



IPERLOOP™

Leave no Customer Experience issue
unresolved with help from iperceptions'
closed-loop feedback solution

CONTENTS



Introduction	03	How does iper.loop work?	06	Why iper.loop stands out	13
What is iper.loop?	04	<ul style="list-style-type: none">• Collect targeted feedback from the right people at the right time• Act on critical customer feedback when it matters most• Elevate your CX at key moments in the customer journey• Visualize how your CX is doing across the customer journey• Improve your overall Customer Experience design	08 09 10 11 12		



IPERLOOP™ INTRODUCTION

BAD CUSTOMER EXPERIENCE (CX) IS BAD FOR BUSINESS

Delivering great experiences across the customer journey has never been more important.

Nowadays, your customers expect everything quicker and better. Otherwise, switching to another brand is just a few clicks away, and sharing their experiences with others – especially bad ones – is easier than ever.

Measuring the experience and collecting customer feedback is crucial. But just collecting feedback is not enough.

You need to measure at every touchpoint. And you need to close the feedback loop.

iper.loop empowers CX professionals to close the loop and act on their customer feedback more quickly, so they can deliver optimal and memorable experiences for their customers on all their touchpoints throughout the customer journey.

DELIVER OPTIMAL AND
MEMORABLE EXPERIENCES
FOR YOUR CUSTOMERS ON ALL
TOUCHPOINTS THROUGHOUT
THE CUSTOMER JOURNEY.



iper.loop is a closed-loop feedback solution that collects targeted customer feedback at critical moments in the customer journey and gets it in the hands of the right people in your organization in real-time, so you

can deliver better experiences for your customers across their journey.

Powered by a dedicated portal within the iperceptions Enterprise platform, iper.loop enables you close the loop with

your customers quicker and more effectively using:

- Proven feedback collection methods
- Best-in-class messaging technology
- An intuitive and interactive dashboard

REAL-TIME ENGAGEMENT

Engage with your customers at every touchpoint at key moments in their customer journey

CLOSED-LOOP ACTION

Reach out and address dissatisfied customers' issues more quickly, before they become detractors

OMNICHANNEL CX MEASUREMENT

Deliver exceptional experiences to your customers across channels and all of your key touchpoints

CLOSING THE FEEDBACK LOOP IS A TEAM EFFORT.

From your support staff to your CX design and strategy professionals, everyone plays a key role to ensure your customers have a great Customer Experience across their journey.

To do this, the right stakeholders in your organization need the right tools to deliver these great experiences. As importantly, to remedy poor experiences as soon as possible.



iper.loop provides access to key features that can benefit:

YOUR CUSTOMERS

Reward your customers for providing their feedback by boosting their experience when it matters most, and encourage them to share their experiences with you again in the future.

YOUR CX DESIGN TEAM

Align quicker and better inform your CX strategy with the help of the iper.loop dashboard, an intuitive and interactive dashboard that spans the customer journey.

YOUR SUPPORT STAFF

Get alerted via your Customer Relationship Management (CRM) or support ticketing system as soon as a poor experience is detected in your customer feedback.



A visitor makes a purchase. A user contacts your support team. A customer returns an item to the store. iper.loop activates as soon as one of your customers completes a key event in their journey with your brand.

iper.loop leverages smart segmentation and automated workflow capabilities to help you engage your customers after this key event takes place, and send qualified feedback to the appropriate stakeholders in real-time.

By ensuring the right people have the right feedback at the right time, you can remedy bad experiences more quickly, transform good experiences into great ones, and continually improve your overall CX design.

IPER.LOOP HELPS YOU:



