

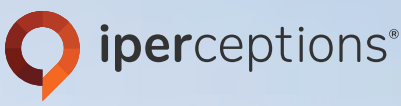


TAKE CONTROL OF THE CUSTOMER EXPERIENCE

Why top brands prefer iperceptions' expert-guided approach to Customer Experience Management



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ABOUT IPERCEPTIONS

WHO WE ARE

iperceptions is a global leader in Customer Experience Management (CEM) solutions, guiding the world's most respected brands through the process of improving the customer experience using the Voice of the Customer (VoC). iperceptions combines expertise and technology to transform customer feedback into insights that allow brands to align and execute more quickly.

iperceptions' platform and experts collect and analyze the feedback of real people in real situations across all channels throughout the customer journey. With an experienced team that has managed 1000s of VoC programs since 1999, iperceptions offers a full range of services, from survey design and deployment, to analysis and real-time customer interaction workflows.

AMALAN & ISABELLE
IPERCEPTIONS
CUSTOMER SUCCESS
TEAM



WHO WE HELP

Every brand faces unique challenges and requires specific solutions to improve the customer experience. That's why iperceptions has helped brands in over 80 countries and in 35 different languages collect, analyze and act on the voice of their customers. iperceptions has 20 years of experience managing and launching programs for some of the world's leading brands in the Automotive, Hospitality, Banking and Finance, E-Commerce, Healthcare, Higher Education and Telecommunications industries. iperceptions' solutions are tailored to help:

- Marketers and brand managers
- Customer Experience professionals
- Consumer Insights professionals
- Web analysts
- UX professionals
- Web/digital managers
- App designers
- Product managers

KATHLEEN, WILL & YING
IPERCEPTIONS
ANALYTICS AND
BI TEAM



WHY BRANDS CHOOSE IPERCEPTIONS AND STAY WITH US



OUR EXPERT-GUIDED APPROACH

From day one of our partnership, our experts lend an objective voice and guide you through best practices borne out of the thousands of VoC programs we have meticulously managed for top brands across several industries since 1999.

OUR UNRIVALED FLEXIBILITY

Your brand is unique. That's why our solution is customizable at all levels and across all channels: from feedback collection and research design to analysis and reporting. Our VoC platform also gives you full transparency and control of your research projects.

OUR ABILITY TO SAVE YOU TIME AND MONEY

Count on our experts to help you with all or part of your Voice of the Customer program. With your team liberated from the heavy lifting, you can focus on quickly taking action on the insights uncovered by our experts and improving your Customer Experience.



EXTENSIVE EXPERIENCE

iperceptions has been at the forefront of the VoC space since 1999, and we continue to be the embodiment of VoC innovation today. iperceptions is consistently ranked as an industry leader and has won

numerous awards, including an OCTAS award for Innovation and a Digiday Signal Honor Award. Below is a list of our contributions to the VoC space over the past 20 years.



2000

First website experience framework

2010

Automatic clickstream integration

2015

Universal code to control all your VoC projects

2001

Pre/post survey methodology

2011

Pre/post survey methodology for mobile

2016

iper.explore – Advanced BI reporting tool

2002

First VoC industry standards for hospitality and automotive brands

2013

Responsive collection interface

2017

iper.text – AI-powered text analytics solution

2003

Continuous listening research approach

2014

First Visitor Intent Benchmark

2018

iper.loop – A closed-loop management solution

2008

4Q framework with Avinash Kaushik

2015

Triggers using Artificial Intelligence (AI) technology

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.



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**



SELF-ASSESSMENT

Certain customer feedback platforms

Can be conducted by any organization that utilizes the tools and methodologies of the CSF

No external parties verify the assessment - HITRUST performs a "limited validation on the results"

Limited level of assurance

VS.



CERTIFIED ASSESSMENT

iperceptions HITRUST CSF® certified platform

Conducted by a HITRUST Approved CSF Assessor. Involves onsite interviews, documentation review and system testing

Only those who meet or exceed CSF Assurance Program requirements can be HITRUST CSF® Certified

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?

YOUR GUIDED APPROACH TO CEM



WOULD YOU CLIMB MOUNT EVEREST WITHOUT AN EXPERIENCED GUIDE?

Collecting and making sense of customer feedback can sometimes feel like climbing a mountain. Getting from base camp to the summit can be an endless struggle as you attempt to select the right sampling strategy and the right metrics to measure, all while also trying to manage the impact of research changes on your data.

What if you could avoid all the pitfalls and have an experienced guide get you to the summit in record time and unscathed? iperceptions is that guide for your Voice of the Customer (VoC) program.

Our guided approach to VoC means you can let us do the heavy lifting and collect customer feedback across the omni-channel landscape, on all your touchpoints, at every stage of the customer journey.



