



Empowering Businesses with Customer Centricity

Platform for Customer Centric Transformation



Customer centricity demands that the customer is the focal point of all decisions related to **delivering products, services, and experiences, to create customer satisfaction, loyalty and advocacy.**

- Gartner



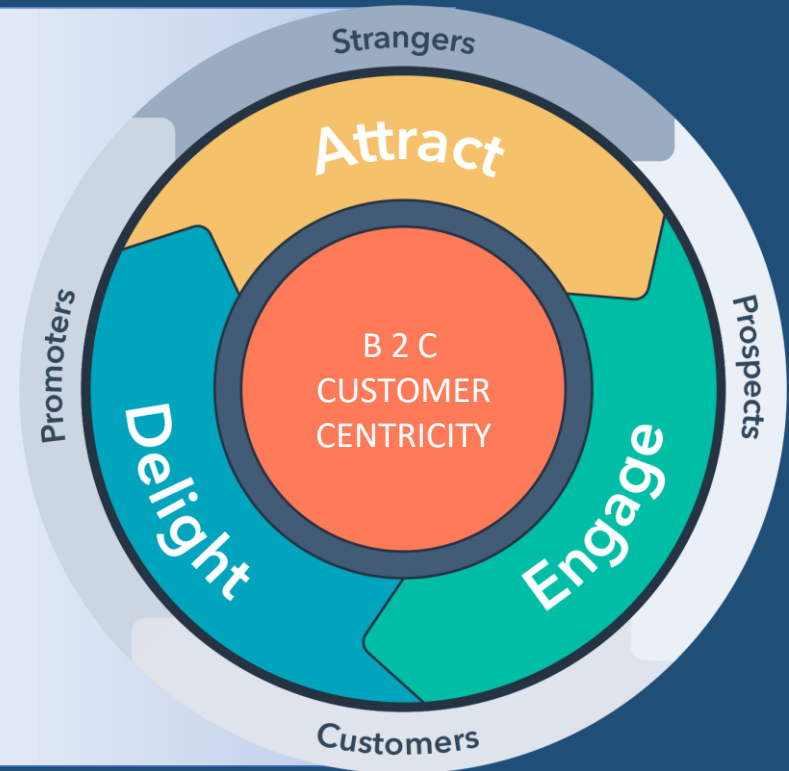
B 2 B

B 2 B 2 C

G 2 C

B 2 E

B 2 C



Customer centricity is vital across the spectrum from B2B to B2C businesses

“

\$62B per year in lost business due to poor customer experience alone - *Forbes*

”

Two thirds of consumer loyalty and spending decisions are based on emotional factors.

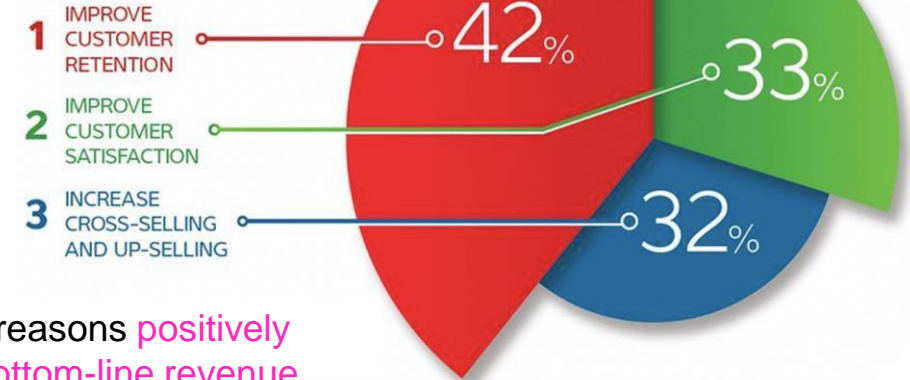
For customers, **feelings are facts.**

Any metric that does not account for this aspect of human nature is fundamentally flawed.

GALLUP



Top 3 reasons why companies proactively manage & invest in customer experience



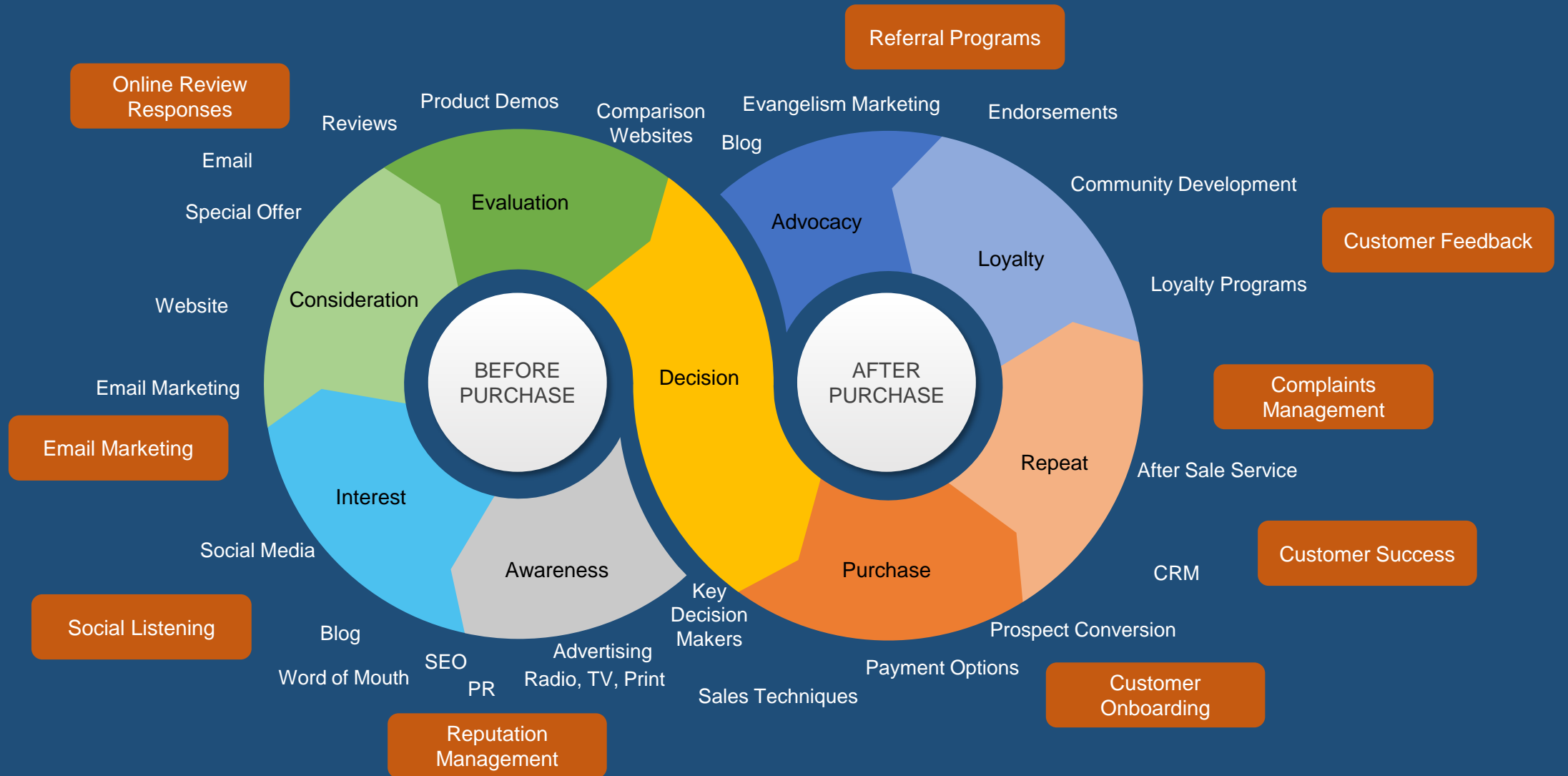
These 3 reasons **positively impact bottom-line revenue**

“

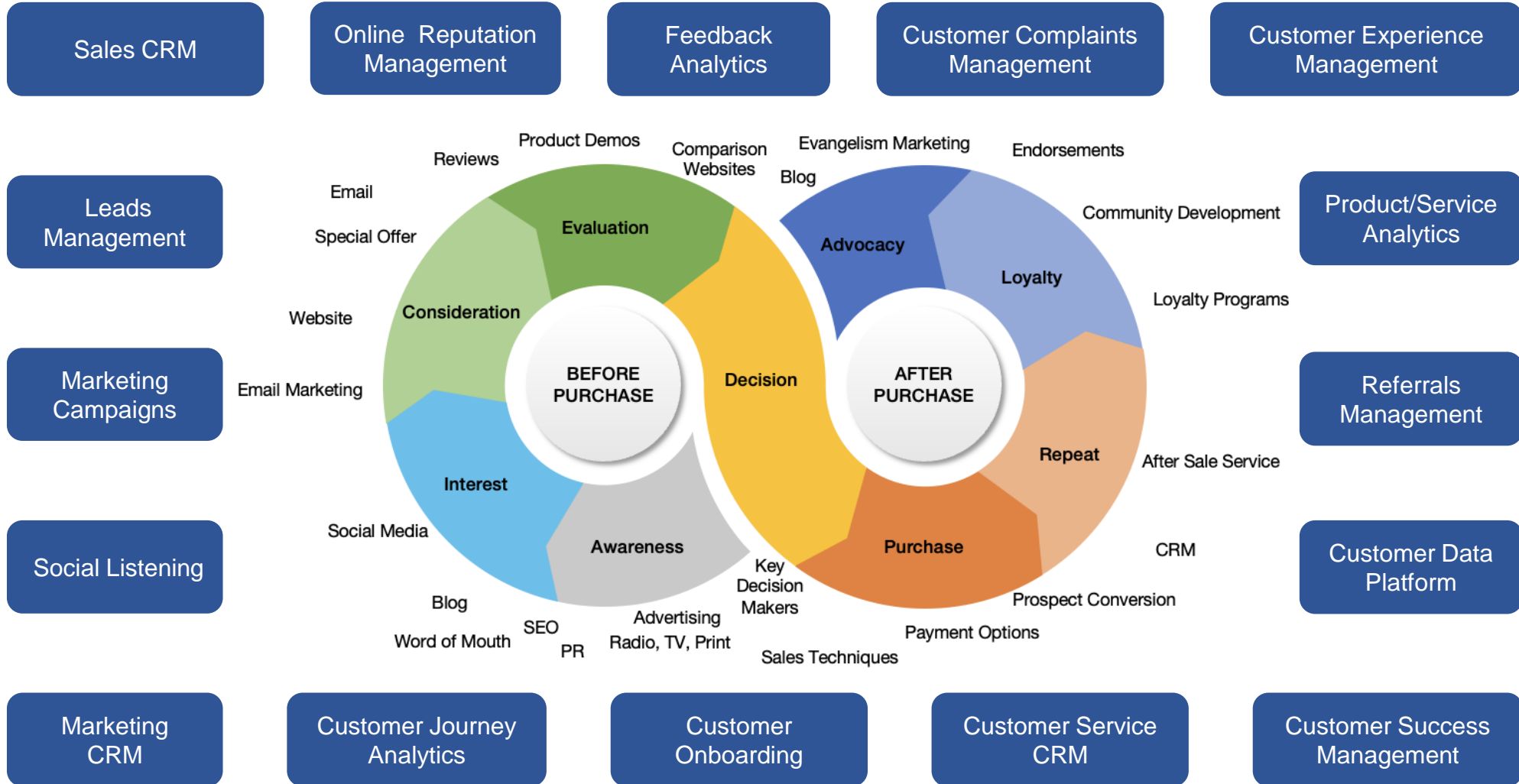
50% of companies say the leading influences for their digital transformation initiatives are improving customer experience & customer satisfaction - *PWC*

