top 4 Insurer based out of Japan
- ✓ Claims and 3<sup>rd</sup> party services focus: 20 + touchpoints
- ✓ Enterprise performance management
- ✓ **9 points increase in NPS in 1 year**
- ✓ **20% higher policy renewal rate** for promoters



### Transactional NPS and Market Research

- ✓ Top 10 bank, part of BNP Paribas Group
- ✓ Omni-channel data collection through CATI, SMS, IVR and E-mail
- ✓ Design, test and distribution of **ad-hoc market and customer research**
- ✓ Use of feedback to **optimize campaigns**



# Our solution: Alterna CX

Real time voice of customer listening from multitude of sources...



AI algorithms for analysis and real-time insights on customer experience...

Improvement actions and results measurement



# How it is different? Customer experience challenges addressed by Alterna CX



## Most banks today...

## What Alterna brings...

**LISTEN to**  
what customers  
really think about  
the company<sup>1</sup>



- Offline research and surveys
- Small samples
- Anonymous customers
- Dependent on single source (i.e: surveys)

- Ongoing & real time listening
- Leverage of full data
- Known customer and transaction based
- Multiple sources (text, event, survey)

**UNDERSTAND**  
their feedback for  
max impact



- Single channel view of customer experience
- Insights in a few silos
- Reporting satisfaction via surveys

- View of total customer journey
- Role based dashboards for every employee
- Predicting satisfaction with analytics

**PROACTIVELY  
TAKE ACTION**  
before they leave



- A few improvement actions
- Limited engagement
- Accountability at HQ or unit level

- Action focus – integrated to CRM and other systems
- Customized progress and alerts
- Tied to performance management

**Source:** <sup>1</sup> Bain & Company and Satmetrix Study found that **80% of companies** say they deliver superior experience, **only 8%** of their customers agree

# Our value proposition with Alterna CX:

Alterna CX listens to customer experience real time across different customer journeys and touchpoints...