COLLECT

targeted feedback from the right people at the right time



ACT

on critical customer feedback when it matters most



ELEVATE

the CX at key moments in the customer journey



VISUALIZE

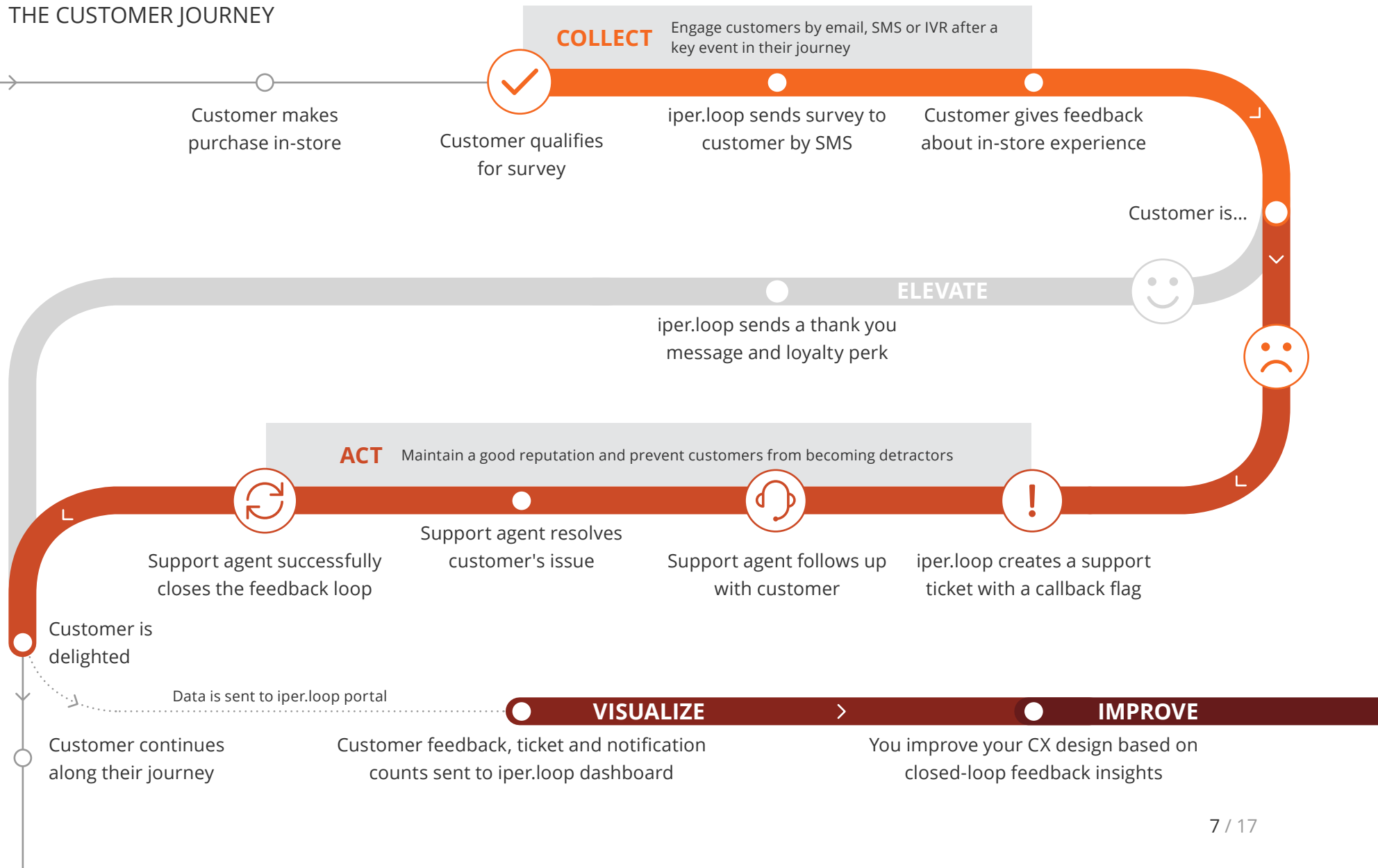
how the CX is perceived across the customer journey