”

The customer journey fosters many customer centricity requirements

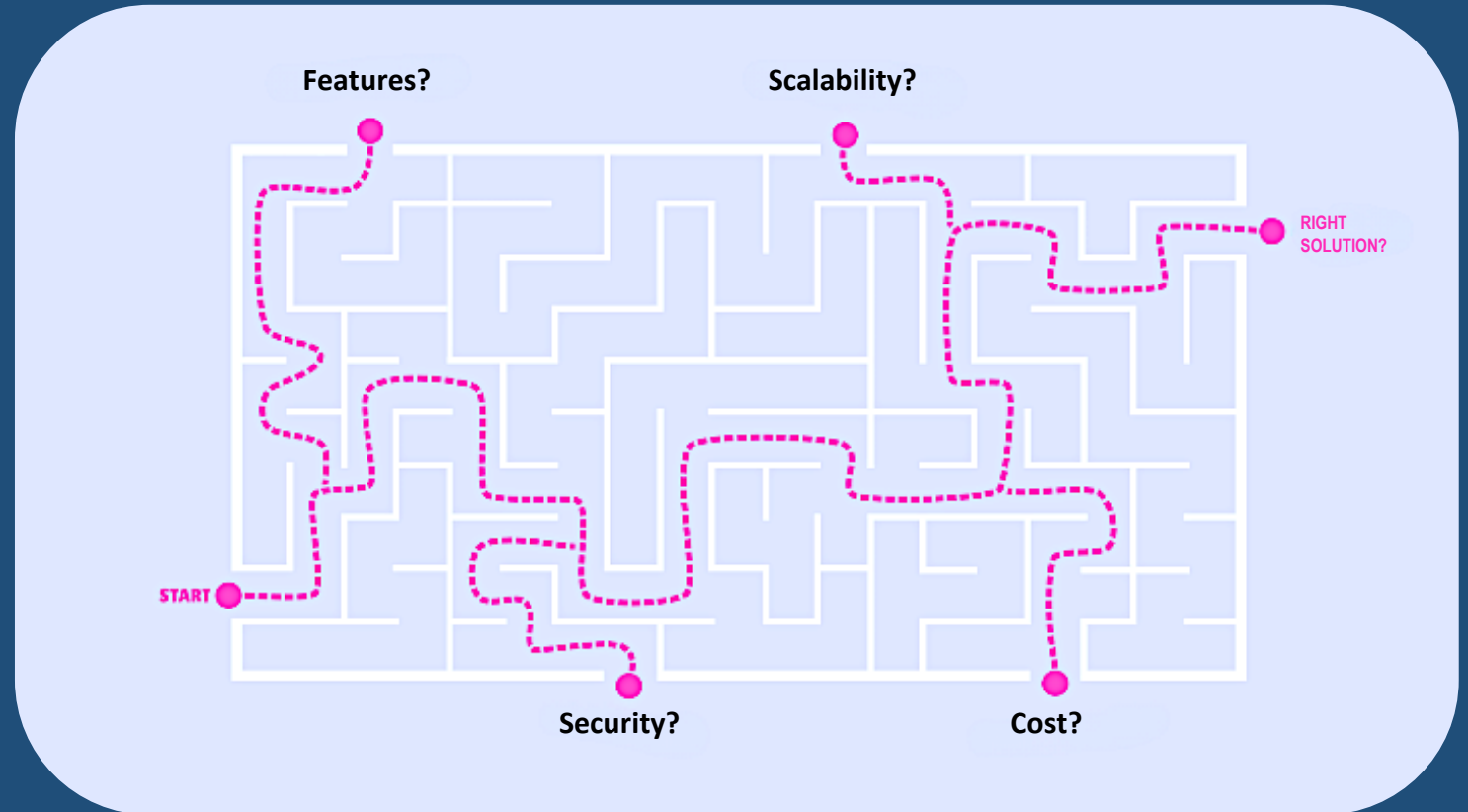


There are multiple solution categories for customer centricity



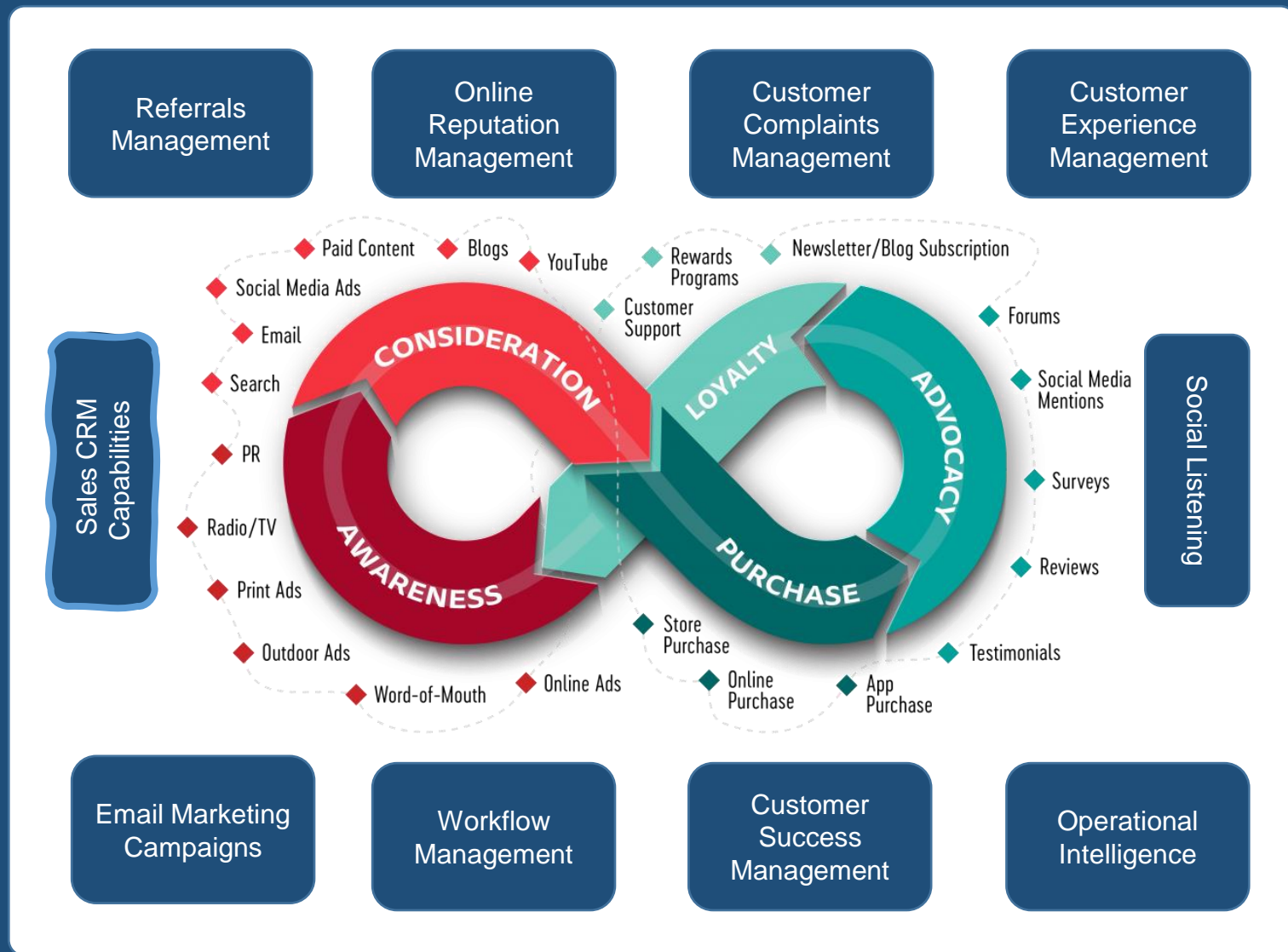
It is challenging to choose SaaS products for business needs

- Thousands of SaaS solutions
- Thousands of feature groupings
- Varying complexities & pricing models
- Lack of expertise to identify the 'right' solution the aligns with the business' unique needs and budget
- Customization & integration uncertainties



Emojot has addressed this challenge...