## Example

sample feedback collection channels



email



## Example

### Retail Customer Journey and Transactions (Sample Product: Account opening)

Interest

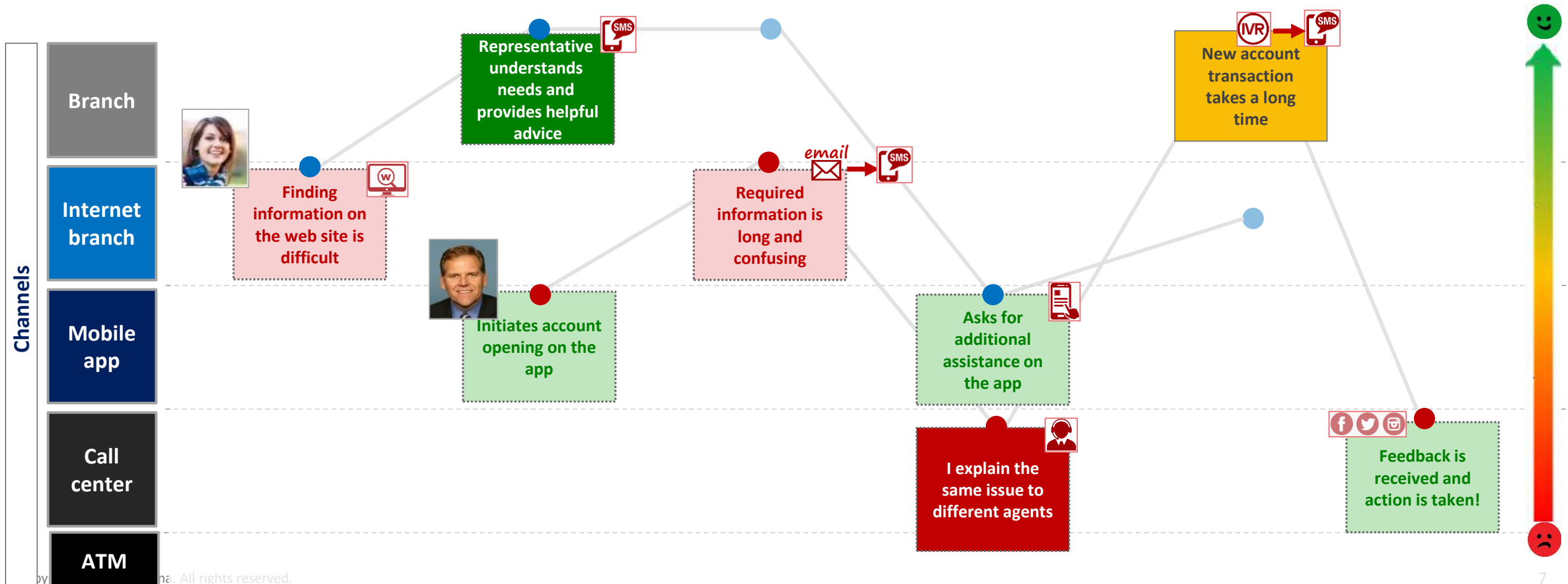
Account opening

Usage

Get support

New need

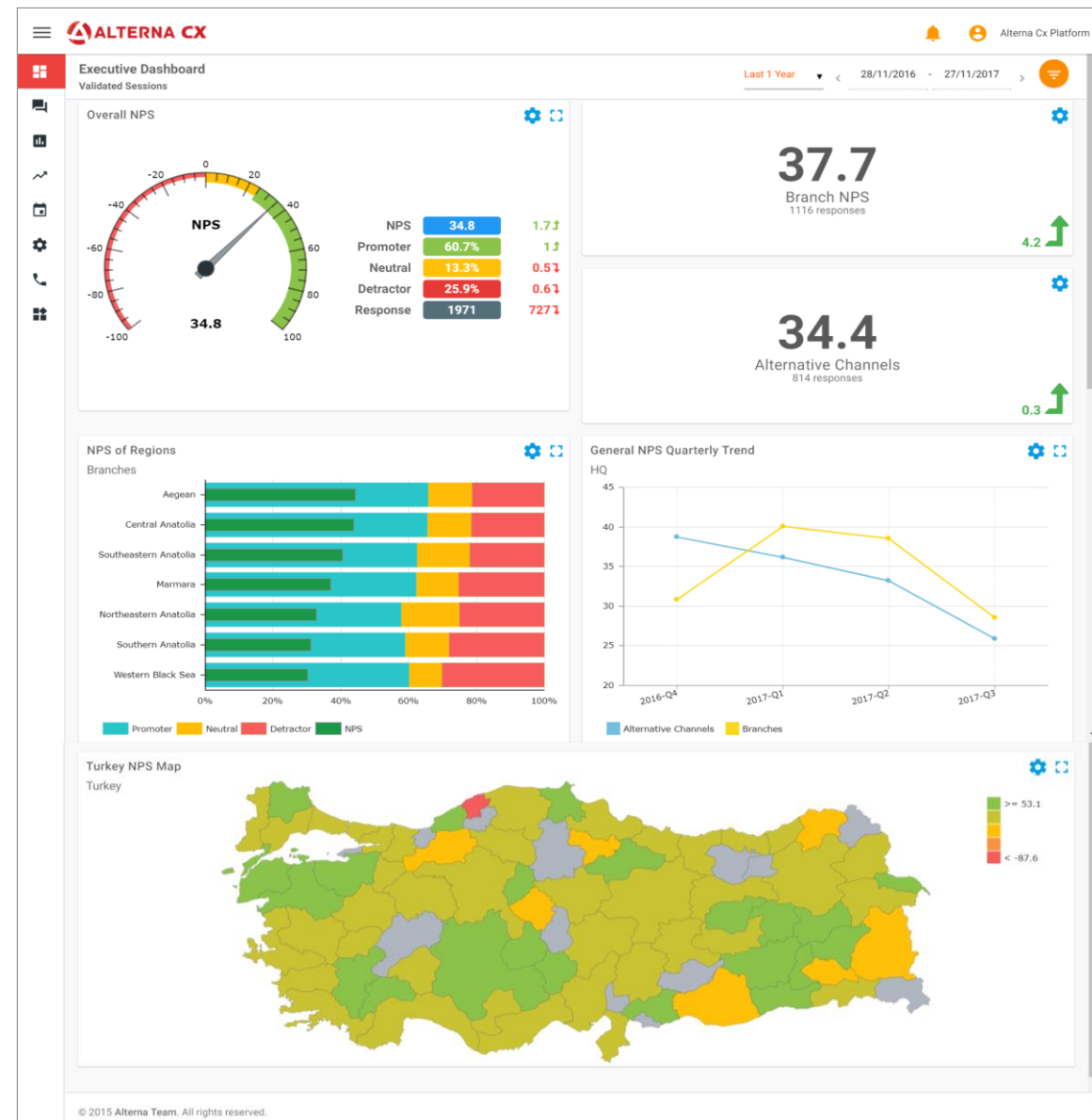
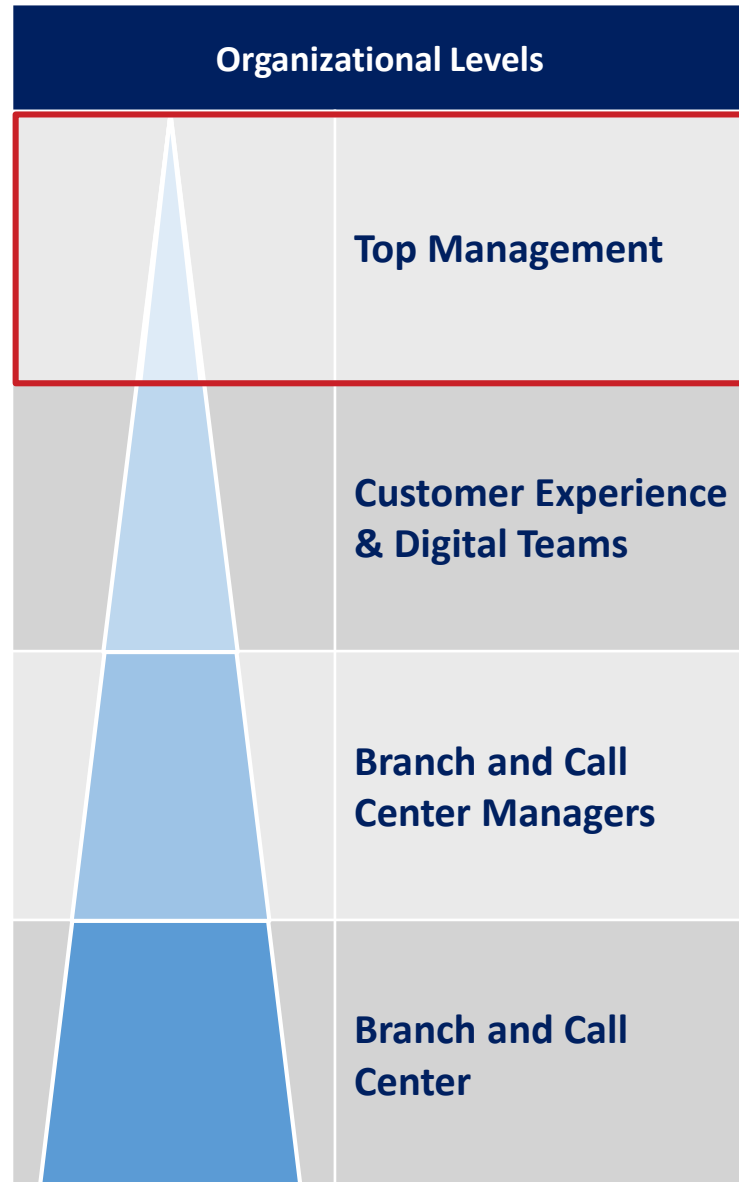
Close account/exit