IMPROVE

your CX design based on your feedback findings

ONE EXAMPLE OF HOW IPER.LOOP FITS INTO THE CUSTOMER JOURNEY



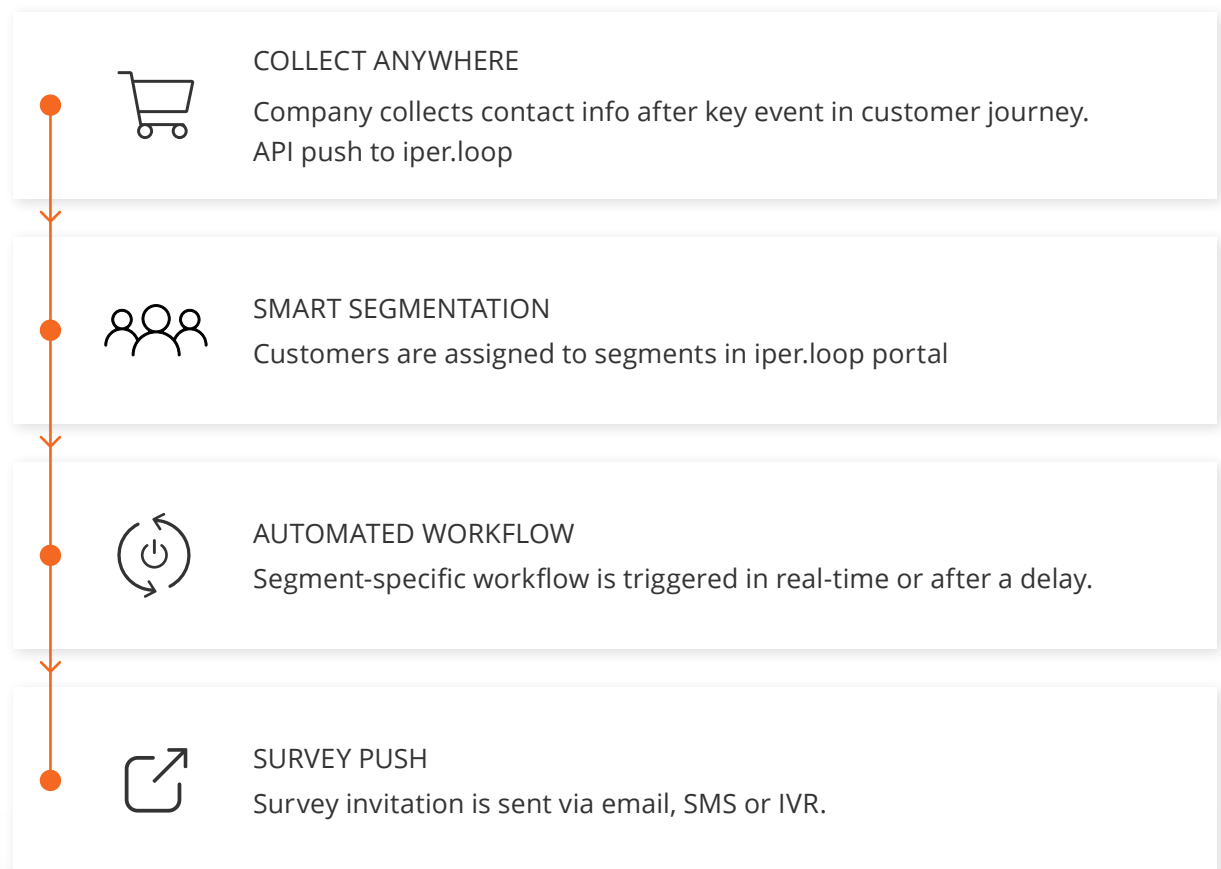
COLLECT

TARGETED FEEDBACK FROM THE RIGHT PEOPLE AT THE RIGHT TIME

To close the feedback loop, you first need to confirm just how your customers perceive your CX. iperceptions' tried-and-true feedback collection methodologies can help you collect the targeted feedback you need to do this, whether it is immediately after your customers complete a key event in their journey, or after a predetermined delay.

Once you connect your CRM system with iper.loop using our REST-API, you can invite customers in real-time to share feedback about their most recent experience with your brand, using email, SMS or Interactive Voice Response (IVR) - whichever their preferred contact method may be.

Using the features of the iper.loop portal, smart segments and automated workflows can be created to specify which customers will qualify for a survey, and when they will be invited to participate.



ACT

ON CRITICAL CUSTOMER FEEDBACK WHEN IT MATTERS MOST

To deliver great CX, you need the ability to close the loop on customer experiences (especially negative ones) as soon as possible.

