



How CloudCherry does CX differently

Is your Customer Experience (CX) stuck in a rut ? Don't worry you're not alone, only 1 out of 5 companies delivers good or great CX according to Forrester's Why CX? Why Now report ¹

CloudCherry isn't rapidly becoming one of the leading Customer Experience Management (CEM) platforms in the market by just doing it better. We are becoming a leader by doing it differently.

The larger legacy CEM platforms were originally built around research and less around customer experience (CX). CloudCherry has taken the opposite approach, building a platform focused on the customer journey. This provides our clients three fundamental advantages:

► **Improved data collection:**

A single question approach vs a full survey approach

► **Out of box functionality:**

Compared to expensive and slow customizations

► **Simple integration of external data:**

Open APIs that are plug and play

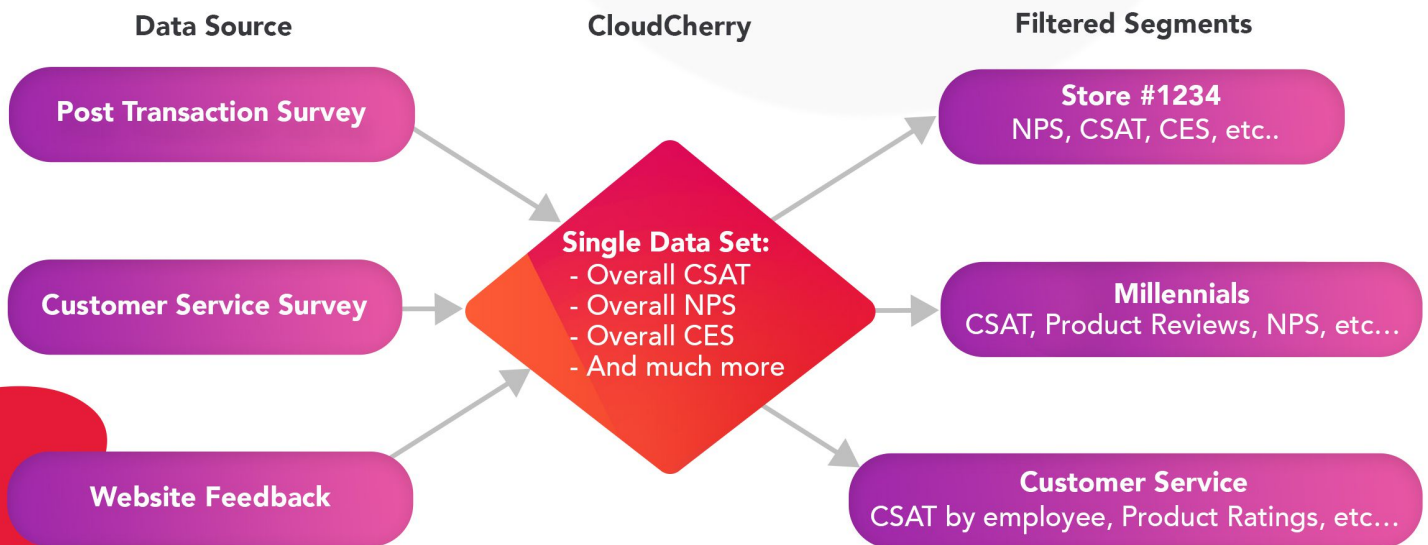
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1 Improved Data Collection: Single question vs full survey approach

The days of keeping data siloed by individual surveys are finally over. Other CEM's silo data by survey whereas CloudCherry keeps all your data in one data set which dramatically improves reporting speed and the accuracy of KPI's (ie. NPS, CSAT, comments, and product ratings). For example, in legacy CEM, you might have three different surveys from different regions or departments that all include your NPS question. In reporting, that would give you three separate NPS scores that could be drastically different. By contrast, CloudCherry pulls the data from each survey into a single data set, which gives you the ability to segment it however you would like (ie. by survey, gender, location).

If you've ever had to create a report for your leadership team or investors you will know exactly how painful it is to pull a report with your overall NPS or similar KPI's. With CloudCherry each question is collected independently, so you can easily get a real time view of the overall KPI's without spending hours consolidating all your data.