...gathered insights are analyzed and shared in role based dashboards



Example

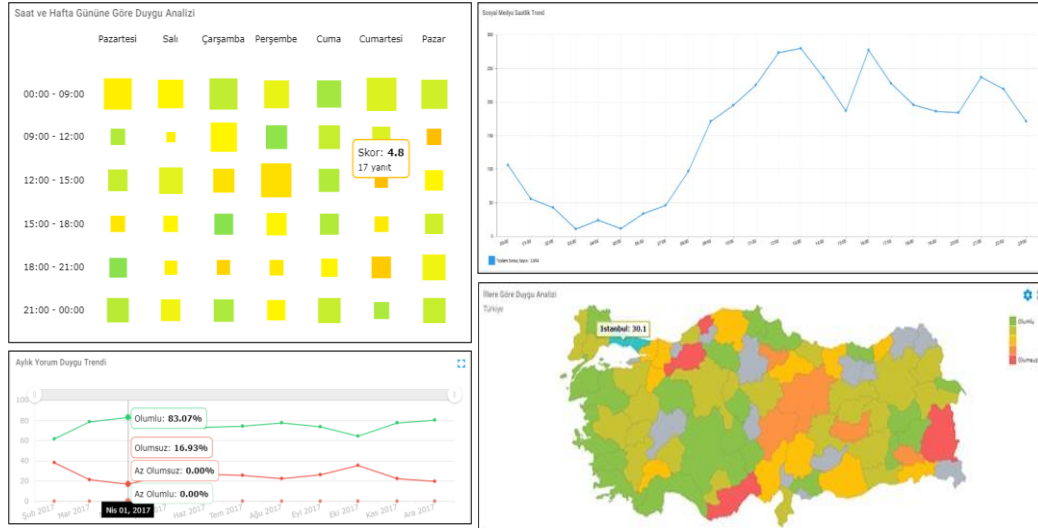
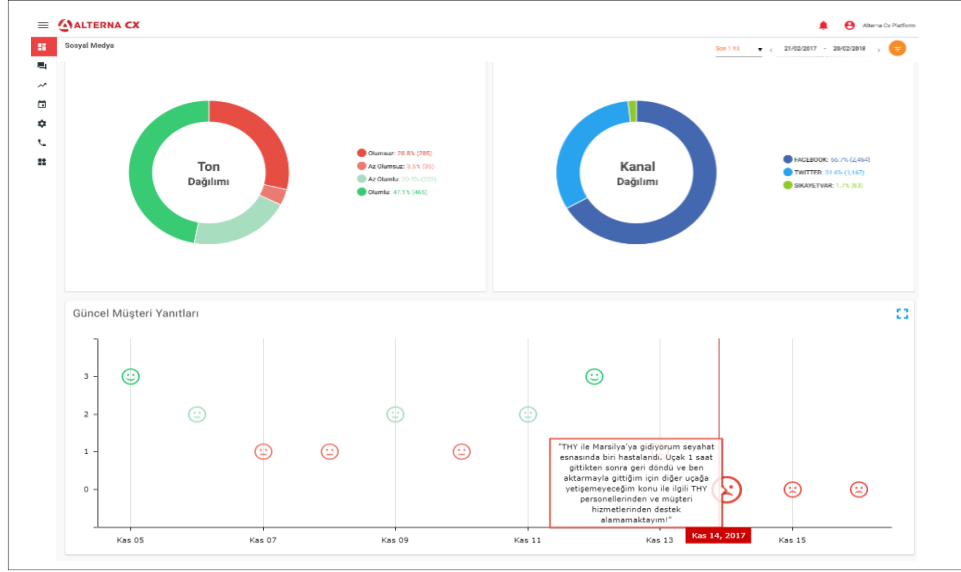




# ...text based data including survey feedbacks and social media data is analyzed real time for emotions and topic classification through machine learning models...