The Emojot platform consolidates customer centricity solutions



Emojot platform mission

Enabling customer centricity across the customer lifecycle

- Unified Business Context
- Cost Efficiency
- Rapidly Deployable
- Easy Integrability
- Purpose-specific Customizability
- Scalability
- GDPR / HIPAA / CCPA Compliant
- Flexibility
- AI insights with cross-product data

CXM Customer Experience Management

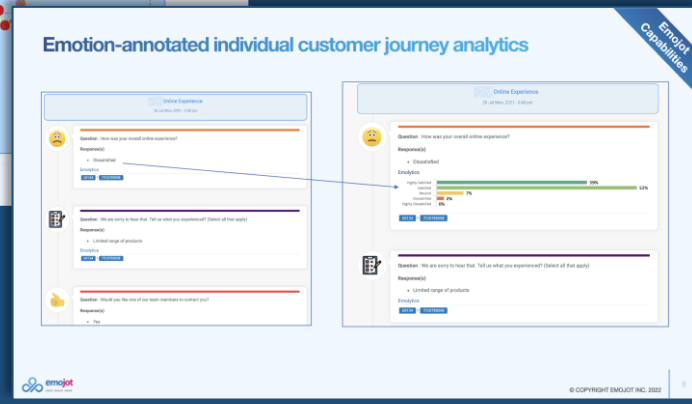
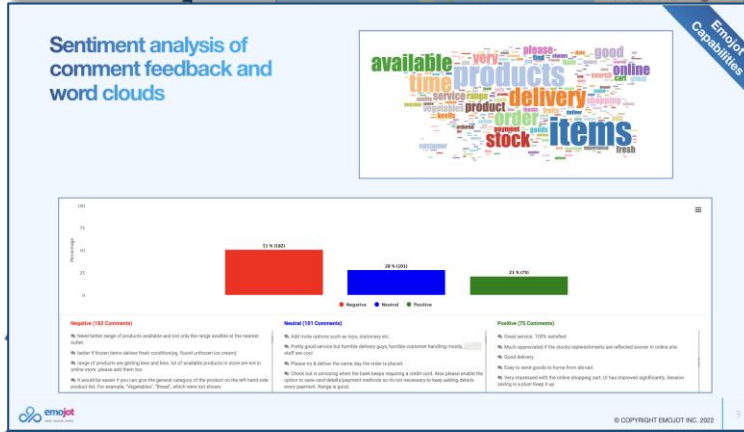
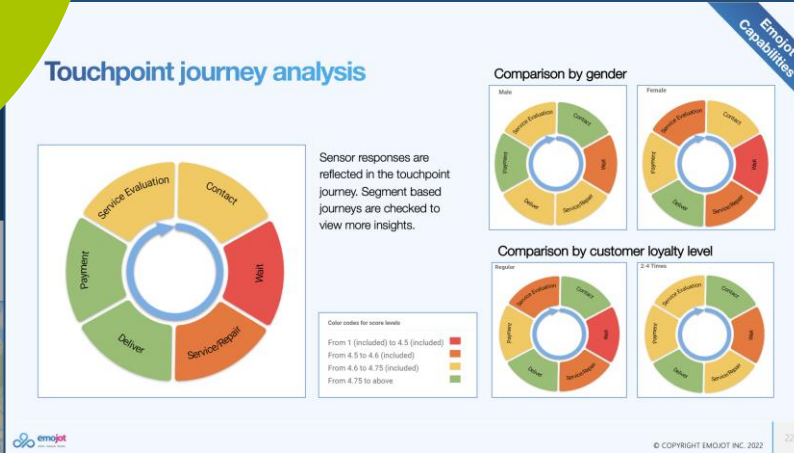
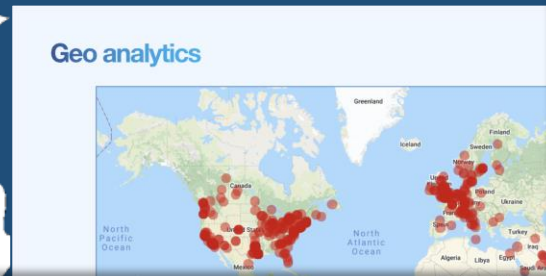
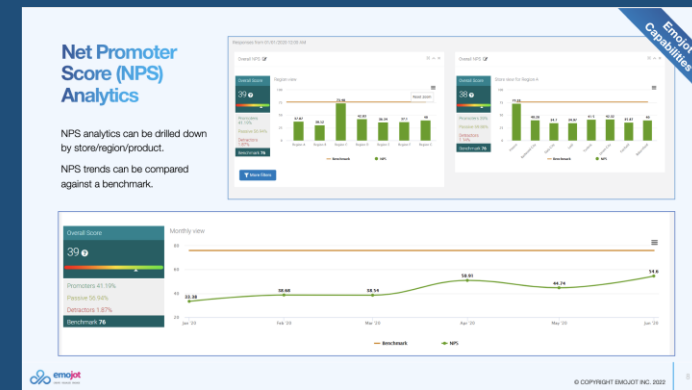
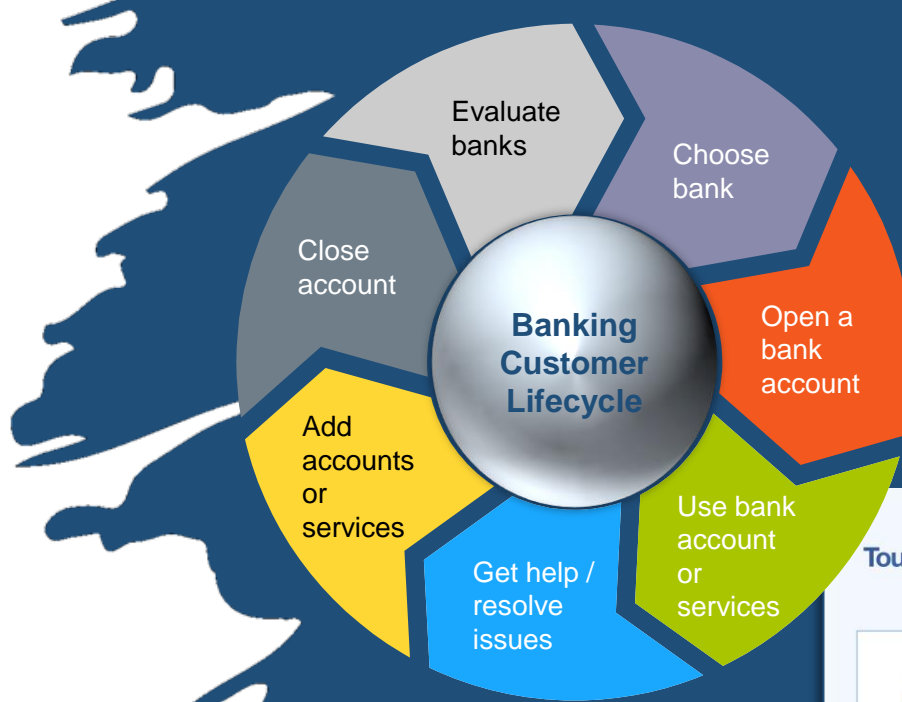
CFM Customer Feedback Management

WHY?

- Enterprises need to listen to their customers' experiences across their journeys

HOW?

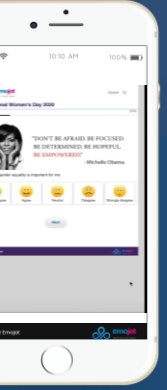
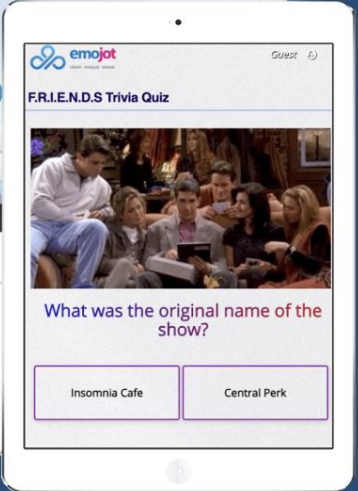
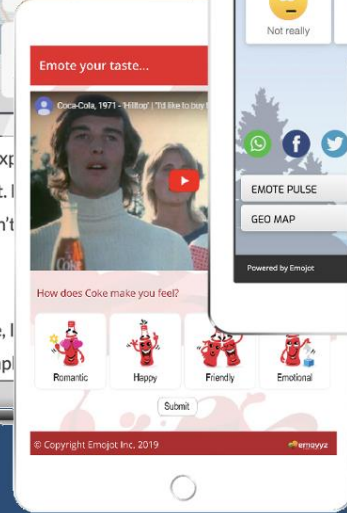
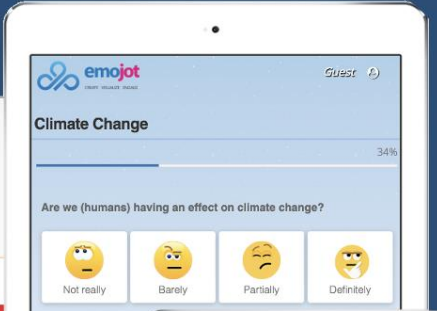
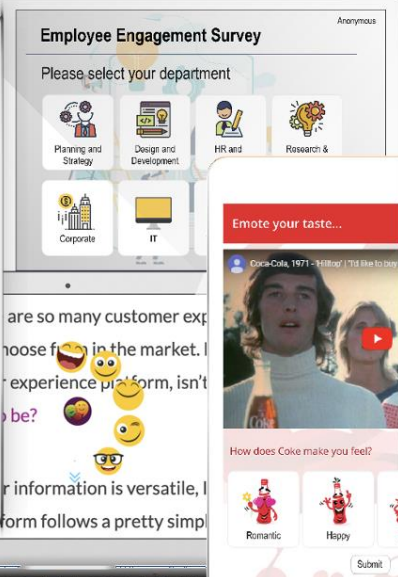
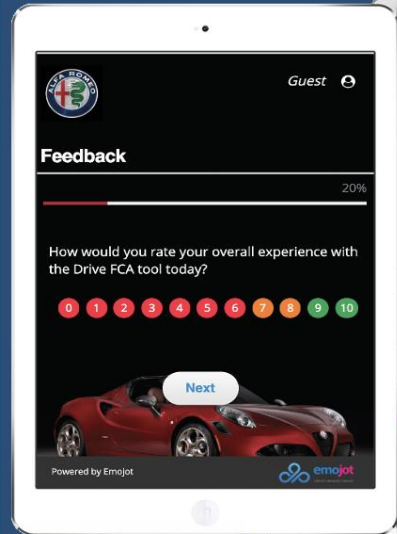
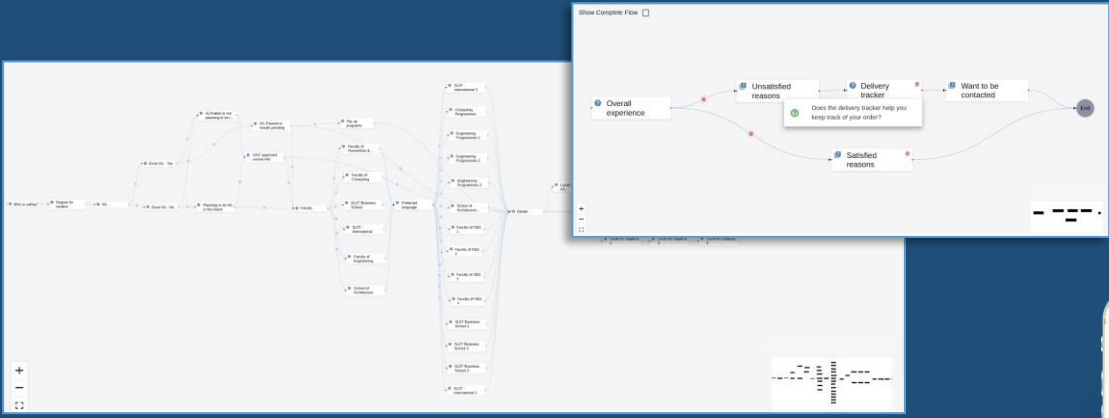
- **Measure** customer feedback → Rapidly deploy touchpoint surveys across the customer lifecycle
- **Monitor** customer satisfaction & loyalty with sophisticated real-time analytics
- **Analyze** CX data leveraging **Generative AI** for actionable insights and recommendations