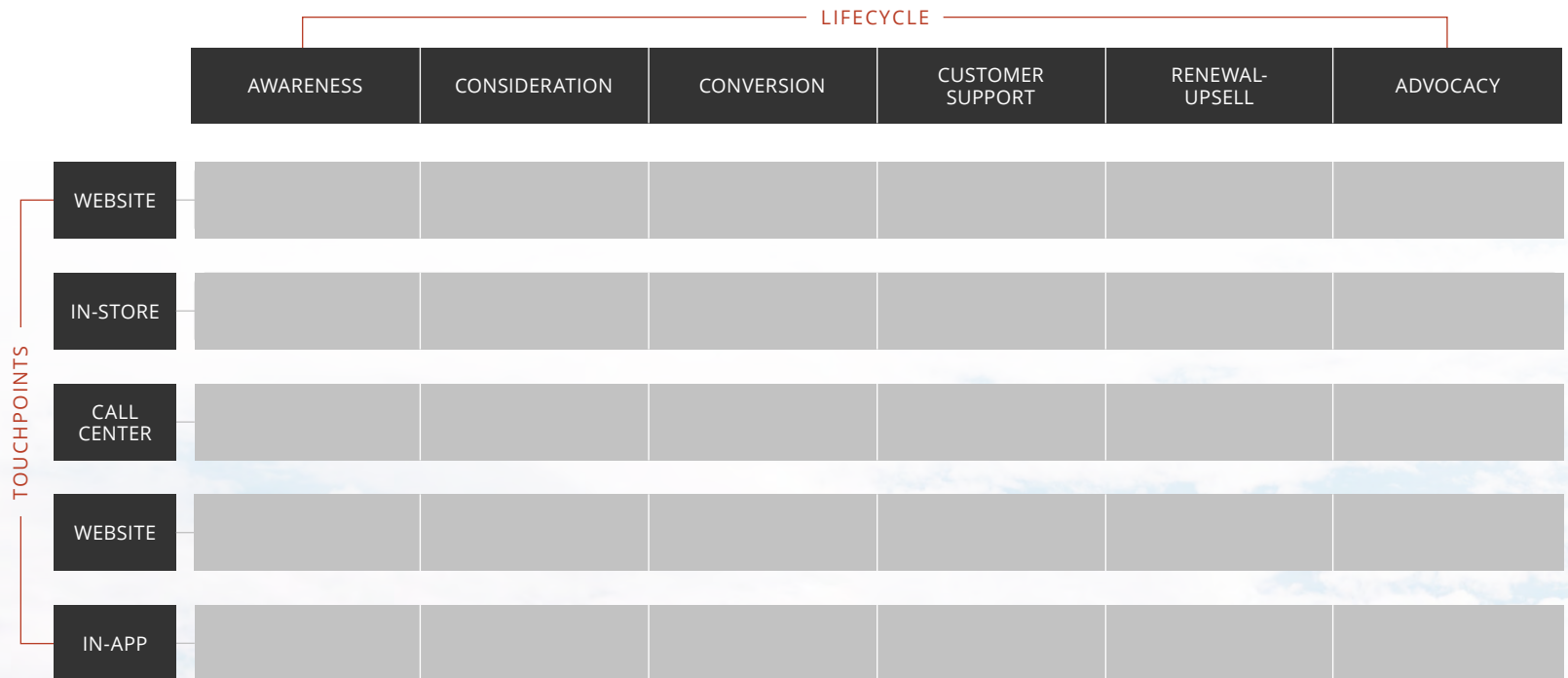
THE EXPERIENCE LANDSCAPE



iperceptions' unique approach enables organizations to measure customers' experiences, satisfaction and needs across the Experience Landscape.

The Experience Landscape is a plot of the customer lifecycle by the possible

interactions with your brand. While there are many possible customer journeys, there is one definable Experience Landscape on which all those journeys occur.



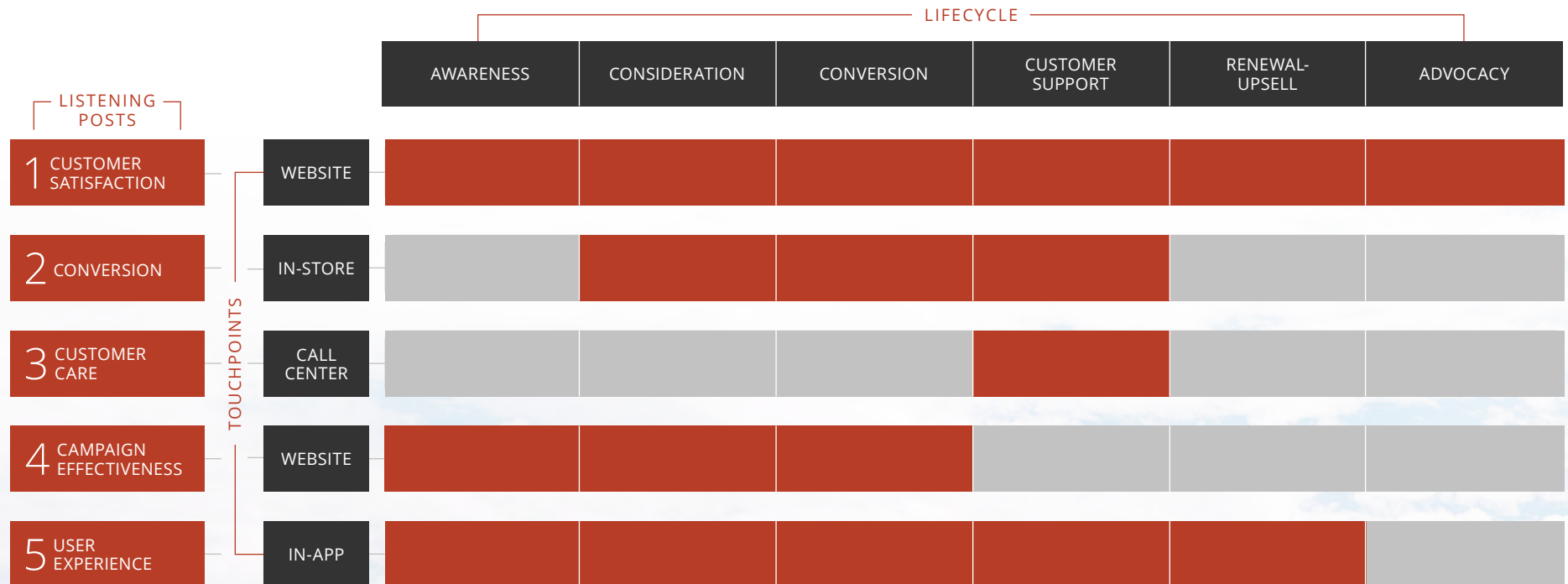
LISTENING POSTS



Our guided approach to measuring the customer experience involves creating Listening Posts across the Experience Landscape.

Listening posts are uniquely structured to understand different stages of the customer

journey, or the customer journey in its entirety. Only with iperceptions' guided approach to VoC will you transform your customer feedback into insights that create internal alignment and allow you to execute quicker than the competition.



IPERCEPTIONS METHODOLOGY

A Listening Post is a self-contained research project created by iperceptions that has three distinct elements – a Research Map, an Engagement Method and the Destination of where the feedback will be actioned, such as in a report or an integration with other systems.

This brochure will walk you through every aspect of iperceptions' methodology and how we can help get you to the top of the CX mountain and succeed.