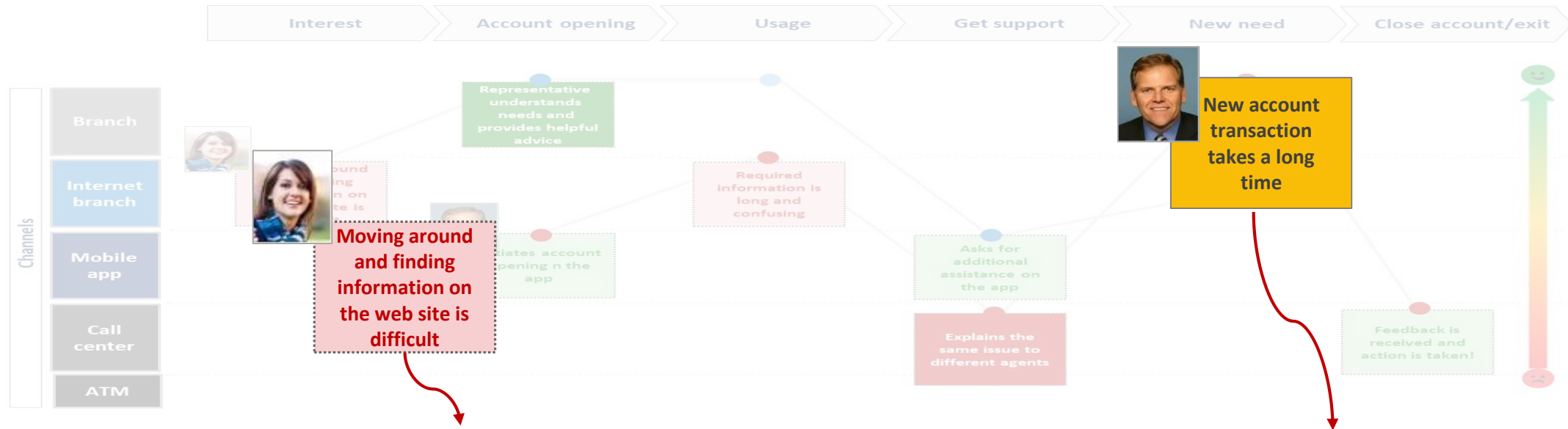
## Emotion Analysis



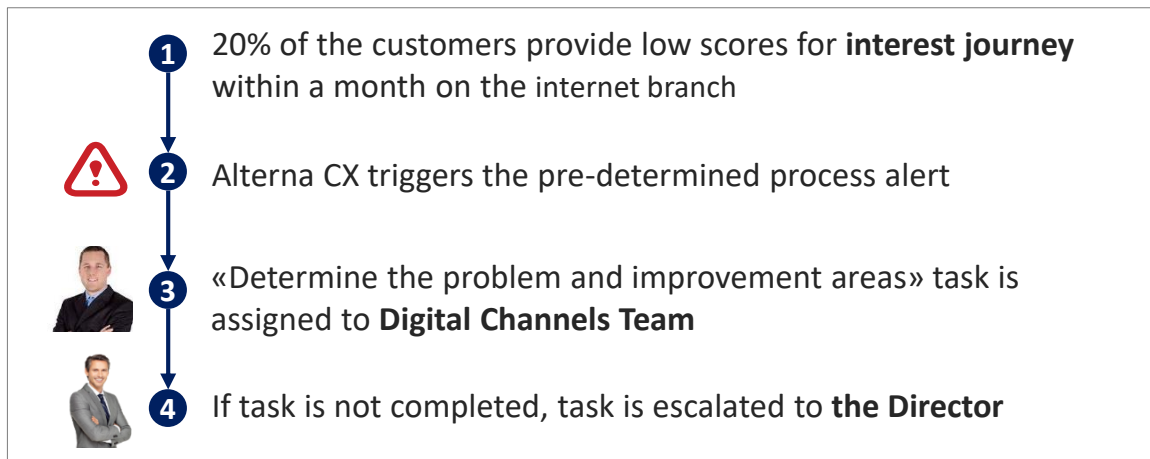
## Topic classification



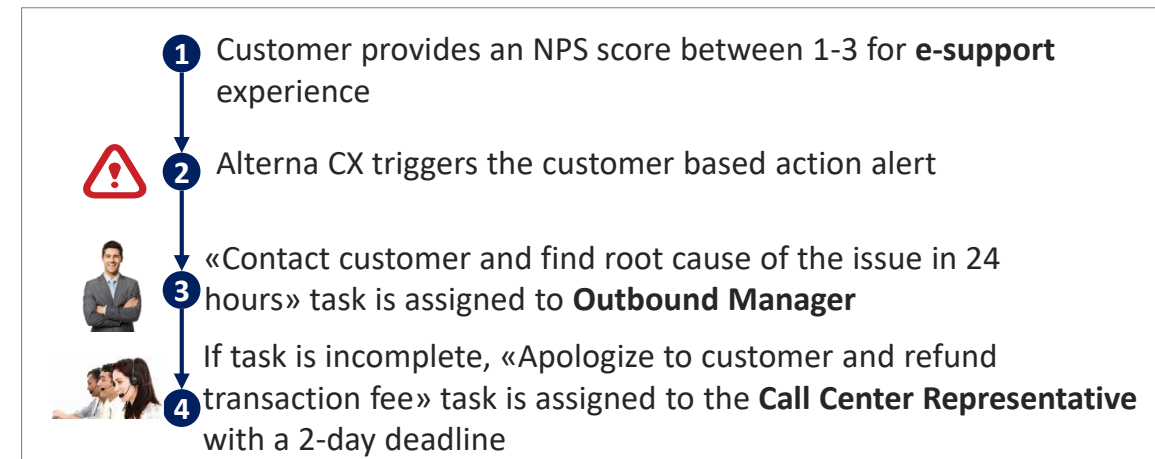
...alerts are triggered from text analytics or low satisfaction scores and automated tasks are assigned to run continuous improvement



### Product / process / channel based actions



### Specific customer based actions



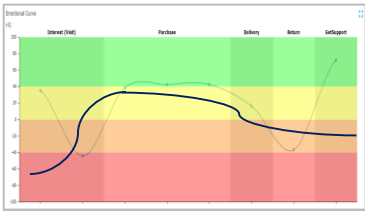
# How it may work?