Emojot has re-imagined “surveys” with Emotion Sensors™

- Unleash brand creativity to deliver appealing respondent experiences
- Fast: Set-up in hours, not weeks or months
- Effective: Solves “survey fatigue”
- Intelligent: Context aware and journey-centric
- Flexible: Covers multiple use cases

“Emojot is the coolest, easiest, quickest survey I have ever seen!”
 – CEO, Calvin Klein



SCAN ME!

www.emojot.com/iwd2020



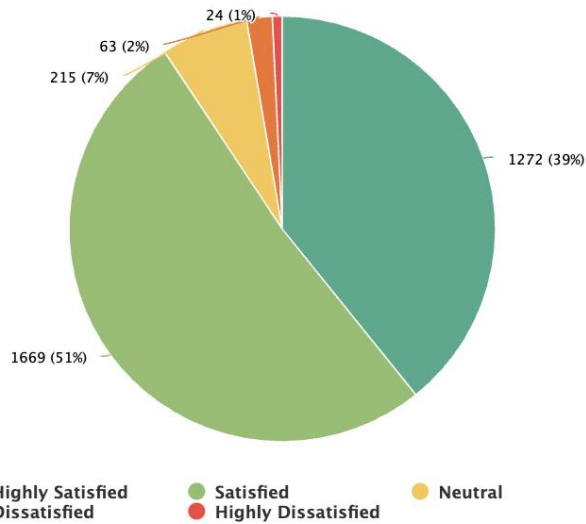
- Skip logic: Simple to highly complex
- Recommendations: Score-based decision tree models

Sample Analytic Views



Basic analytics

How satisfied are you with the courteousness of our call center officer?



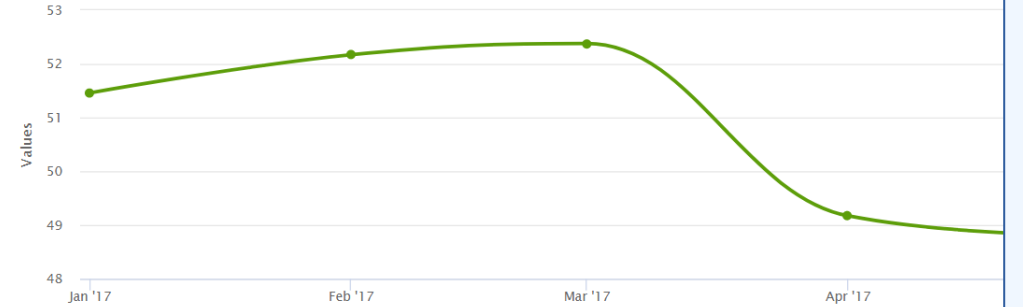
CSAT (Customer Satisfaction Score)

Question:

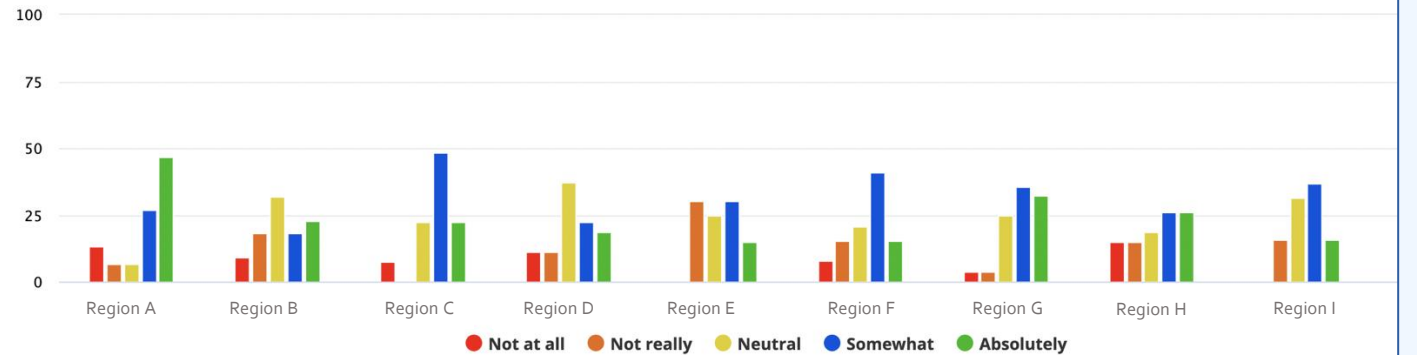
Period:

Overall Score 51.0%

Satisfied: 51.0%
Unsatisfied: 49.0%

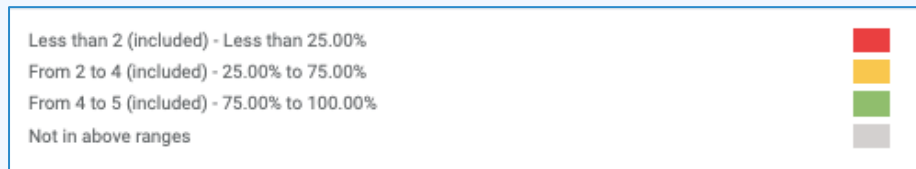
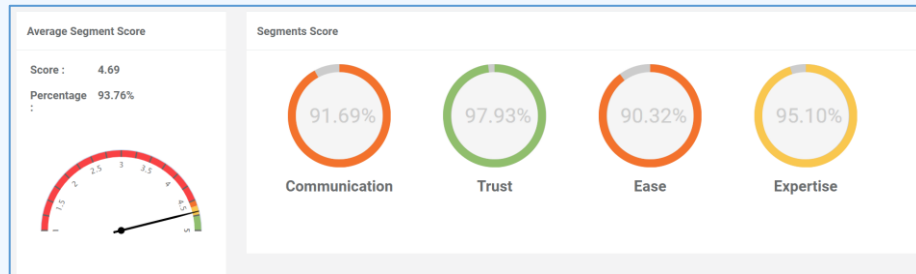


How satisfied are you with the efficiency of the call center?



Score-based heat maps

Custom KPIs can be defined on the Emojot platform. Assume the KPIs are defined as Communication, Trust, Ease and Expertise. Then the KPI analysis can be done based on gender, age category, location, etc. KPI score trend analysis is also available.



