

inQuba

The Planet's *Smartest* CX Software

Listen to the **Voice of your Customer**
and **Engage** in their *story*.



THE PLANET'S SMARTEST CUSTOMER EXPERIENCE SOFTWARE

*Voice-of-the-Customer, Social Media and Engagement
unified on the Planet's Smartest Customer Experience Software Platform.*

INQUBA CX

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INTRODUCTION TO VOC

inQuba CX is the most sophisticated CEM platform available today and the pre-eminent Customer Experience Management (CEM) solution on the market.

inQuba CX is inQuba's flagship product and the foundation platform for our customer experience and digital marketing analytics solutions. inQuba CX provides granular visibility into the experience of individual customers by creating a customer feedback-loop between every key customer experience, transaction, and touchpoint and the corresponding event that triggered it. inQuba CX provides the insight you need to proactively manage the customer experience and uncover new revenue opportunities. When used with inQuba Engage, the inQuba platform goes further in that it allows an organisation to actively manage the client experience through personalised messages and interactive dialogues.

inQuba CX is the most sophisticated CEM platform available today and the pre-eminent Customer Experience Management (CEM) solution on the market.

inQuba CX enables the modelling of an experience model which provides a granular map of what a customer is likely to experience and applies logic and context to the data. Data is collected from both structured and unstructured sources. Social Media, Customer Surveying, Complaints and Campaign related feedback can all be used to create a single view of customer feedback for any organisation. Depending on the business needs, the experience model can be multi-layered (e.g. experience/transaction/touchpoint layers) or single layered (e.g. experience layer only), which provides ultimate flexibility in terms of the type of experience model that an organisation would like to use.

inQuba CX delivers the fastest time to actionable insights. Using powerful data exploration dashboarding enables users to freely explore their data. inQuba CX auto-generates a visual representation of the Customer Experience model that can be explored at the highest level, with drill-down capability helping our customers see insights hidden in their data down to the lowest level.

Actionable insights and proactive management are the customer experience 'moments-of-truth' and to this end inQuba CX provides a granular rules-driven escalation and service recovery capability supported by a powerful SLA and queue based Escalations and Feedback Management system.



*We felt inQuba has the most mature solution in the market.
Vastly more mature than what we found at their competitors.*



Marnitz van Heerden, Hollard Insurance, Manager: Customer Centricity

These comprehensive features and capabilities make inQuba CX the world's most powerful Customer Experience Management technology

KEY BENEFITS

Single View of all customer related feedback

Uniformity and consistency are among the most important factors when making sense of data and information. inQuba CX creates a customer experience model that collates all forms of customer feedback in a normalised fashion thereby reducing the time it takes for analysts to trawl through multiple data sources looking for information that may or may not be of relevance to the business. Social Media, Customer Surveying, Complaints, Service Desk, and Campaign related feedback are all used to create a single view of customer feedback for any organisation.

Multiple Communication/Surveying Channels on a single platform

Enables companies to use the best channel from a value, response and cost perspective to obtain feedback from customers. inQuba CX supports Web, e-mail, Mobi, Mobile USSD, SMS, CATI and Person-to-person channels. Our understanding of channel optimisation has allowed us over time to achieve unprecedented response rates for our clients.

Most cost effective data collection methodology available on the market

inQuba CX's multi-channel support has greatly improved our ability to collect data. Through the use of e-mail, web and mobile phones we are able to collect volumes of data that far surpasses the traditional forms at a fraction of the cost of traditional methods.

Ability to link employee performance to customer feedback

Premised on the ability to collect large amounts of data within the context of specific events, inQuba CX enables organisations to tie employee performance back to customer experience and customer feedback measures. All data collection is built on statistically relevant research models.

Exceptional Reliability of Data and Information (Research Models)

Using our team of expert market researchers, we develop (for each client) a true research model. This includes data sampling and quotas for the business requirements along with the statistical correlation providing the highest levels of reliability in the data collected. inQuba CX also has the flexibility to model the pre-existing Research Model of a client, should this be their preferred Research Model.

Development of a customer centric culture

inQuba CX deployment is typically followed by a significant shift in organisational behaviour, motivating employees towards customer centricity. Instant real-time feedback, both positive and negative, is a powerful change agent in further motivating employees and driving their service recovery efforts. The enablement of each staff member to see their CEM scores in real time creates a continuous learning environment that puts the customer at the centre of the business.

Real-time reporting and feedback

Feedback and reporting is done in real-time, as the data is collected, enabling an organisation to act on customer related issues when the matter is most relevant to the customer.

The ability to drive action

Measurement that drives actionable insights is the only valuable kind. To this extent inQuba CX provides a powerful escalation and feedback system that prompts the relevant personnel to drive the service recovery of failed customer experiences. SLA's are incorporated to ensure that pre-defined escalations are given the appropriate attention and dealt with in the required time. In addition, queue based escalation management ensures that the right groups and individuals have the necessary visibility for successful service recovery and management.