1 RESEARCH MAP

WHAT DO YOU NEED
TO MEASURE?

2 ENGAGEMENT

HOW DO YOU
ENGAGE?

3 DESTINATION

HOW DO YOU TAKE ACTION
ON YOUR DATA?

RESEARCH MAPS

You would never start climbing a mountain without first deciding which path you are going to take. Equally, you would never start designing your VoC program without first deciding on what business objectives you want your research to focus.

That's why we developed Research Maps, which are research approaches designed to efficiently answer specific business objectives. Designed by our research team and leveraging best practices, iperceptions' research maps have been rigorously tested to provide insights that map directly to your business needs.

This section provides an overview of some of our research maps and how we can help you propel your business forward using the voice of your customers.

WHY USE AN IPERCEPTIONS RESEARCH MAP?

DESIGNED BY PROFESSIONALS

- Extract reliable insights quickly with an objective scientific approach
- Conduct accurate research by leveraging best practices, validated by Fortune 500 clients

ALIGNED TO BUSINESS OBJECTIVES

- Ensure relevant insights by aligning research to your business objectives
- Leverage enhanced reporting driven by advanced analysis techniques

STRUCTURED FOR RESULTS

- Integrate insights seamlessly into existing business processes
- Increase the ROI of existing research initiatives, marketing solutions and IT investments

IMPROVE CUSTOMER SATISFACTION

Is your customer experience memorable and seamless? iperceptions' research map for customer satisfaction uncovers what areas of the experience need improvement, and what drives customer satisfaction.

BENEFITS

- Improve the site experience by identifying your site's strengths, weaknesses and key drivers of satisfaction.
- Find the barriers and issues that prevent your customers from having a positive website experience.
- Determine the types of improvements that would impact your visitor satisfaction the most, and predict the outcome of these improvements.



**16%
INCREASE IN
SATISFACTION**

"[With] iperceptions we were able to better understand our visitors and, in doing so, identify actionable steps to enhance our business. By continually listening to our customers, we've seen tremendous improvement in how consumers feel about our brand and our ability to give them what they want online."

National Advertising & Direct
Marketing Manager
Chrysler

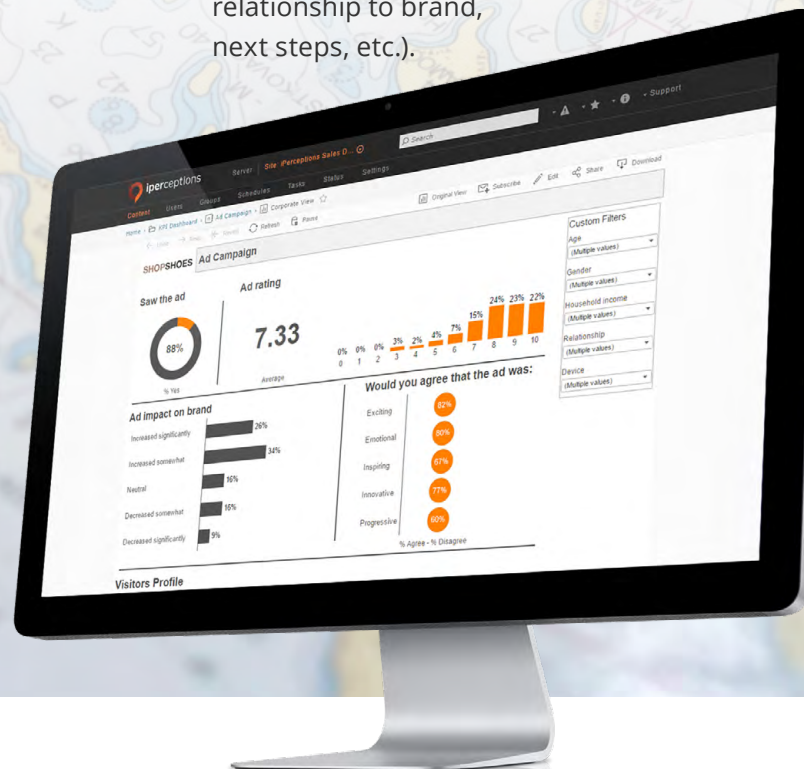


MEASURE CAMPAIGN EFFECTIVENESS

Look at your marketing campaigns in a new light with iperceptions' research map for campaign effectiveness. Confirm what ads your visitors recall, and evaluate how your brand is being perceived across your different touchpoints.

BENEFITS

- Know visitor intent, consideration stage and other characteristics that campaign performance alone can't accurately give you.
- Discover what ads your visitors recall, and what encouraged them to go to your website.
- Identify the profiles of visitors sourced from your campaigns (purchase horizon, demographic, psychographic, relationship to brand, next steps, etc.).



"iperceptions has helped us gain a deeper understanding of our marketing efforts by adding a qualitative dimension to our analytics. Also, the custom KPI dashboards that were created for us were concise, simple to view, and extremely valuable for decision-making."

Manager, Brand Digital Operations
& Innovation
Audi

INCREASE CONVERSION

Don't settle for your current conversion rate. iperceptions' research map for conversion helps you pinpoint the issues that are preventing visitors from purchasing and identify the most critical drivers to converting.

BENEFITS

- Measure intent, purchase horizon and consideration stage to understand how to better nurture prospects and convert them.
- Find the barriers and issues that might prevent your visitors from making a purchase.
- Determine the key purchase drivers and improvements that would most impact conversion.




"Our partnership with iperceptions has allowed us to measure and better understand the golfer, helping us learn what motivating factors are involved with booking a tee time and how the booking experience varies by device. The insights provided by iperceptions help us enhance the golfer experience to increase conversion and visitor retention."

