# Customer Experience Modeling

**Zbigniew Nowicki**

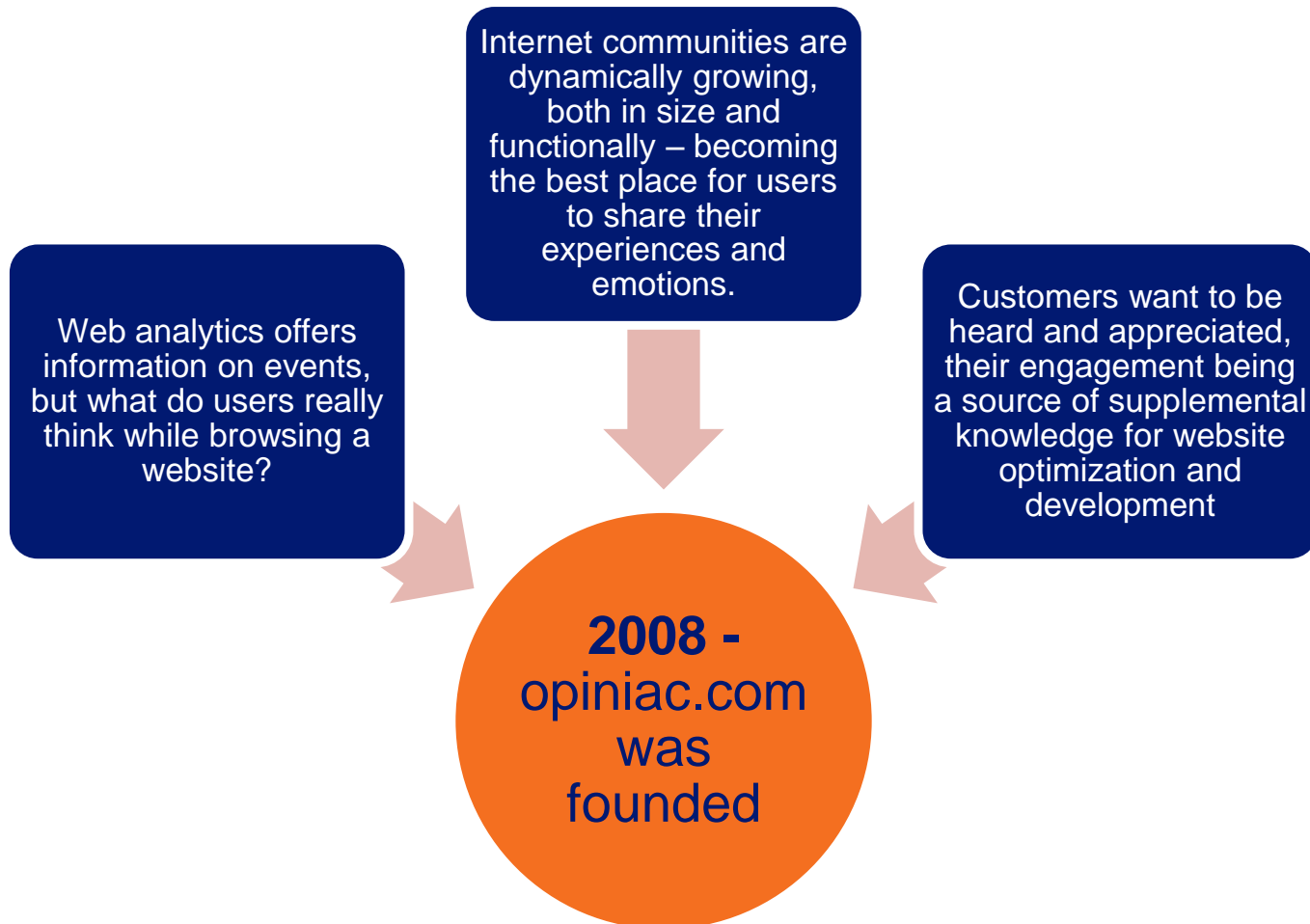CXPA | Customer Experience Professionals Association
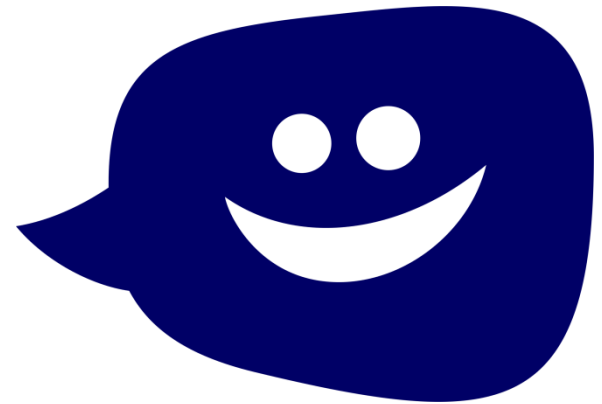
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**Customer Experience Management**