Analysis by gender

Segment	Male	Female	Total
Response Count	1764	2000	3764
Communication	4.68	4.38	4.62
Trust	4.90	4.83	4.89
Ease	4.48	4.63	4.50
Expertise	4.71	4.85	4.73

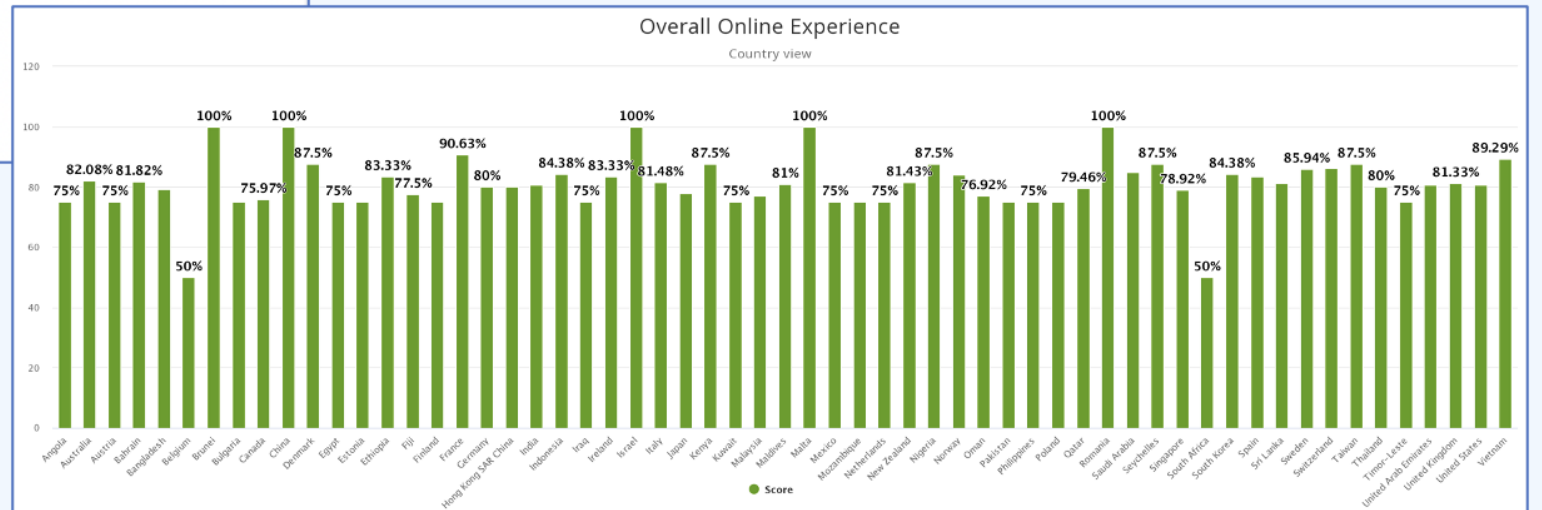
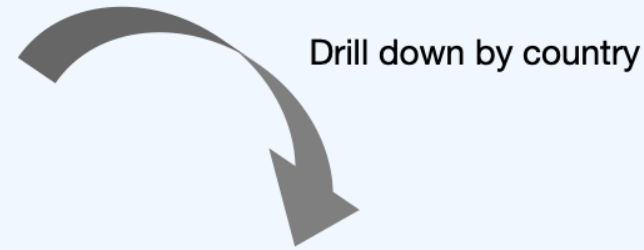
Analysis by age category

Segment	Gen Z	Millennials	Gen X	Boomers
Response Count	135	132	24	291
Communication	4.67	4.61	5.00	4.64
Trust	4.99	4.82	4.33	4.90
Ease	4.67	4.40	4.25	4.50
Expertise	4.79	4.72	4.00	4.75

Analysis by location

Segment	Central	Eastern	Northern	Southern	Western	Uva
Response Count	110	17	16	118	1	3
Communication	4.68	4.50	4.67	4.30	N/A	5.00
Trust	4.98	4.65	5.00	4.85	5.00	5.00
Ease	4.64	4.33	4.79	4.33	5.00	4.67
Expertise	4.75	4.41	4.87	4.80	5.00	5.00

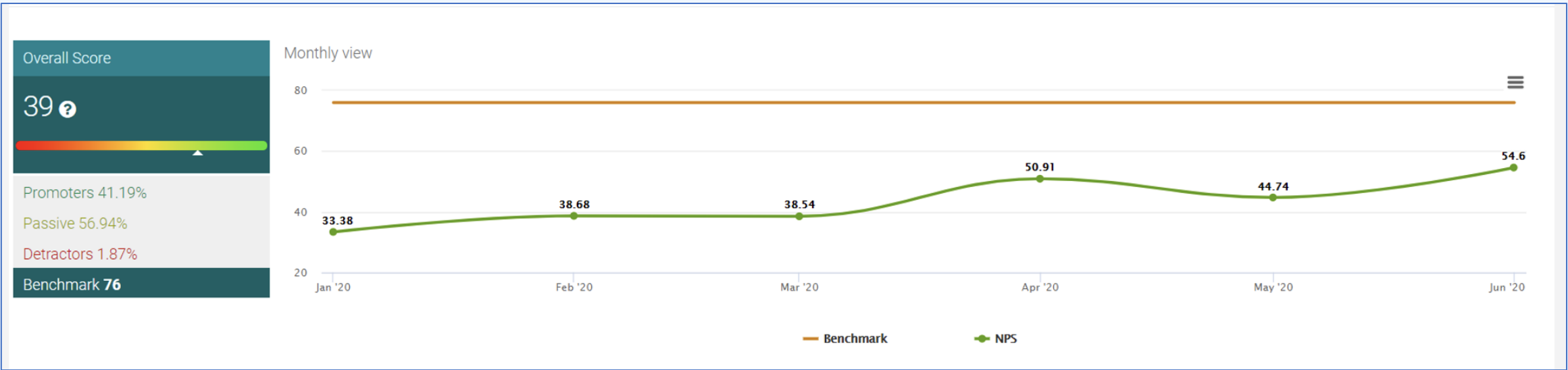
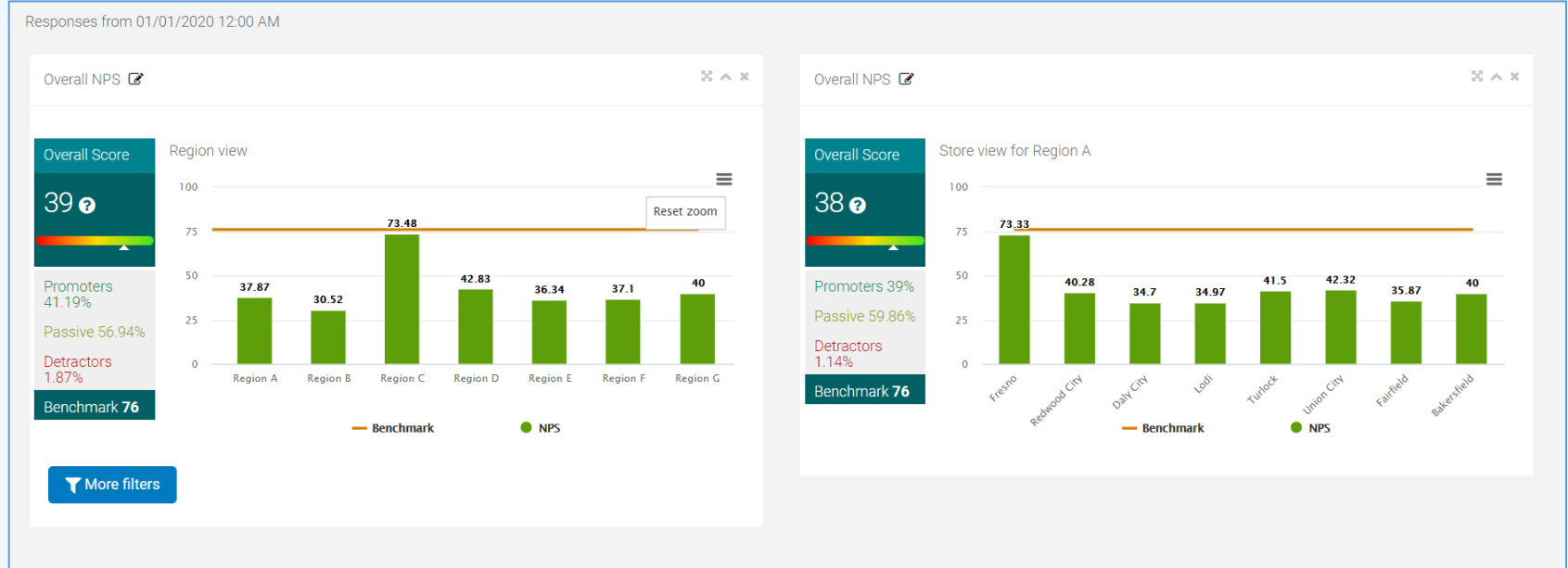
Score-based trend analysis