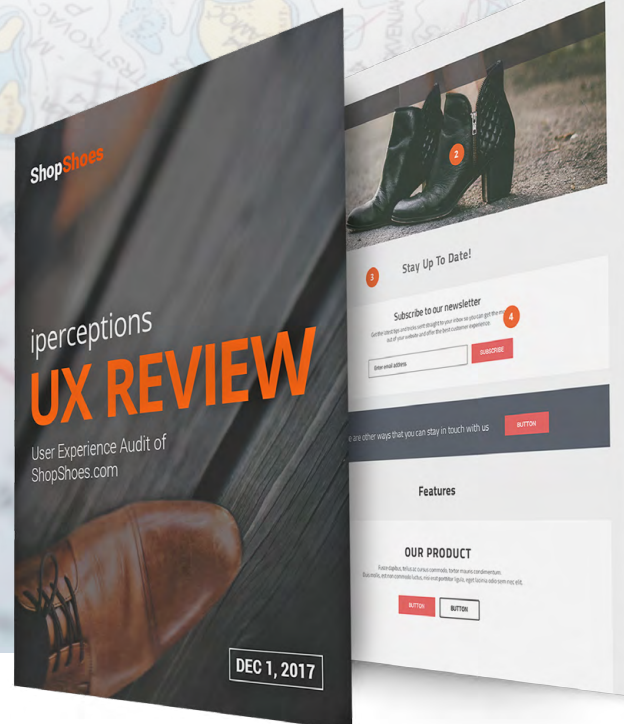
Director of Customer Experience
GolfNow

ENHANCE THE USER EXPERIENCE

Don't let your UX issues fall through the cracks - tackle them head on. iperceptions' research map for UX relies on established usability heuristics and the voice of your customers to improve the most important aspects of your website, from the homepage to the menu navigation. Also, our UX solution helps guide you through a complete website redesign by measuring visitor sentiment throughout the process to ensure it is a success and meets your business objectives.

BENEFITS

- Measure intent, purchase horizon and consideration stage to understand how to better nurture prospects and convert them.
- Find the barriers and issues that might prevent your visitors from making a purchase.
- Determine the key purchase drivers and improvements that would most impact conversion.



"The Henry Ford website takes the rich storytelling we provide our guests everyday here onsite, and puts it into a unique and shareable digital format. Using iperceptions is critical in understanding our visitors' intentions, needs, and expectations to help us deliver a user-friendly website on any device that enhances The Henry Ford online experience."

Director, Digital and Emerging Media
Henry Ford Museum

OPTIMIZE CUSTOMER CARE

Every website needs constant tinkering, but how do you know what you should change? With iperceptions' research map for customer care, quickly identify customer service issues before they intensify so you can save, convert or nurture your most vocal customers.

BENEFITS

- Reach your visitors before they vent on social media, and turn them into brand promoters.
- Reduce reliance on customer support with a steady stream of insights to quickly eliminate issues and identify at-risk visitors.
- Improve customer retention by pinpointing the aspects of your website that may be frustrating your visitors.



"iperceptions [is] an extremely valuable addition to our existing web analytics program. Their solution provided our entire team with real-time access to critical decision-support data."

Customer Insights Manager,
Dell

ENGAGEMENT

WHAT GEAR DO YOU NEED ON YOUR CLIMB? DO YOU NEED SNOW SHOES, ROPES, LADDERS OR A TENT? OR ALL OF THE ABOVE?

Choosing the right way to engage your customers for their feedback is like selecting the gear you need when climbing a mountain. Everything depends on what you are trying to achieve. As your experienced guide, iperceptions helps you select the right engagement methods so you always collect an accurate view of what your visitors and customers think.

All our engagement methods come with a range of features, including:



HANDICAP ACCESSIBILITY

Everyone can provide feedback with the ability to use screen readers or similar programs to effortlessly take your surveys. Our platform is ADA 508 and WCAG 2.0 Level A & AA compliant.



INVITATION BRANDING

Customize every aspect of your research projects, such as the colors and fonts used, so that they reflect your brand.



DIFFERENT QUESTION TYPES

Choose from a huge range of question types so you can run the research you want.



ONE INSTALLATION CODE

Launch research projects without relying on your IT department with one JavaScript code that manages all your iperceptions surveys, comment cards and invitation triggers.



35 LANGUAGES

Speak to your global visitors in their language with a platform ready to collect feedback in 35 different languages, and a team that provides expertise in over 5 different languages.



BEHAVIORAL TRIGGERING

Invite users based on the page they are on, how many pages they've viewed during their session, the path they've taken, or how long they've been on your website.



HERE ARE SOME OF THE DIFFERENT WAYS WE CAN COLLECT FEEDBACK FROM YOUR VISITORS AND CUSTOMERS:

PRE-POST Invite visitors at the beginning of their website visit to provide feedback only once they have completed their visit.



INTERACTIVE VOICE RESPONSE

Collect feedback by asking pre-recorded questions and users respond verbally or via the keypad.



SLIDER/LAYERED A small discreet survey that slides into the visitor's window. The invitation and questions are typically shown in the same box.



EMAIL Email users with a link to a survey.



ON-LOCATION Feedback terminals at strategic locations asking people to rate their satisfaction with a specific aspect of their experience.



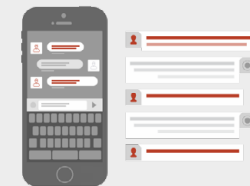
RECEIPT-BASED A survey that is accessible via a link on a receipt after purchasing a product or service.



COMMENT CARD/FEEDBACK TAB A feedback button that is always shown on the page throughout a session.



SMS A survey is sent question-by-question via SMS and users then respond by SMS.