# Key facts about opiniac.com platform

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# opiniac.com – a short story

Internet communities are dynamically growing, both in size and functionally – becoming the best place for users to share their experiences and emotions.

Web analytics offers information on events, but what do users really think while browsing a website?

Customers want to be heard and appreciated, their engagement being a source of supplemental knowledge for website optimization and development

**2008 - opiniac.com was founded**

**opiniac.com tools allow you to capture engaged users' feelings – in qualitative and quantitative form – and those make proper website optimization possible.**

# opiniac.com – with whom do we work

## Selected Clients

## Main Partners

# opiniac.com – key numbers

**5**
Experts in core team

**3**
Trade associations' memberships

**0,9**
Average satisfaction score for Polish e-commerce

**6**
Years of expertise in measurement and evaluation

**5**
Million unique users who already shared their feedback

**15**
Average time in minutes needed to launch a survey

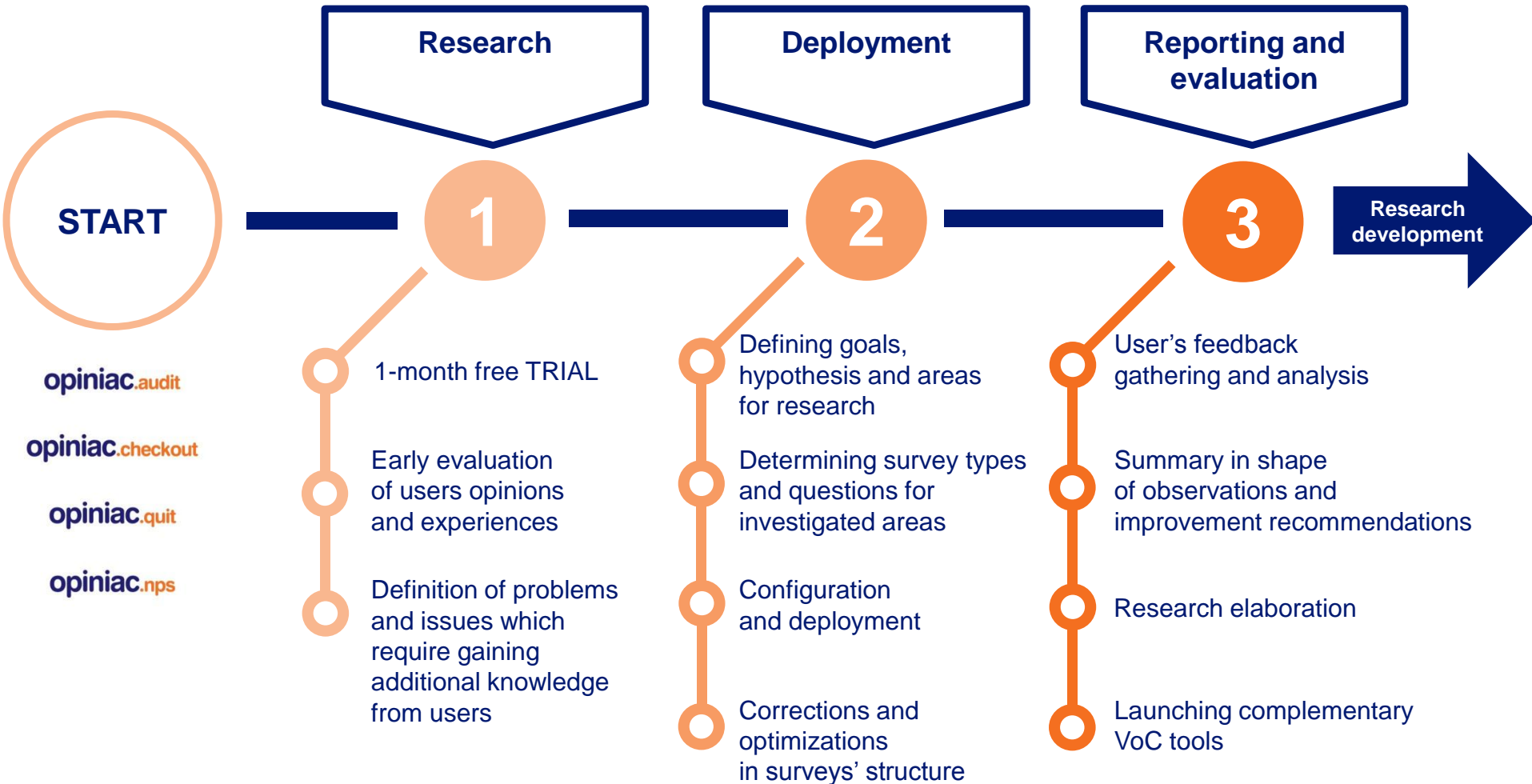**9**
Dedicated Voice of Customer tools

**2+**
Average cooperation period in years

**24**
Polish e-commerce market leaders cooperated with

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# opiniac.com – A, B, C of getting started

**START**

opiniac.audit

opiniac.checkout

opiniac.quit

opiniac.nps

## Research

**1**

- 1-month free TRIAL

- Early evaluation of users opinions and experiences

- Definition of problems and issues which require gaining additional knowledge from users

## Deployment

**2**

- Defining goals, hypothesis and areas for research

- Determining survey types and questions for investigated areas

- Configuration and deployment

- Corrections and optimizations in surveys' structure

## Reporting and evaluation

**3**

- User's feedback gathering and analysis

- Summary in shape of observations and improvement recommendations

- Research elaboration

- Launching complementary VoC tools

**Research development**

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# opiniac.com – market competitive advantage