Integrating iper.loop with your CRM or ticket management system enables you to automatically create support tickets based on your customers' survey answers,

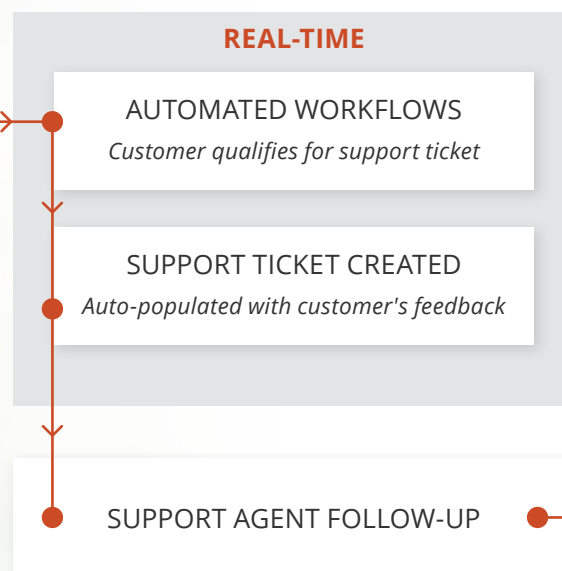
or share qualified feedback with your support staff in real-time to give them the tools to better prioritize poor experiences and take action quicker.



How would you rate your overall experience at our store today?

Very bad	Fair				Very good					
0	1	2	3	4	5	6	7	8	9	10
Bad				Good				Outstanding		

← →

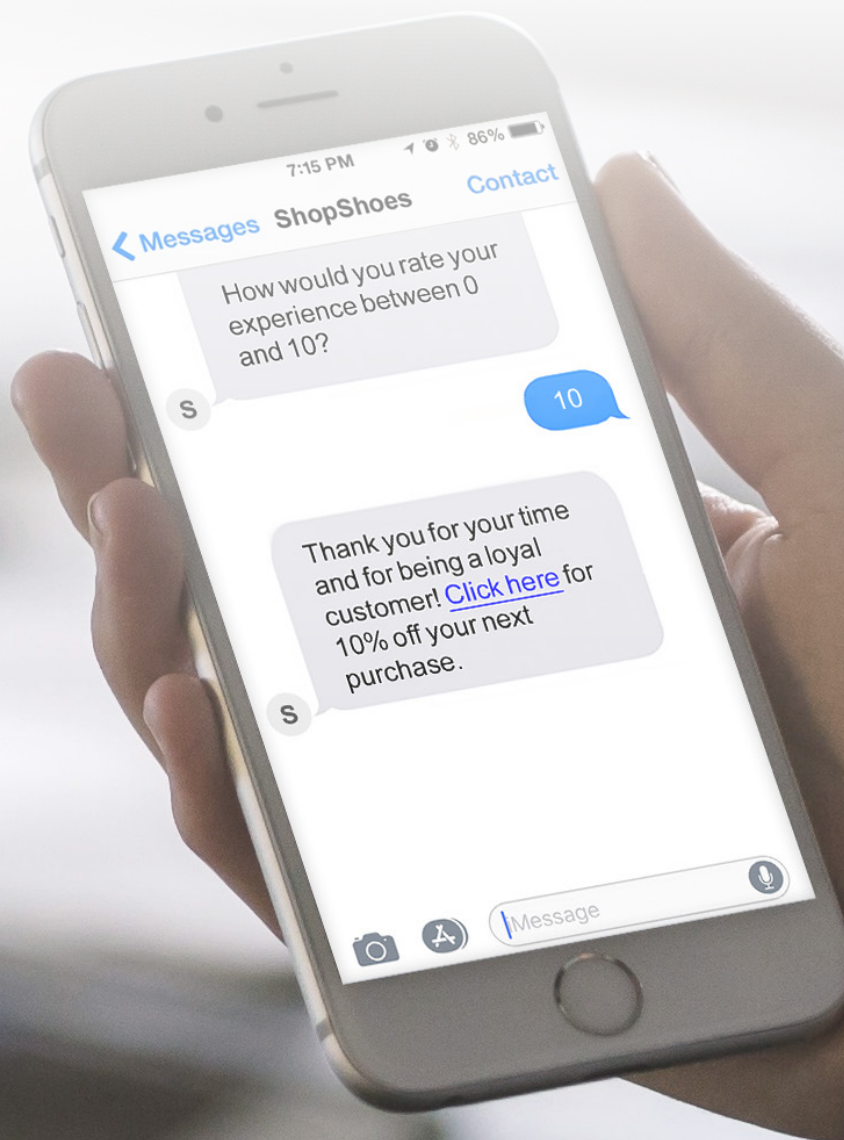


ELEVATE

YOUR CX AT KEY MOMENTS IN THE CUSTOMER JOURNEY

iper.loop doesn't just help you more effectively close the loop on your customers' experiences. It also helps you create memorable experiences that help you stand out from the crowd, and turns casual customers into loyal brand promoters.