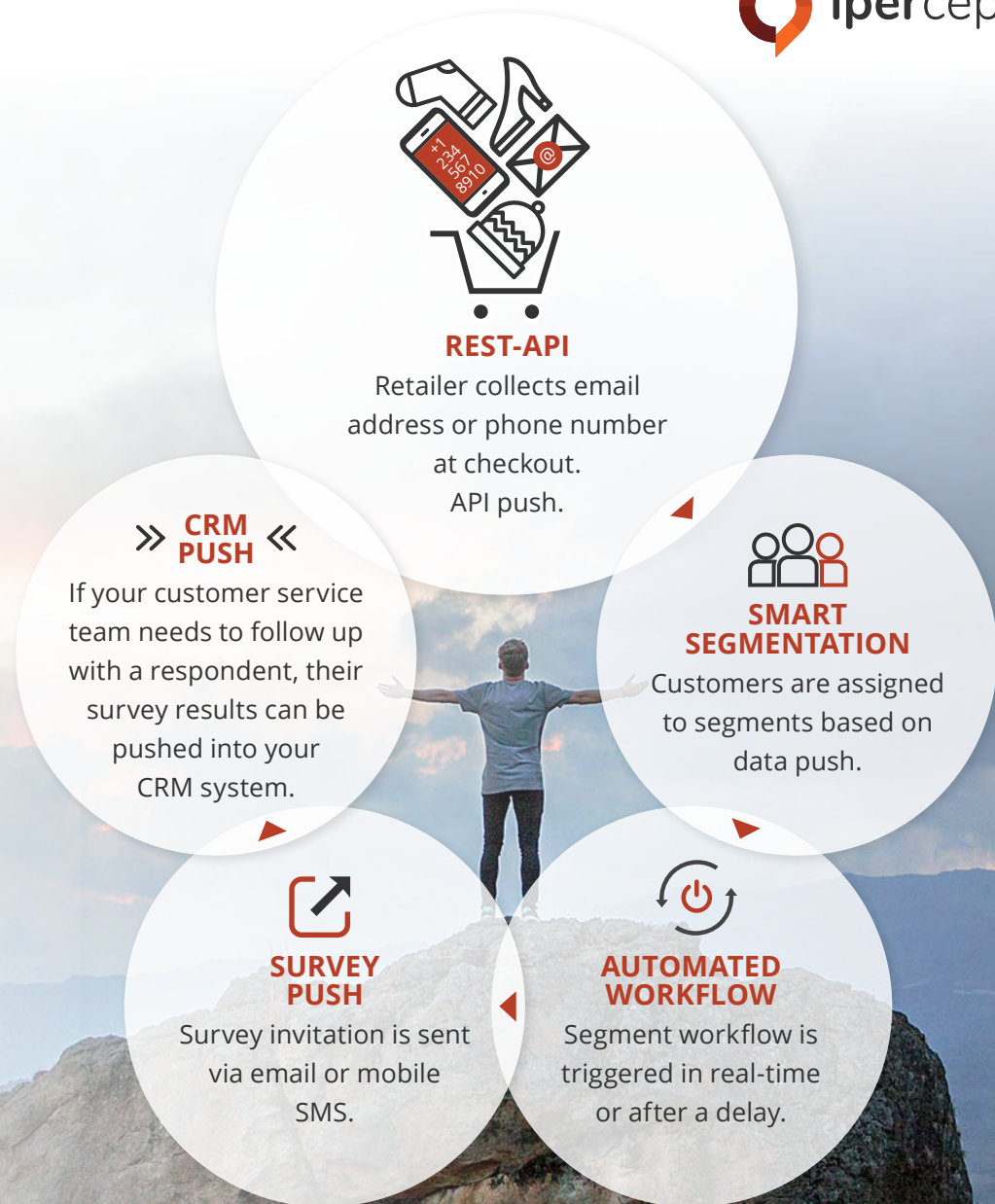


CLOSE THE LOOP WITH YOUR CUSTOMERS

iperceptions' iper.loop solution allows you to collect targeted insights from each of your different online and offline touchpoints by email, SMS or IVR. By integrating directly with your CRM system, you can also close the loop with visitors and customers, so you leave no issue unresolved.

Some of iper.loop's capabilities include:

- **SMART SEGMENTATION**
Create smart segments based on survey answers or custom fields, and specify how long the user will be a member of that segment.
- **AUTOMATIC WORKFLOWS**
Create segment-specific workflows so you can re-engage with customers immediately after a fixed delay or on a specific date.
- **ADVANCED REPORTING**
Track your different touchpoints and measure the success of your customer experience.



DESTINATION



YOU HAVE REACHED THE TOP OF THE MOUNTAIN. WHAT NOW?

Are you going to take a picture and put it on social media? Or are you going to wait until you get back home and create a slideshow for your friends and family?

Similarly, once you have collected feedback from your visitors and customers, you have to decide the destination for all this valuable insight.

Do you need a real-time dashboard to share with all your store managers across the country? Or do you want an expert to deep dive into the feedback data and present the findings to your executive team?

Maybe your analytics team needs these insights to integrate directly with their web analytics tool?

iperceptions' reporting capabilities, professional services, integrations and closed-loop capabilities are designed to transform your feedback into actions.