Individual approach
to every project

Team of dedicated experts
with years of CX expertise

Every month, more than
one million users see
opiniac.com surveys

We deliver periodic
reports, evaluation of the
results and consulting
support

We share our CX
know-how,
observations and
experience

We always meet
appointed deadlines

# opiniac.com – platform competitive advantage

Set of dedicated tools for Customer Experience evaluation

We identify issues leading to cart / website abandonment

Results are presented on clear and intuitive dashboard

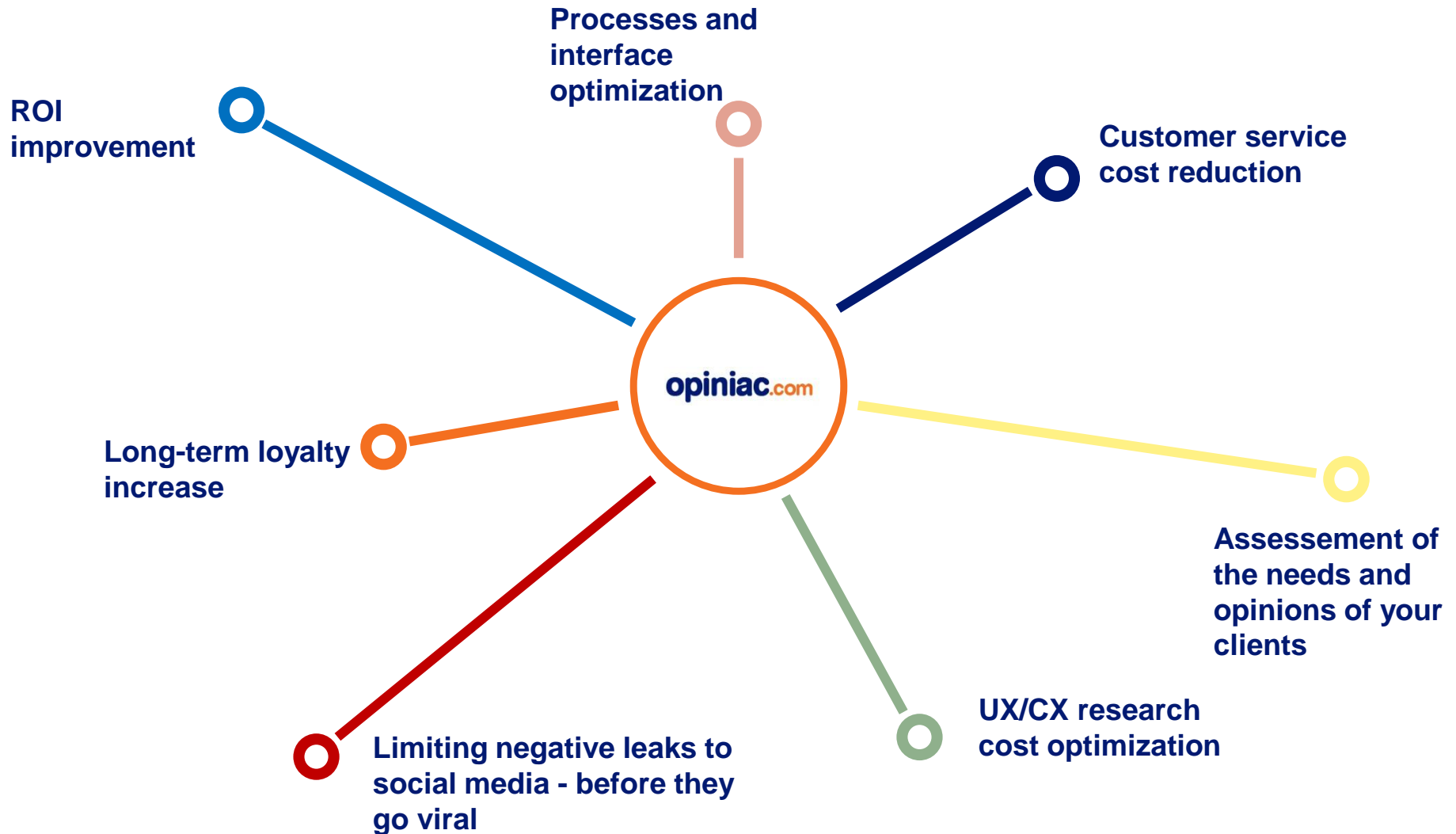Survey delivery is a true RWD – system and browser independent

Predefined survey templates available

On a regular basis, we publish qualitative indicators for e-commerce

# opiniac.com – selected advantages



ROI improvement

Processes and interface optimization

Customer service cost reduction

Long-term loyalty increase

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Assessement of the needs and opinions of your clients

Limiting negative leaks to social media - before they go viral

UX/CX research cost optimization