Ability to actively manage client experience through dialogues

Any interaction with a customer is both an opportunity to collect information as well as engage the customer didactically ensuring that they experience the best possible service. The functionality of inQuba Engage takes client interaction to the next level, allowing for highly personalised messages based on the context of a series of events associated with the customer or the feedback from a survey. These two concepts are then combined in dialogues which allow for an interactive dialogue to occur independently of a client experience measure.

KEY FEATURES

Multi-Channel communications platform

inQuba CX supports Mobile USSD, SMS, e-Mail, CATI, Mobi, Face to Face and IVR channels for communication and collection of customer related feedback.

Multiple Sources of Data

inQuba CX is adept at managing diverse and large data sets (ie. Big Data) to be able to build a true view of the customer journey. The data sources supported are Dialogues (Surveying, Campaigning Responses), Social Media and Unstructured Data (eg. Service Desk data). This creates a single, manageable platform for all customer feedback mechanisms - greatly reducing the time required for organisations to hunt for valuable customer feedback.

CEM Modelling

True Research Model

The inQuba model represents a true research model incorporated within the platform that is designed and deployed by our team of market research experts. This includes everything from the way the customer journey is constructed down to the quotas and volumes required to represent the most accurate view of the customer interaction.

Quality Dimensions

Enables users to build measurement variables (quality dimensions) at each point of the customer journey. The inQuba CX data model dynamically adjusts based on the configuration of a customer and the data and event stream received in the import or real-time integration.

Multiple CEM Model

Multiple CEM models can be constructed off a singular platform enabling businesses to effectively collect information across several programs for example:

- B2C programs
- Staff Satisfaction programs
- B2B programs

Flexibility

Flexibility is one of the core principles of the inQuba CX design and as such, we have made provision for those organisations that prefer to design their own customer journeys or use their own Research Models. The platform is highly intuitive and easily set-up by even those with little to no technical knowledge.

Organisational Modelling

An organisational model replica is used to link roles and personnel to relevant points in an experience journey. This creates the appropriate levels of responsibility for customer experience within an organisation. Such a capability also enables inQuba CX to customise information presented to the various role-players within the organisation and is made available through secure log-ins for those role-players.

Again, the option of whether to use organisational modelling is solely dependent on the business need at the time and organisations can opt not to use it.

Survey/Dialogue Construction

Questionnaire Formats

inQuba CX supports multiple formats of questionnaires and/or dialogue formats, from free text to option selection and grid type questions.

Dynamic Survey/Dialogue Generation

Surveys can be dynamically generated based on the occurrence of an event and even further within that, based on certain customer or even event dimensions.

Dynamic Question Generation

Rules can be used to dynamically generate questions based on the response of previous questions. This is valuable when limited customer information is available and the organisation needs to collect information before being able to survey or converse with a particular customer.

Escalation Rules

Rules can be set up to escalate feedback to predefined groups of people or individuals based on the business requirements. This can be used to rectify underperformance or highlight exceptional performance. This is also used to highlight and close the gaps during campaigns.

Template Design

Templates are incorporated to ensure that organisations brands are kept intact and allows for the customisation of templates for specific events within the customer experience journey.

Feedback and Escalations

inQuba CX's Feedback and Escalation system allows each person to see feedback that pertains to him/her and also allows managers to manage feedback groups (such as a call centre team leader). The feedback system is a single source of all customer feedback pertaining to an area or employee. The feedback system also manages the escalation process allowing the respective personnel to take action as and when required.

Communication Management

All relevant surveying and dialoguing communication is managed within the inQuba CX platform. VoC provides the following functionality:

Customised Messaging

For each of the channels that is supported message templates can be set up and, where appropriate, branded based on customer needs. Any of the dimension and event data can be used as merge fields for personalising the messages.

Reminders

Reminders are sent to those included in a CEM or Campaigning program based on a predefined time period of non-response.

Responses

Tracking of survey/communication statuses regarding number of responses, partial responses etc.

Timing

Where instantaneous communication is not the preference, inQuba CX has the ability to set delays in communications, eg. averting public holiday; giving the customer an opportunity to use a service before surveying them.

Dialogues/Survey expiration

Surveys/dialogues are expired after a defined period.

Quota Management

inQuba CX's quota management is a dynamic algorithm that prioritises dialogues/surveys based on the quota required against each quota achieved.

Reporting

Real-time reporting

Reports are updated in near real-time as data becomes available. The corresponding dashboards are updated in near real-time.

Auto-Generation of Reports

Reports are auto generated and updated automatically based on changes in the dimensions and other underlying constructs of the CEM Model. E.g. Organisational Structure changes, question changes, campaign changes etc. There is no need to have to change the reporting layer as this is done automatically.

Custom Reporting

- Reports can be customized for various layers within an organisational hierarchy.
- Reports for Call Centre Agents are fundamentally different to executive reports.
- Reports for different agents might only contain information that pertains to that particular agent. Reports are accessed through secure log-ins.

3rd Party Integration

Elements of the reporting can be published to other systems such as benchmarking widgets on a CRM system.

inQuba CX: Call Centre Manager: Dashboard/Satisfaction





INQUBA PRODUCTS



inQuba CX



inQuba Engage



inQuba Social



inQuba Wired



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