REPORTING CAPABILITIES

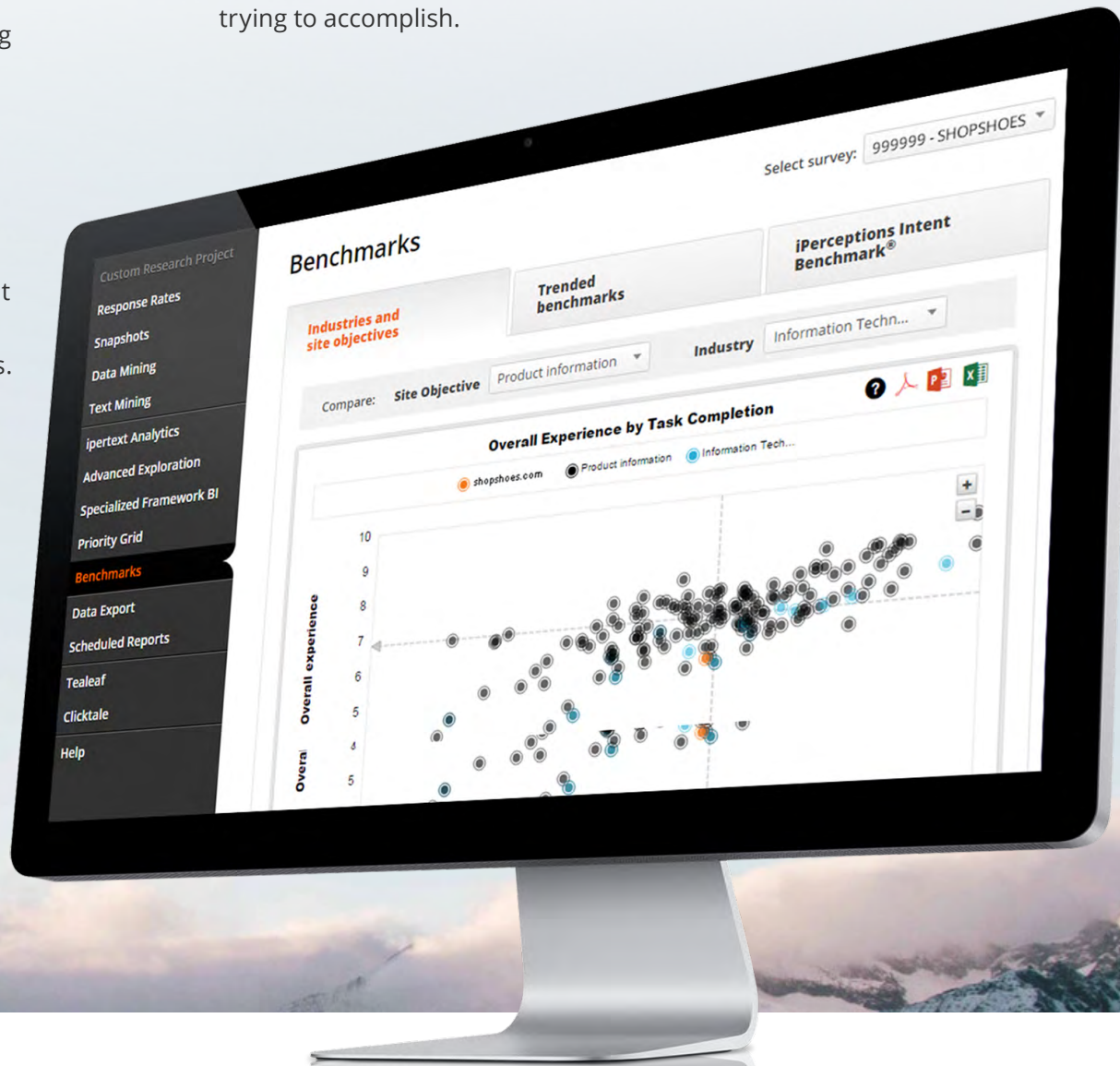
iperceptions' reporting capabilities are designed to help you save time so that you get to business-changing insights quicker, and are sophisticated enough to satisfy the curiosity of a data scientist.

Some of our platform's reporting capabilities include:

BENCHMARKING

iperceptions' Intent and Experience Benchmark is an industry-leading benchmark that sheds light on how your website stacks up against other websites. With iperceptions' benchmark, you can compare your results against other brands in more than 15 industries, or other websites that have the same site objective as your website, such as conversion or product information and support.

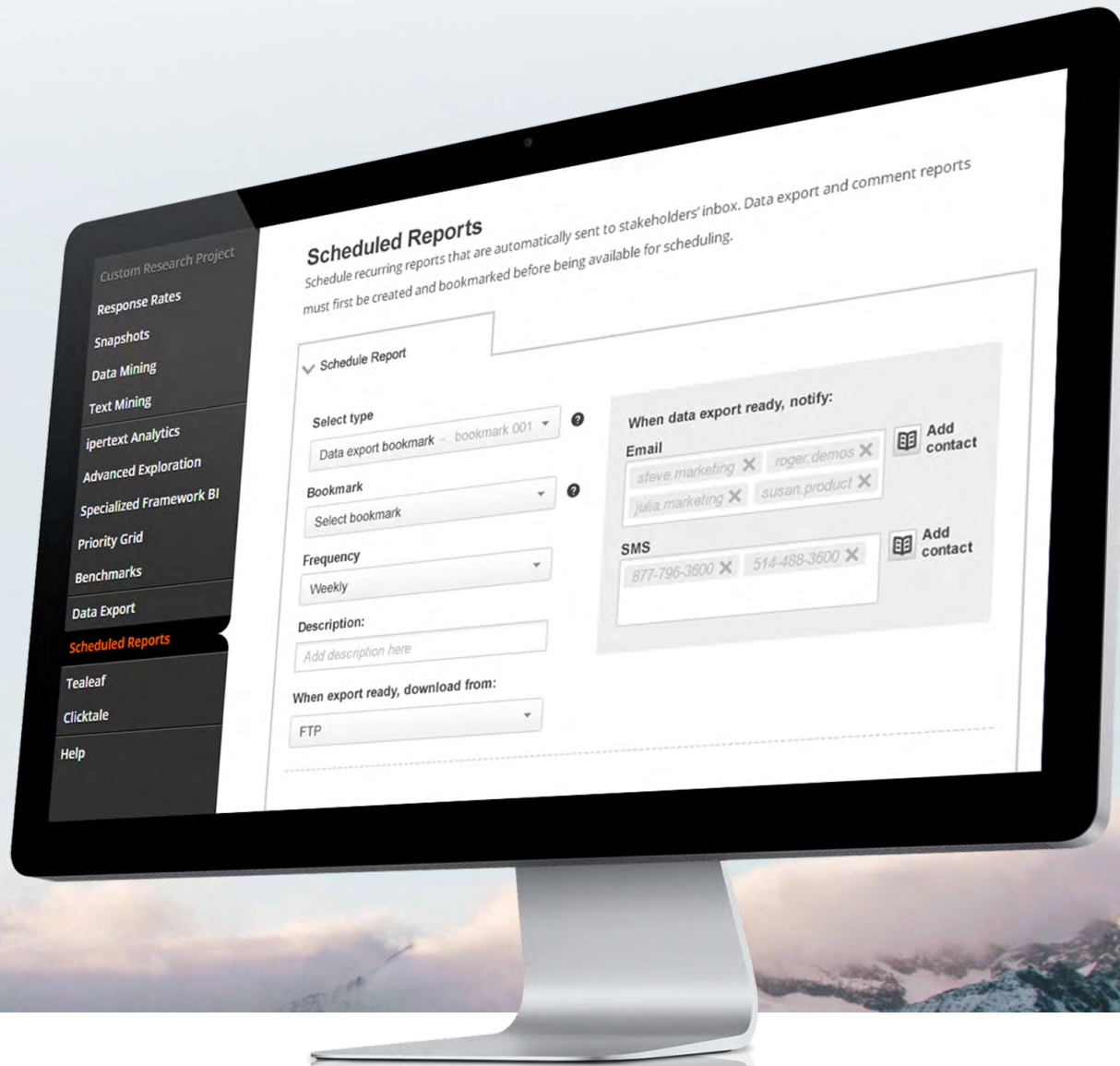
Also, with access to the only intent benchmark in the industry, you can compare your website's task completion rates to other websites with the same site objectives as yours based on what your visitors were trying to accomplish.