# Key CX research trends in 2014

# New frontier, where 1+1=3



Artificial gap between **off-line and on-line** environment is closing while consumer journeys are becoming multichannel. User behavior becomes context-dependent, which opens new research opportunities.
**on/off synergy** – tracking experiences in both environments, using complementary tools and solutions, gives **richer results** when compared to separate observation.

# New frontier, where 1+1=3

opiniac.com offers wide range of tools for comprehensive customer experience measurement, **across all touch points.** What is even more important, results are **easily comparable** to average e-commerce scores.

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# Mobile is here

**42%**

**of consumers declare using smartphones**
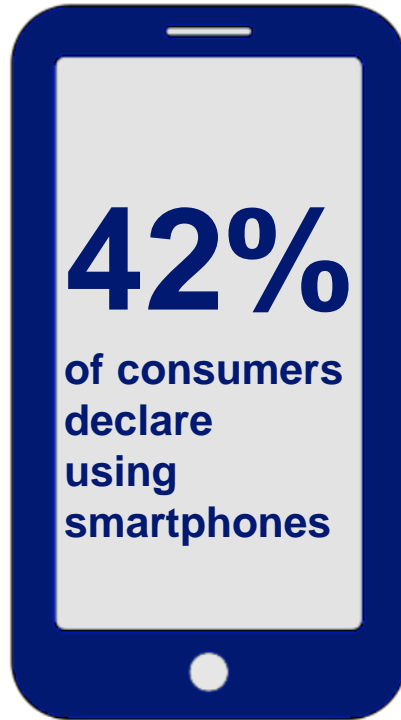
**Number of consumers having access to smartphones is constantly growing – as many as 42%\* declare using s–phones. As predicted, mobile is becoming one of the key channels for communication, advertising, sale and distribution. For research purposes, it means constant access to consumers and opportunity to utilize native smartphone capabilities – resulting in more accurate analysis.**