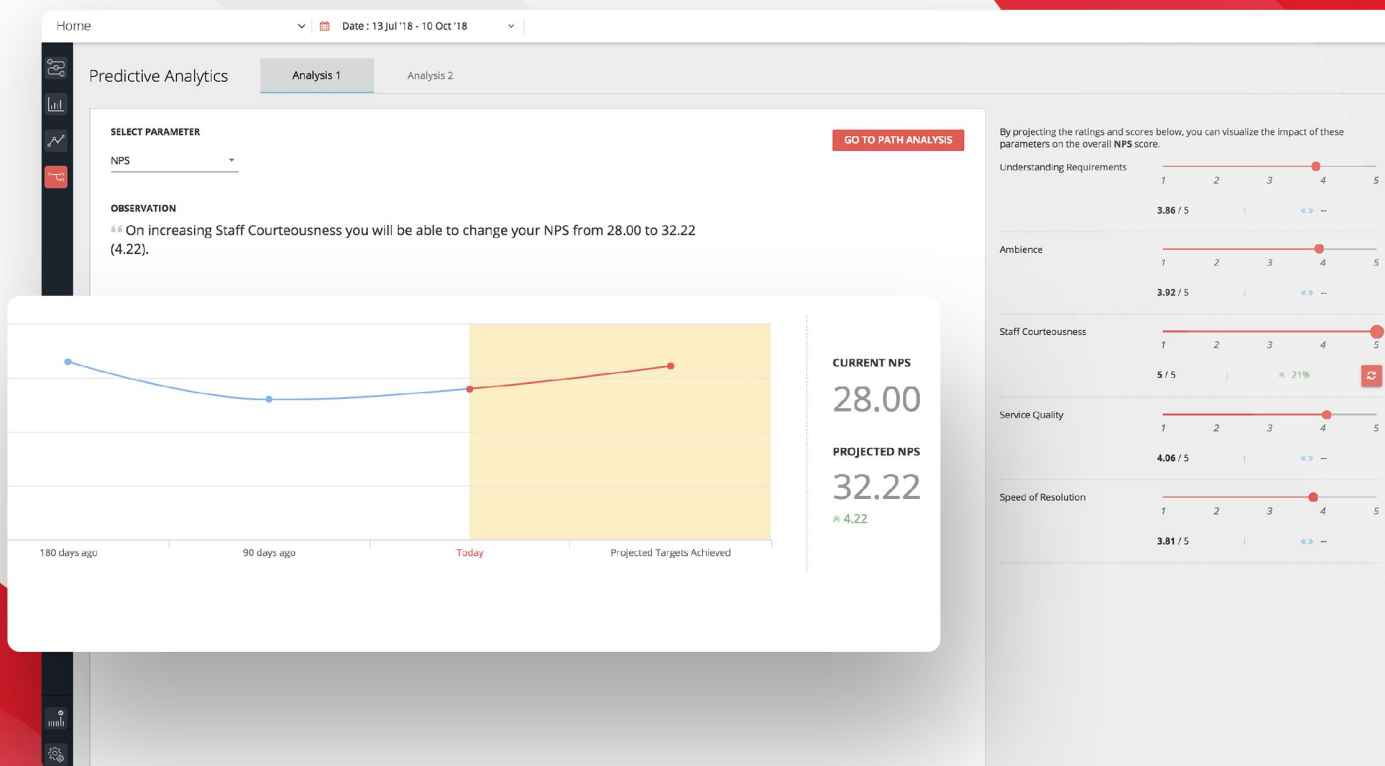
2 Out of Box Functionality

Predictive analytics:

It's one of the biggest CX topics in the industry, so it comes as no surprise that just about every CEM provider says they have predictive analytics. CloudCherry is the first and only CEM provider that can put the power of predictive analytics in the palm of your hands with no extra customization or professional services. With CloudCherry's ability to pull operational, transactional, and experiential data together, you will have the ability to determine the true financial or experiential impact of any changes before you actually move forward.

For example, if you improve your staff's product knowledge by 10%, you will increase your deal size by X amount. Acting thoughtfully on the insights and intelligence derived from predictive methods helps deliver delightful experiences that win and retain customers.

"Acting thoughtfully on the insights and intelligence derived from predictive methods helps deliver delightful experiences that win and retain customers"
-FORRESTER