SCHEDULED REPORTS

Keep a finger on the pulse of your visitors' experience with scheduled reports sent to you and your team monthly, weekly, daily or in real-time. Get reports that focus on what specific groups of your respondents are saying.

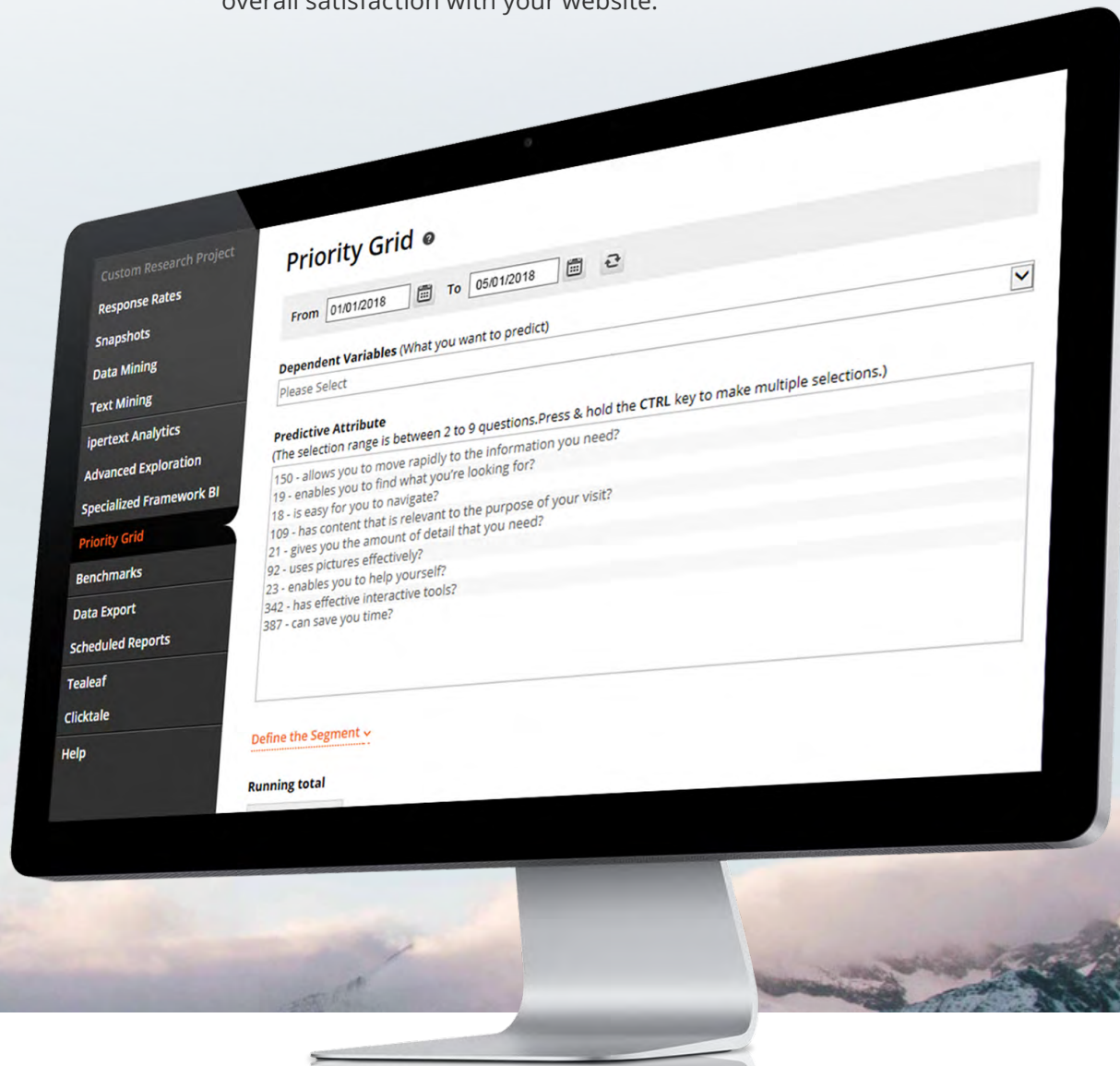
You can also schedule reports based on certain answers your respondents give to close-ended questions in your survey, or if they mention specific keywords in their open-ended feedback.



PRIORITY GRID

iperceptions' Priority Grid is designed to quickly identify the key drivers of visitors' satisfaction with a website, and the types of website changes that would produce the most effective results.

The Priority Grid performs multiple regression analysis and uses Bayesian Model Averaging to determine the influence of several individual website attributes, such as 'Ease of Use' or 'Interactive Tools', on visitors' overall satisfaction with your website.



KPI DASHBOARDS

It is essential to continuously track and monitor the health of your digital properties, and with iperceptions' KPI Dashboards, it's easier than ever. KPI Dashboards are custom-built dashboards created by iperceptions' BI specialists that allow you to track and share all the metrics that matter most to your brand.

Then, with interactive filters, you can dig into your results to quickly understand where to prioritize your investments. Also, you can easily integrate the dashboard into your presentations with one-click export capabilities.



IPER.TEXT

iper.text is powered by artificial intelligence and machine learning technology to help you find key insights in all sources of your unstructured feedback, from VoC data to social media to Interactive Voice Response (IVR) transcriptions.

iper.text uses natural language processing and sentiment analysis to categorize every single comment based on whether your customers are highlighting problems, giving praise or providing suggestions.