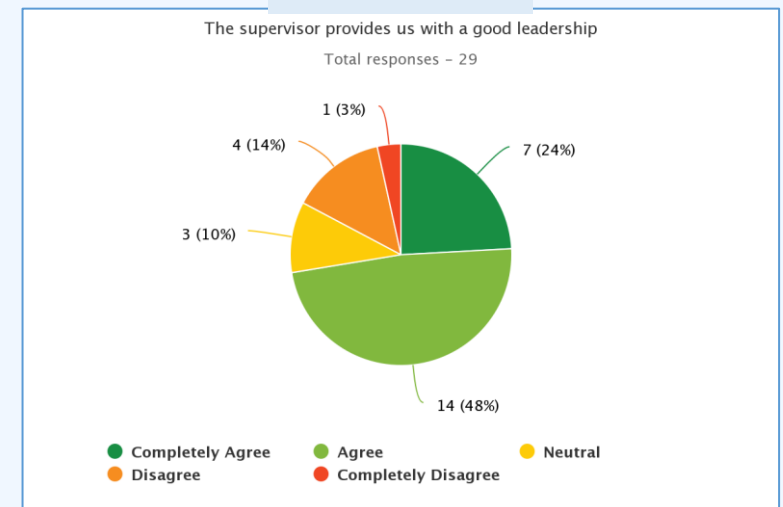
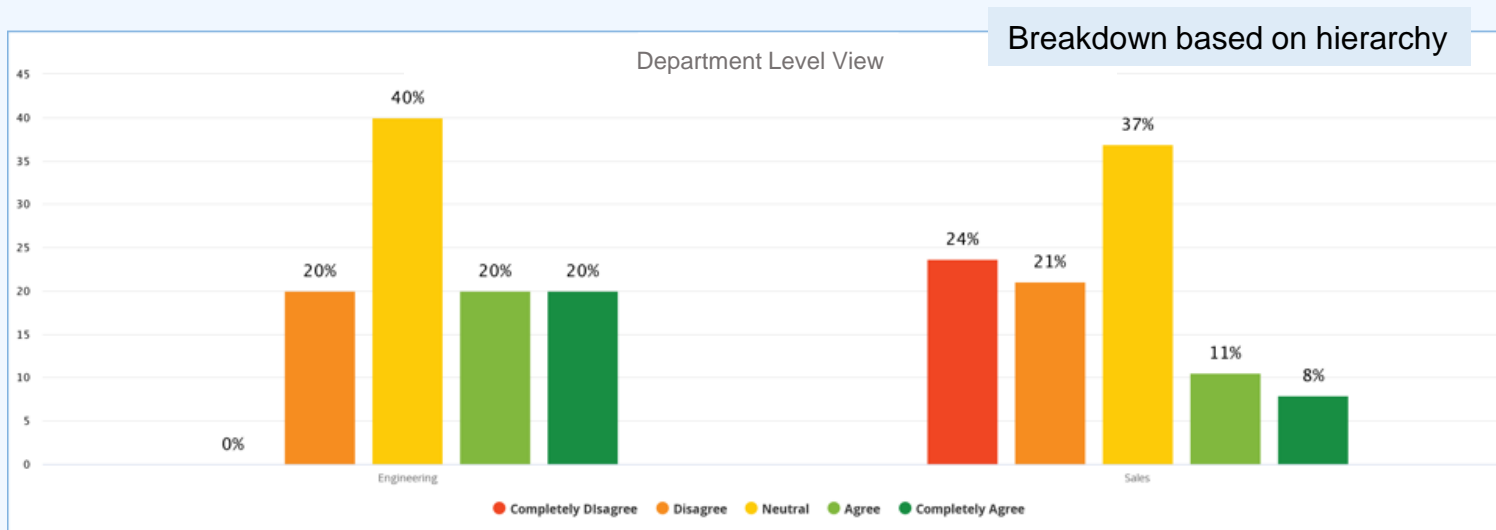
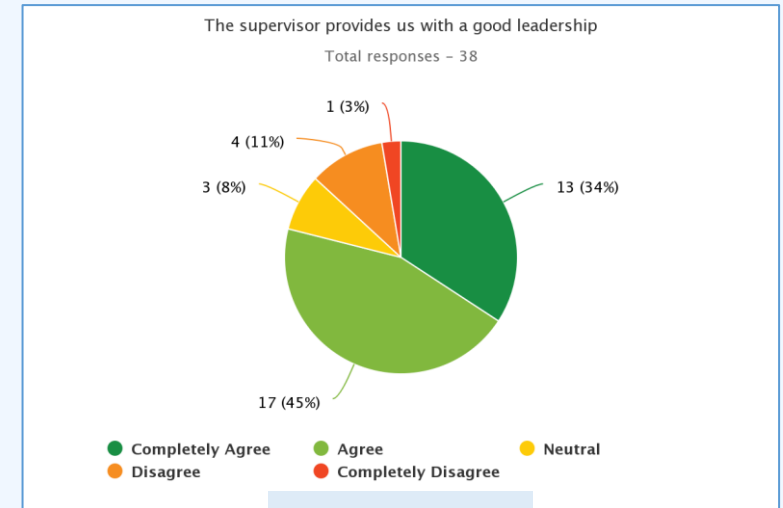
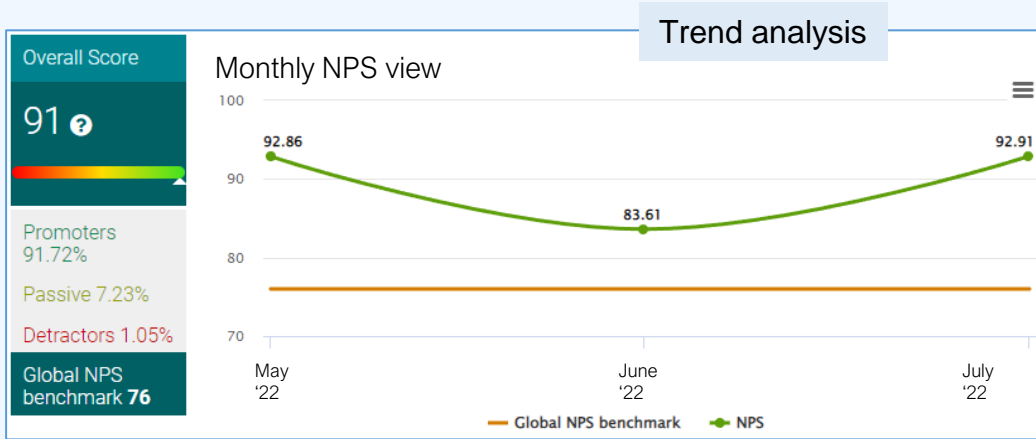
NPS (Net Promoter Score) analytics

NPS analytics can be drilled down by store/region/product.

NPS trends can be compared against a benchmark.

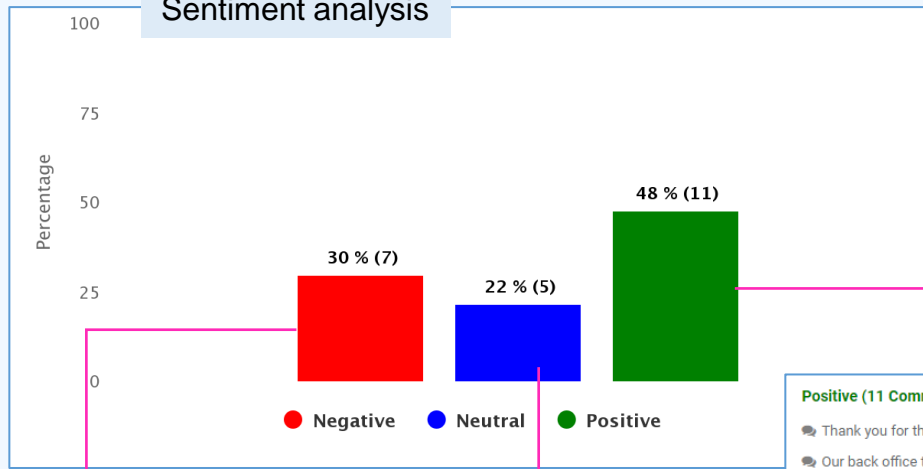


Analytics based on the organizational hierarchy



Comment analysis

Sentiment analysis



- Negative (7 Comments)**
- Bad
 - We need more support, Please
 - I'm not happy. We didn't receive a good service. Hope it will be better in the future. Hopes up
 - Very unhelpful..
 - Need better service
 - Need to be more attentive
 - slow service

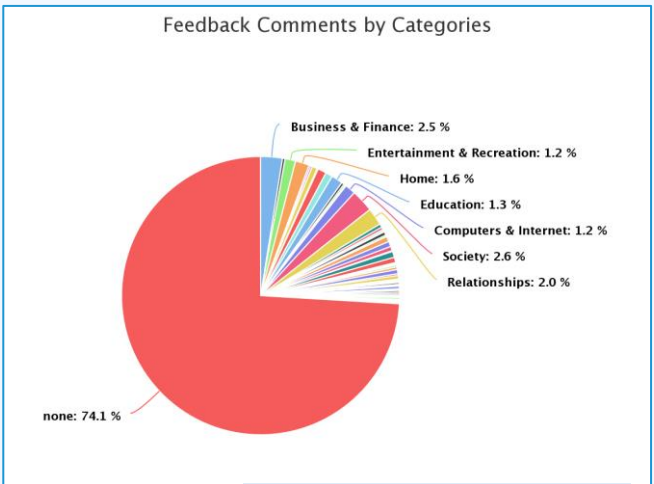
- Neutral (5 Comments)**
- Hmm...
 - Ok, I guess
 - It's good but needs to be better
 - Could have been worse
 - No Comment

- Positive (11 Comments)**
- Thank you for the great support given
 - Our back office team is super helpful and it's a pleasure working with them. Thank you team. Really appreciate it
 - Awesome team work. Glad to be a part of this winning bunch
 - Great support given. Thank you team
 - Thank you for the support. We really appreciate it
 - Very happy with the support given
 - Have a great culture.
 - Very helpful team
 - Like the emotng process, look and feel is awesome

Word cloud



Feedback Comments by Categories



Comment categorization

Generative AI insights

Using the power of AI in combination with historical data, Emojot has the capability to suggest Generative Insights to help gain a competitive edge in the world.

1. Inferences & Predictions:

- Patients are generally satisfied with the courtesy and efficiency of the front office team on admission, the initial assessment done by the medical team, nursing care, care given by the ward doctors, and the overall admission process of the hospital.
- Patients are also generally informed of their rights and responsibilities as a patient in the hospital, and the information given to them on their medical condition is adequate.
- Patients are highly satisfied with the care given by the specialist consultants, the physiotherapist, and the dietitian.
- The cleanliness of the bathroom and room, quality of food, and food served on time are important factors in determining the overall satisfaction of patients with in-room facilities.
- Discharge instructions and treatment plans are important for patients, and the overall discharge process is rated highly by patients.
- Patients are likely to recommend _____ to others, and positive recommendations could be a valuable source of marketing for the hospital.
- There are occasional complaints or issues with specific services, but these are generally resolved and do not affect overall satisfaction.

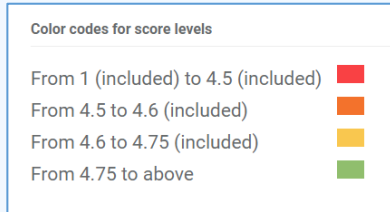
2. Recommendations to improve customer experience and marketing effectiveness:

- Continue to prioritize cleanliness and quality of food in in-room facilities to improve overall satisfaction.
- Ensure that patients receive timely and thorough discharge instructions and treatment plans to improve the discharge process and reduce any confusion or anxiety for patients.
- Encourage patients who have had positive experiences to recommend _____ to others, and consider leveraging these positive recommendations in marketing efforts.
- Address any occasional complaints or issues with specific services promptly and effectively to maintain overall satisfaction.