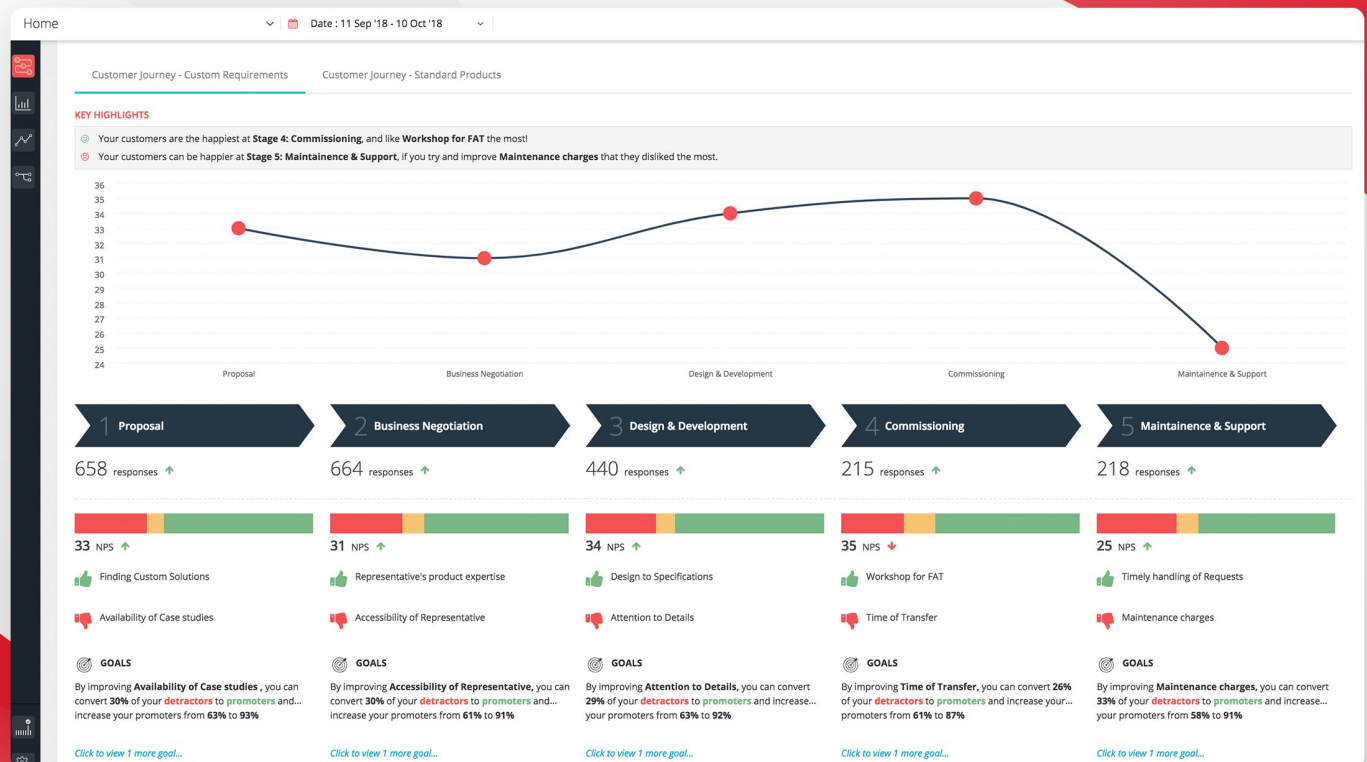


Journey mapping:

CloudCherry is the only CEM platform that has a customer journey mapping solution built right into the platform. Before CloudCherry, customer journey mapping was a painfully long and expensive process. Consultants would gather employees from every customer-facing department to identify the stages, touchpoints, channels, and impacts of the customer's lifecycle. This process could take up to 6 months to complete, cost you over \$100K, and you're left with a report that never makes it back into your CX strategies. CloudCherry takes the same framework, but everything is automated and captured in your CEM platform. Now it doesn't just collect dust on your desk, but you can actually measure and track the customer experience along every step of the customer journey in real time, right from the platform.

"Companies that don't understand the journey of their customers take for accomplishing a goal are unlikely to have the right metrics in place to judge CX performance. They'll fail to capture important customer expectations and identify ways to improve critical touchpoints.³"

-FORRESTER



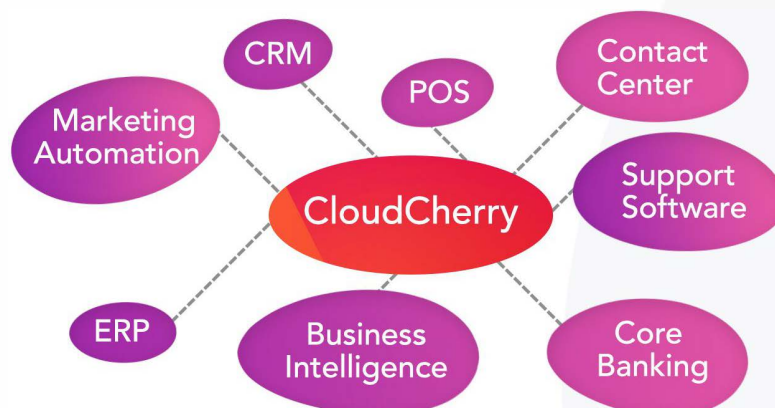
3 Integration

Almost every platform on the market will offer an open API. But only CloudCherry was built around a holistic approach to the customer journey that excels when combined with organizational data. We believe that you need the transactional, operational, and the experiential data to get a 360-degree view of your customers. Because of this, we've alleviated many of the pains that prevent businesses from integrating their CEM with other systems:

- Lengthy proof-of-concept sales cycles for new platforms
- Expensive professional services contracts
- Non-native integrations held together by duct tape

We understand that context is king in customer experience. Your CRM can tell you that 75% of your customers spend less than \$100 per visit. But when you integrate your CRM with CloudCherry you can also see that 55% of your customers who spent less than \$100 said that they weren't greeted at the entrance and rated the store ambiance below 2/5. That information arms your CX team with actionable insights to improve cart size, rather than just guessing at what improvements will make an impact.

60% of G2Crowd reviews reported getting a ROI in less than 6 months with CloudCherry – it's that easy to get set up with.



Integrating our transactional data with our customer experience data has provided us with more context around how our customers act and dive deeper into ongoing trends. The integration with CloudCherry was incredibly easy to implement, and the insight we've gained has been invaluable for our CX initiatives.

- Jerome Rouch-Sirech | Head of Retail at PUMA



End Note

CloudCherry is a customer experience Management (CEM) platform that is changing the way organizations around the globe listen and respond to customers. CloudCherry's innovative approach to customer experience allows business leaders to quickly understand customer needs to proactively tackle churn, increase recommendations and productivity. With its quick deployment architecture and Customer Experience framework CloudCherry enables industry-leading response rates, real-time actionable insights and business outcomes.

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