Go beyond just closing the loop and add a personal touch to your existing CX efforts with automated SMS or email messages sent at key times in the experience based on your customers' survey answers.



VISUALIZE

HOW YOUR CX IS DOING ACROSS THE CUSTOMER EXPERIENCE

Once you collect your customer feedback, you need an easy way to see where you are strongest in the customer journey, and where your customers encounter the most friction.

The iper.loop dashboard provides an intuitive and interactive way to see where in their journey your customers are most likely to experience speed bumps, and see what is preventing them from seamlessly travelling along their customer journey.



CUSTOMER JOURNEY ANALYTICS

View and compare how your customers perceive your CX at each stage of the customer journey.



TRACK YOUR TEAM'S FOLLOW-UPS

See how many support tickets or notifications were generated by channel thanks to iper.loop.



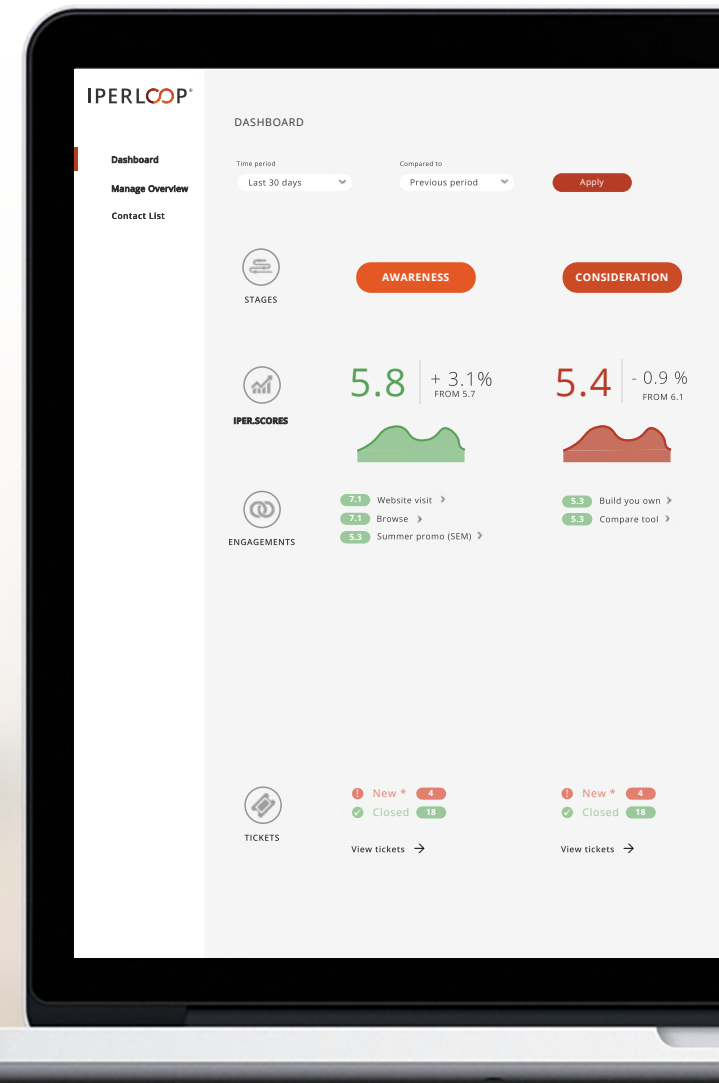
FOCUS YOUR RESEARCH AND ANALYSIS

Direct your research and analysis efforts to learn how you can better deliver great experiences.



SCALE POSITIVE ASPECTS OF YOUR CX

Call out specific aspects your brand is doing well, and could expand elsewhere in the customer journey.