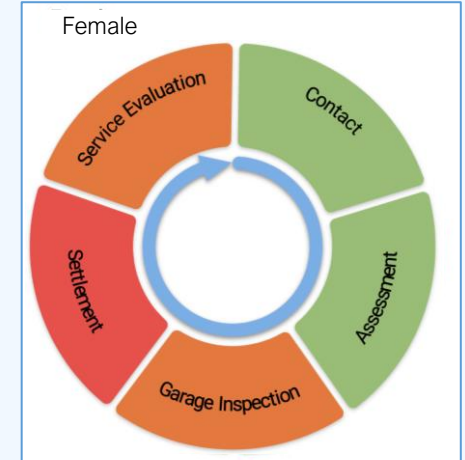
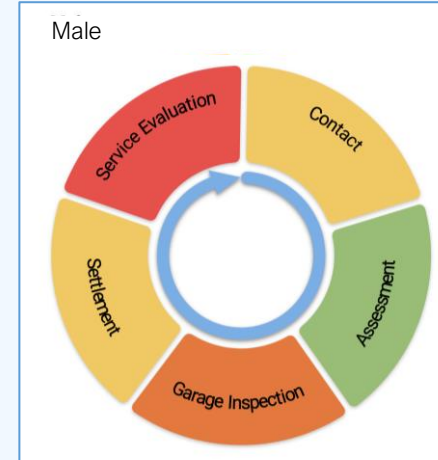
Touchpoint journey analysis



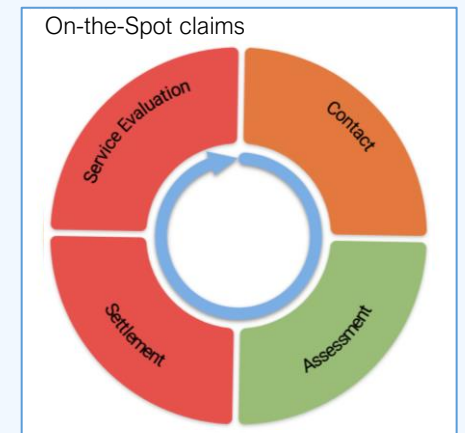
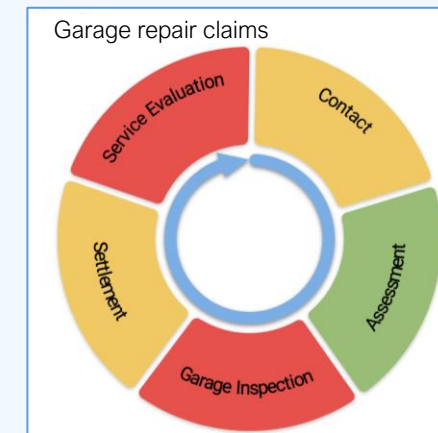
Sensor responses are reflected in the touchpoint journey. Segment-based journeys are checked to view more insights.



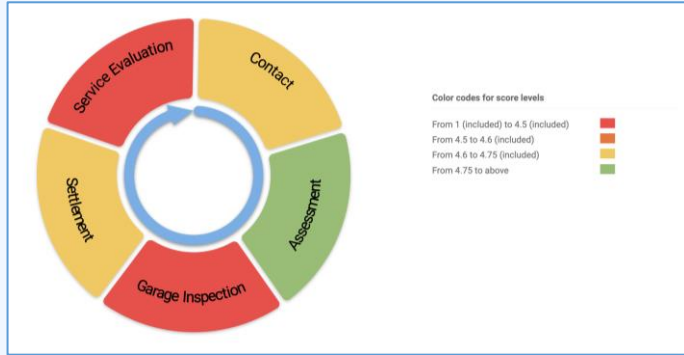
Comparison by gender



Comparison by customer segmentation



Touchpoint journey analysis: Drilldown & root-cause analysis



Drilldown to "Garage Inspection" phase



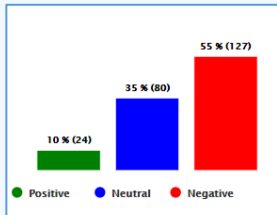
Touch point breakdown for phase Garage Inspection

Touch point details

Name	No. of responses	Total score	Average score (out of 5)
Cost approved	3500	14350	4.1
Assessor visit time	3890	8947	2.3
Average phase score			3.2

Delete touch point Show sensor breakdown

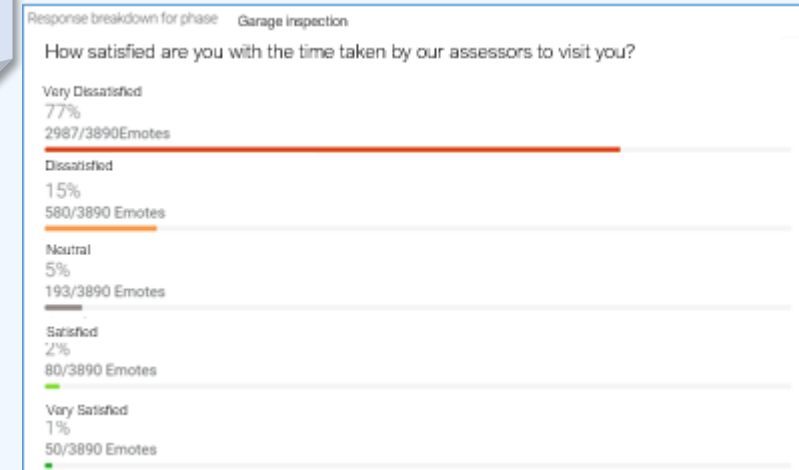
The "Assessor visit time" experience touchpoint is negatively impacting the "Garage inspection" phase satisfaction.



Negative (983 Comments)

- Service team arrived on time. But didn't bring proper tools. Then they went to the workshop and returned back after about 45mins!!
- The service team was so unprepared. Several back and forth visits to their workshop to bring tools/spareparts!
- Technicians were not ready to repair my car. I was staying on the roadside under burning sun for more that 3 hours
- So many delays due to communication issues. AC repair team arrives to jumpstart my car and they didn't have cables.

Search textual responses for more insights



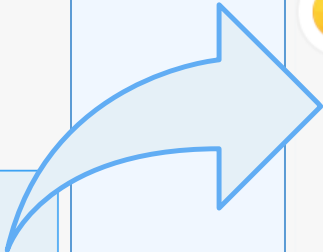
Respondent journey

Collapse and hide survey views
 Show email campaigns

Show:

Order By:

- Demo Employee Exit Survey
04 Aug Thu, 2022 - 3:17 pm
- Demo Employee Development Survey
03 Aug Wed, 2022 - 1:27 pm
- Demo Employee Onboarding Survey
03 Aug Wed, 2022 - 1:10 pm
- Demo Employee Recruitment Survey
03 Aug Wed, 2022 - 12:37 pm
- Demo Employee Pulse Survey
02 Aug Tue, 2022 - 8:19 am
- Demo NPS survey
02 Aug Tue, 2022 - 8:17 am



Demo Employee Exit Survey
04 Aug Thu, 2022 - 3:17 pm

Question : How satisfied are you with the recognition you received at work?

Response(s)

- Very dissatisfied

Emolytics

Very satisfied	0%
Satisfied	0%
Neutral	0%
Dissatisfied	0%
Very dissatisfied	100%

[DialogSL](#) > [Colombo](#) > [Sales](#) > [Customer Service](#) > [Viraj](#) > [Sugeesthwa](#)

Question : Overall, how satisfied were you with your work at the organization?

Response(s)

- Very dissatisfied

Emolytics

Very satisfied	0%
Satisfied	0%
Neutral	0%
Dissatisfied	0%
Very dissatisfied	100%

[DialogSL](#) > [Colombo](#) > [Sales](#) > [Customer Service](#) > [Viraj](#) > [Sugeesthwa](#)

Page : Page 2

Question : Please leave your comment

Response : Team support is low.

[DialogSL](#) > [Colombo](#) > [Sales](#) > [Customer Service](#) > [Viraj](#) > [Sugeesthwa](#)

Geo analytics



Our Impact & Reach



Transforming large enterprises with innovative solutions

Impact

SMART VISITOR MANAGEMENT SYSTEM

PIONEERING INNOVATION AND EXCELLENCE IN THE APPAREL INDUSTRY

A leading apparel manufacturer with plants in Sri Lanka, India, and Bangladesh, has implemented a digital visitor management solution to revolutionize their visitor experience. Developed on the Emojot's customer-centric digital transformation platform, this solution aims to streamline the entire visitor management process across the company's 38 plants.

KEY FEATURES	BENEFITS
Responsive, user-friendly interface	Enhanced digital experience
Skip logic for configurable workflows	Improved visibility of visitor movements
QR code functionality	Increased efficiency and resource management
Multi-language support	Detailed reporting and analytics

RISK & CONTROL ONE GOVERNANCE PLATFORM

PIONEERING INNOVATION AND EXCELLENCE IN THE APPAREL INDUSTRY

WHY RISK MANAGEMENT IS IMPORTANT IN THE APPAREL INDUSTRY?

A comprehensive risk management process helps manufacturers to proactively identify and mitigate potential risks, ensuring compliance with legal & regulatory requirements, and industry standards & guidelines.

KEY FEATURES

- Highly flexible and configurable platform
- Unified platform for multiple assessments
- Real-time monitoring and reporting
- Automated cycle generation and notification
- Integration with enterprise systems

SMART CONTROL ROOM

REVOLUTIONIZING UPSTREAM RISK MITIGATION

Smart Control Room is an innovative solution designed to transform the apparel industry value chain by providing enhanced visibility and control over upstream processes, ensuring smooth operations from product development to delivery.

KEY FEATURES

- Real-time visibility
- Improved cost optimization
- Enhanced decision-making
- Centralized governance
- Specialized operations dashboards

AN INNOVATIVE CUSTOMER SUCCESS MANAGEMENT SOLUTION

WHY EMOJOT'S CSM?

- Customizable health score
- Centralized customer data
- Unified 360° timeline view
- Customer onboarding flow
- Customer surveys
- Metrics, milestones, events
- Integration with other systems
- Customizable dynamic alerts

IMPORTANCE OF CSM?

Effective customer success management enhances loyalty, satisfaction, reduces churn, and boosts profitability. Retaining customers leads to a 25-95% rise in profits, highlighting the importance of customer satisfaction. McKinsey & Company reports a 35% improvement in customer satisfaction scores for businesses employing CSM.