## DESIGN

1

Critical transactions across customer journeys selected from Alterna CX



2

Measurement mechanic and channels are activated



3

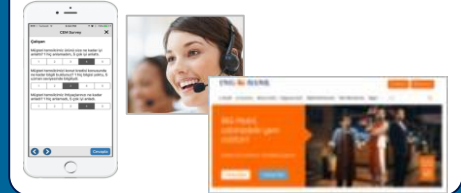
A customer experiences the selected touchpoint – e.g.: mortgage application from branch



## LISTEN

4

Transaction specific survey is triggered on Alterna CX and customer feedback received on real time basis



Running «Continuous Improvement Loops» with Alterna CX

8

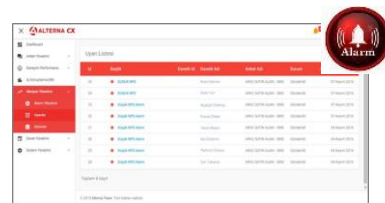
Automated tasks are assigned and teams run huddles to facilitate improvement



## ACT

7

Alerts are triggered across to specific employees based on specified rules



6

Text analytics algorithms classify open text feedback into actionable “buckets” and marks sentiment



5

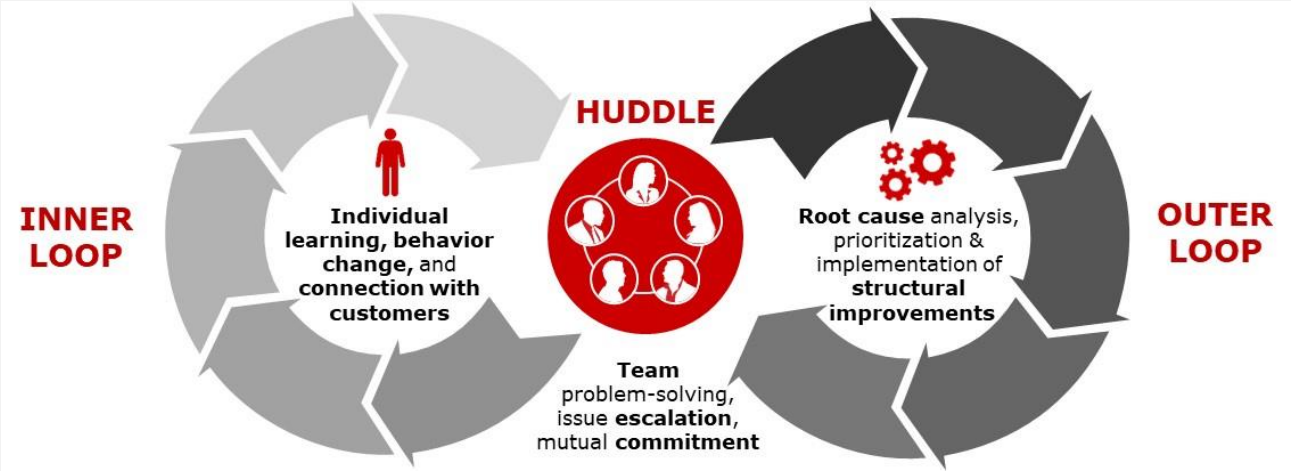
Collected feedbacks are analyzed and instantly reported on multi-level dashboards



## ANALYZE



Systematic learnings from customer feedback and constant improvement...



Continuously improving customer experiences

Customer centric cultural transformation mobilization

Customer insights for innovation and investment

Seamless omni-channel experiences

... impact on business results

Revenue per Customer ↑

Customer Satisfaction ↑

Complaints ↓

Renewal ↑

Transaction Volume & Frequency ↑

Average Customer Tenure ↑



# Why Alterna CX?



## **SINGLE PLATFORM**

one platform to manage customer experience everywhere



## **AI BASED LEARNING**

customer experience focused text analytics



## **ENTERPRISE GRADE SOLUTION**

Trusted by banks, insurers and retailers with millions of customers



## **TOOL FLEXIBILITY**

with both on-premise and SaaS implementation



## **RAPID IMPLEMENTATION**

ready product and minimum IT resource effort



## **END TO END SUCCESS MANAGEMENT**

dedicated resources for pre and post implementation success



**ALTERNA**

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