IMPROVE YOUR OVERALL CUSTOMER EXPERIENCE DESIGN

iper.loop does not just help you close the loop on critical customer feedback more efficiently and quickly. It also helps you gain the insights you need to continually optimize

your Customer Experience design and improve the CX for your current and future customers.

BY INTEGRATING IPER.LOOP DIRECTLY WITH YOUR CRM AND SUPPORT TICKET MANAGEMENT SYSTEMS:



Your **front-line staff** can have access to timely, actionable insights on which they can act to deliver better service.



Your **CX professionals** get feedback that gives them an idea of just how well (or poorly) their current CX efforts are paying off.



You can have access to a **continuous source of feedback**, both from your customers and support staff, as to how to improve your overall CX design.



IPER.LOOP LEVERAGES BEST-OF-BREED TECHNOLOGIES

Closing the feedback loop is about offering seamless experiences across all your touchpoints. Leveraging and partnering with leading technologies, iper.loop empowers you to design and offer standout experiences your customers will remember.



IPER.LOOP IS EASY TO SET UP WITH YOUR CURRENT STACK

iper.loop uses our API to automatically and securely send your customer feedback where you want, to whom you want. Spend less time worrying about getting iper.loop up and running, and more time finding ways to improve the CX.



OUR EXPERTS ARE THERE WHEN YOU NEED THEM

Collecting the right feedback and closing the loop effectively is not an easy task.

Thankfully, you will have the support of iperceptions' team of experts and our decades of experience every step of the way, so you can get the most out of iper.loop.

*Kathleen, Will and Ying
- ANALYTICS TEAM*




IPERLOOP™ WHY IPER.LOOP STANDS OUT

THE IPERCEPTIONS PLATFORM IS HITRUST CSF® CERTIFIED

The safeguarding of our clients' sensitive information, including the feedback they receive from their consumers, has always been very important to us.

iperceptions has earned HITRUST CSF® certification, which demonstrates that we take the necessary measures to ensure the security of your personal information, and that of your survey respondents.

?			
SELF-ASSESSMENT	VS.	CERTIFIED ASSESSMENT	
Certain customer feedback platforms		iperceptions HITRUST CSF® certified platform	
Can be conducted by any organization that utilizes the tools and methodologies of the CSF		Conducted by a HITRUST Approved CSF Assessor. Involves onsite interviews, documentation review and system testing	
No external parties verify the assessment - HITRUST performs a "limited validation on the results"		Only those who meet or exceed CSF Assurance Program requirements can be HITRUST CSF® Certified	
Limited level of assurance		Provides a greater level of assurance	

Sources:
Datica - What is HITRUST?
HITRUST Alliance - Guide to Approaching a CSF Assessment
HITRUST Alliance - What types of assessments are available in the CSF Assurance Program?



iperceptions is proud to have earned HITRUST CSF® certification for information security by HITRUST.

HITRUST CSF® certification validates that iperceptions has implemented all the measures to meet several information security control objectives and specifications, and has been assessed independently. You can rest knowing your feedback is collected, processed and stored according to one of the highest levels of security attainable.



**To learn more, visit
iperceptions.com/hitrust**

IPERLOOPTM

REQUEST A DEMO OF IPER.LOOP ▷

ABOUT IPERCEPTIONS

Founded in 1999, iperceptions is a global leader in Customer Experience Management (CEM) solutions, guiding the world's most respected brands to become customer-centric organizations.

Using an expert-guided approach and Enterprise-class technology, iperceptions transforms feedback into insights that allows brands to more quickly align and deliver optimal experiences across the customer journey.

iperceptions offers a full range of Analytics and Project Management services powered by a team of experts that have managed 1000s of customer feedback programs in 35 languages for Automotive, Retail, Hospitality, Finance, Education and Telecommunications brands.

To start doing CEM that is guided by experience, visit iperceptions.com

TOP BRANDS
PREFER IPERCEPTIONS'
EXPERT-GUIDED APPROACH



Amalan and Isabelle
- CUSTOMER SUCCESS TEAM



iperceptions.com | 1-866-669-5499

©2019 iperceptions Inc., All Rights Reserved.