Launched at an apparel manufacturer with \$1B in revenue, 60,000+ associates across 38 plants in 6 countries

Deployed at \$1B software product company with 800+ customers across 90 countries

Empowering SMEs with tailored customer-centric solutions

Impact



ENHANCING CALL CENTER EFFICIENCY

STREAMLINE YOUR CALL CENTER OPERATIONS AND IMPROVE CALLER ENGAGEMENT

WHY EMOJOT?

Engaging with prospective callers effectively is essential in the highly competitive. However, manual processes and a lack of synchronization between call center and internal information systems can hinder operational efficiency and cause inaccuracies. To address these issues, Emojot's call center automation solution can streamline your call center operations and enhance the overall caller experience.

KEY FEATURES

- Data-driven decision making
- Increased caller experience
- Real-time dashboards with in-depth analytics
- Integration with internal information management system
- Automated emails and alerts



Deployed at a higher education institution with 10,000+ students



STREAMLINING SUCCESS AT AN ENGINEERING FIRM

OPTIMIZE YOUR PROCESSES AND BOOST YOUR COMPETITIVE EDGE

WHY EMOJOT?

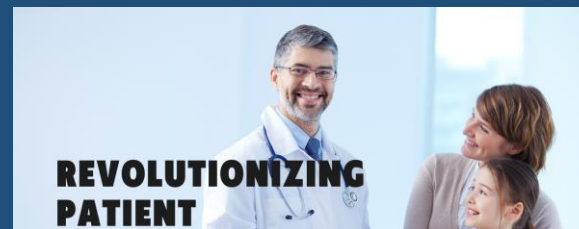
In today's fast-paced business world, it's essential to maintain high productivity levels while minimizing errors and delays. Emojot's WFM solution offers a holistic approach to overcome common workflow obstacles and streamline operations, leading to enhanced efficiency, productivity, and communication. This transformed the operations of a multi-disciplinary engineering firm, leading to increased profitability and customer satisfaction.

KEY FEATURES

- Real-time task tracking
- Efficient task assignment
- Advanced data analytics
- Real-time alerts and dashboard
- Enhanced communication tools
- Scalability



Deployed at a 20+ year multidisciplinary engineering company with ~50 employees



REVOLUTIONIZING PATIENT FEEDBACK MANAGEMENT

TRANSFORM HEALTHCARE EXPERIENCE WITH INNOVATIVE CXM SOLUTIONS

WHY EMOJOT?

Effective patient feedback management is crucial in the healthcare industry as it allows hospitals to understand their patients' needs, improve their services, and enhance patient satisfaction. Emojot's Customer Experience Management (CXM) platform offers a comprehensive solution that helps healthcare providers collect, analyze, and act on patient feedback effectively. Emojot's innovative platform helped an Asia-based hospital chain transform its patient feedback management and boost its online reputation.

KEY FEATURES

- Feedback collection through Emotion Sensors™
- Requesting positive respondents to leave online reviews
- Advanced data analytics
- Real-time alerts for negative feedback
- Easy integration with existing systems
- Customizable dashboards



Deployed at a group of multi-specialty tertiary hospitals with 200+ beds



DRIVING CUSTOMER DELIGHT FOR A LEADING SUPERMARKET CHAIN

REVOLUTIONIZE CUSTOMER EXPERIENCE IN THE RETAIL INDUSTRY

WHY EMOJOT?

The retail industry is keeping up with evolving consumer lifestyles through online retail stores and physical supermarket outlets. To maintain and strengthen their position in the market, a leading supermarket chain has partnered with Emojot to leverage data-driven insights and expedite complaint resolution, ensuring customer satisfaction. Emojot's solutions helped drive customer delight through data-driven insights and prompt complaint resolution.

KEY FEATURES

- Continuous customer listening
- Easy integration with existing systems
- Customer segmentation
- Prompt complaint resolution
- Customer engagement
- Real-time analytics



Deployed on the online portal of a retail supermarket chain with 120+ outlets

Selection of global clients & partners

Manufacturing



Healthcare



Automotive



Tech, Telco & BFSI



Retail



Travel, Security & Logistics



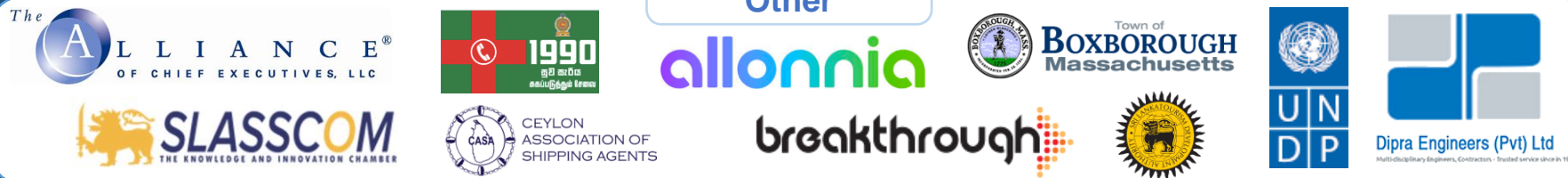
Hospitality



Education



Other



Partners



Emojot leadership



Frank Harbist
President, CEO
& Board Member

- Formerly held leadership positions at Hewlett Packard, ProStor Systems, ActiveScaler, Lavante, and FutureDial.
- **B-EE** with highest honors - Georgia Institute of Technology; **MBA** with distinction - Carnegie Mellon University



Shahani Markus
Founder, CTO
& Chairperson

- Formerly at IBM TJ Watson, Prescient Markets, Virtusa, ICT Agency of Sri Lanka, and University of Moratuwa
- **BS** (Computer Science & Mathematics); **MS** (Mathematics); **MS** (Computer Science); **PhD** (Computer Science), Purdue University USA

Emojot co-founders



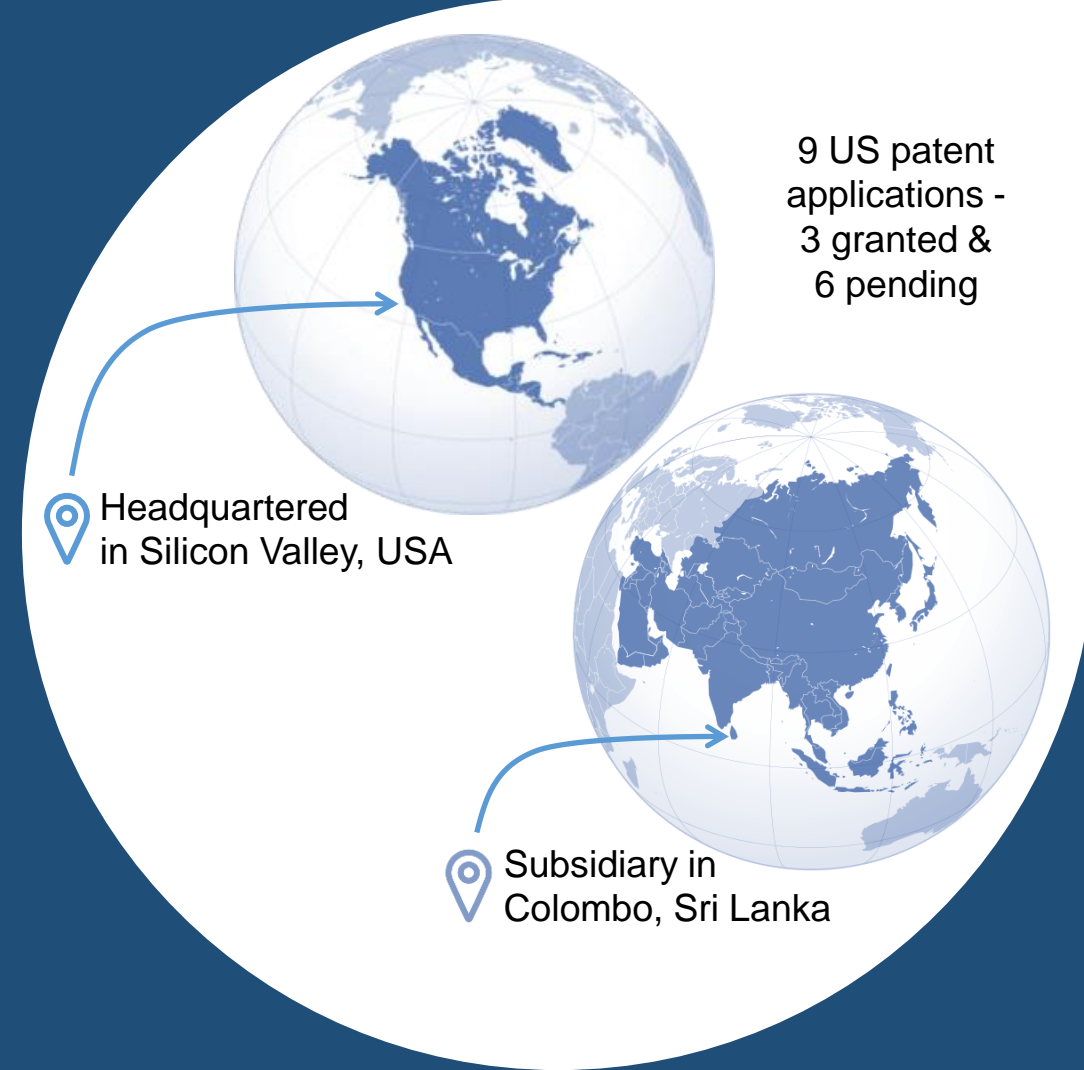
Andun Gunawardene
Director, Engineering
BSEE First Class Honors
(University of Moratuwa)



Sach Ponnampereuma
Director, R&D
BSEE First Class Honors
(University of Moratuwa)



Manjula Dissanayake
Board Member
Ph.D. in Entrepreneurship
(University of Adelaide)





Contact us for your customer centric transformation

info@emojot.com
www.emojot.com