IPER.EXPLORE

iper.explore helps you understand the story behind your VoC data with powerful reporting capabilities that allow you to quickly drill-down and extract pertinent findings.

Powered by Tableau®, iper.explore allows you to create crosstabs, nested tables and trended analysis using any and all questions in your iperceptions research. iper.explore also gives you the flexibility to build the

reports you want, with 24 different chart types to choose from and the ability to use custom colors to match your brand.



plantronics.

"iper.explore enhances our ability to understand the customer experience by clearly visualizing our customers' needs, wants and experiences. This helps us identify the key drivers that are influencing customer experience, and the advanced analysis capabilities allow us to dig deeper into our customers' feedback on a day-to-day basis."

Senior UX Design
& Production Specialist
Plantronics


EXPERTS YOU CAN COUNT ON

iperceptions not only offers an enterprise-ready VoC platform, but also a team of VoC professionals ready to do the heavy lifting for you. With an experienced team that has managed 1000s of VoC programs since 1999, iperceptions can support you in every aspect of running a VoC program.

Some of our professional services include:

RESEARCH DESIGN

iperceptions experts ensure your VoC program generates insights that align with your business objectives by helping you craft survey questionnaires that are specifically tailored to your needs, using trusted research frameworks and best practices. Our VoC experts also work with you to find the best sampling strategy to get the highest response rate for your research so that it most accurately represents your visitors and customers.



ISABELLE & WILL
IPERCEPTIONS
PROFESSIONAL SERVICES
LEADERSHIP TEAM



IMPLEMENTATION

Get up and running fast with iperceptions' implementation team. Our implementation experts will program your research, including all the skip logic and branching in your survey, and work with your IT team to implement and test your research on your website, in your app or in your store. They carefully manage question changes, additions and removals, as well as their impact on your data.

PROFESSIONAL TRAINING

You will always get the most of iperceptions' VoC platform with one-to-one or group training on every aspect of the platform, as well as on all our Business Intelligence tools including iper.explore and iper.text. Training is personalized to your needs and is done via video conferencing so that no matter where in the world your team may be, you get the training you need.

VAKISAN
IPERCEPTIONS
CUSTOMER SUCCESS
MANAGER



ISSUE-BASED ANALYSIS (IBA)

The gold standard of VoC analysis is an iperceptions IBA.

An IBA is the ultimate deep dive into your VoC data performed by a highly-experienced VoC analyst, and typically includes an overview of key trends, identifies strengths and weaknesses and provides recommendations for improvement. Also, you can have our analyst focus on specific business issues, such as how successful a recent website redesign was, how effective your new millennial strategy is or whether your strategy for the Chinese market is living up to its expectations. The analysis also includes a personal consultation session where your iperceptions analyst will present their findings to you and your team in person or over video conference.

BUSINESS INTELLIGENCE (BI) AS A SERVICE

There is no doubt that we live in the era of big data, where we know more about our customers than ever before. But are you taking action on your data, or is it losing value sitting in a silo?

That's where iperceptions' team of BI specialists can help, designing data tools your team needs to take action on all your different sources of data.

Our BI team will craft purpose-built dashboards in your preferred data visualization tool (for example, Tableau or Power BI) and pull in VoC data, operational data, sales data or any other source, to give you a holistic view of your business.

YING
IPERCEPTIONS
DATA SPECIALIST




CUSTOMER JOURNEY MAPPING

The customer journey includes every interaction the customer has before, during, and after their experience with a product or service. Journeys can stretch across multiple touchpoints and can last anywhere from a few minutes to several months. Mapping this complete journey allows you to walk in your customers' shoes to see what they're trying to accomplish, the barriers they encounter and if there are opportunities for improvement. iperceptions can help you map your customer's journey in a clear and consistent way, with targeted methodologies to engage your customers every step of the way. Our experts can then provide concrete recommendations on how you can optimize the journey and, ultimately, improve the customer experience.

UX REVIEW

A bad user experience (UX) can lead to lost revenue, low customer satisfaction and a bad customer experience overall. iperceptions' experts leverage a unique mix of UX best practices and extensive expertise in VoC research to pinpoint key issues and provide tailored recommendations so you never have a poor user experience.

Our UX experts will provide you with a detailed report with visualizations and wireframes so you can take practical steps to improve the experience.



KATHLEEN
IPERCEPTIONS
APPLIED ANALYTICS
STRATEGIST



INTEGRATIONS

iperceptions can inject your VoC data into a range of marketing technologies, ranging from web analytics to session replay.

By integrating the voice of your customers with your existing technologies, you gain additional segments such as visitor intent, task completion, overall experience and

satisfaction scores, providing you with additional segmenting capabilities that can help increase your ROI of these systems.

Some of the systems our platform integrates with includes:

WEB ANALYTICS



webtrends®

SESSION REPLAY

Clicktale®



DECIBELINSIGHT

CRM



API

iperceptions provides a comprehensive end-to-end REST API that enables you to connect your VoC research data with any of your other systems, even if we don't have a turn-key integration. Connect all aspects of your

VoC research in real-time, including all your survey questions and hidden questions. Pull your VoC data directly into an internal dashboard or connect to an internally-created platform.

logitech

"When an online visitor expresses feedback, an effective way to fix the problem is to drill down and see exactly what they experienced. The iperceptions-ClickTale Solution allows us to quickly zoom in on dissatisfied website visitors, analyze their sessions to find out what went wrong, and quickly fix the issue to enhance the customers' experience and facilitate greater conversion."

Digital Analytics
& Optimization Manager
Logitech

A person wearing a headlamp stands in a snowy mountain landscape under a starry night sky. The person is in the lower left foreground, looking towards the mountains. The background features large, snow-covered rock formations and evergreen trees. The sky is filled with stars and the Milky Way galaxy.

SEE HOW IPERCEPTIONS' EXPERT-GUIDED APPROACH CAN HELP YOU PINPOINT AND FIX CX PROBLEMS

[GET MY PERSONALIZED DEMO >](#)



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