\* Raport Generation Mobile: women 38%, men 45%, Q1 2013, may 2013

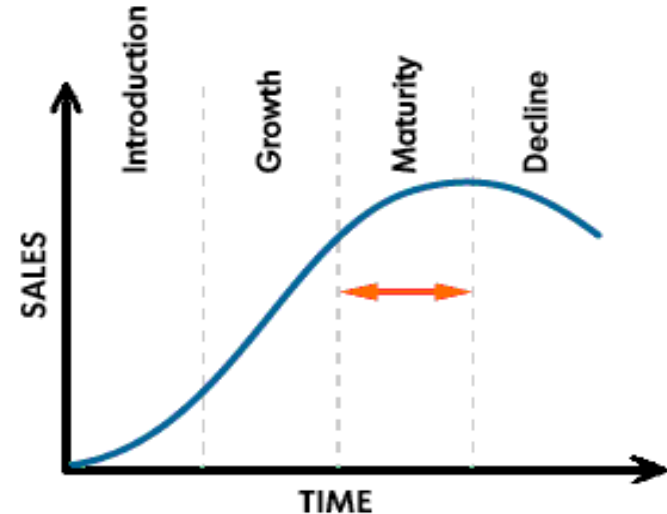**opiniac.com**

**Trend #2**

# Mobile is here

**opiniac.mobile tool was functionally designed for both mobile sites and dedicated mobile applications.**
**Responsive layout seamlessly adapts to type of device, its screen size and browser – participating in a survey is as** **fast and convenient** **as it is on desktop computer.**

# Further growth driven by satisfaction improvement
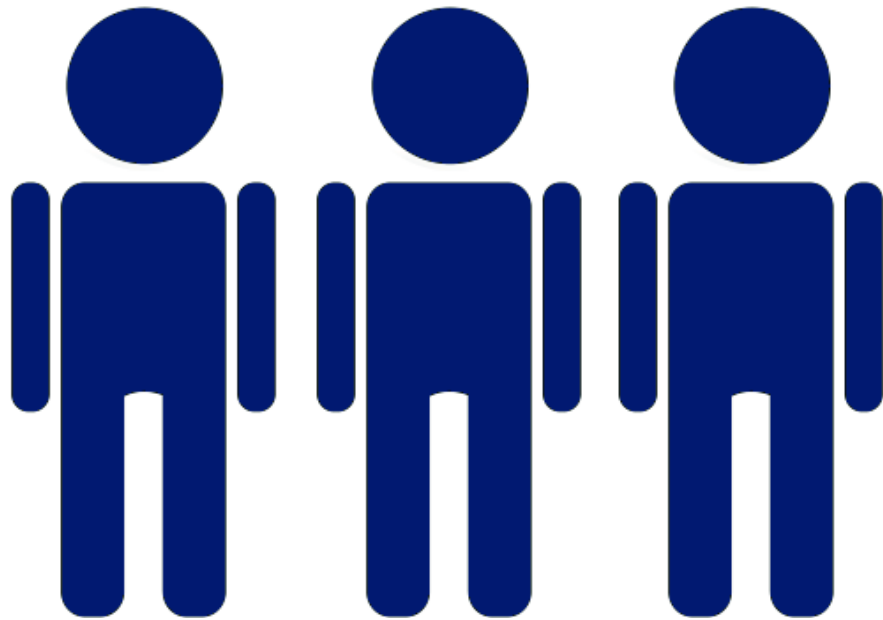
**Market saturation** means that knowledge about consumers' needs and expectations is becoming the most important factor in achieving business goals.



**Trend #3**

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# Further growth driven by satisfaction improvement

**Tools available at opiniac.com help to increase consumer retention. Staying in touch with consumers on each step of their journey allows a quick response to identified issues.**

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**Trend #3**

# Growing potential of online research methods



**Capability and reliability of online research methods are growing. Due to technical advancement and a very high internet penetration, online research becomes a main tool for analyzing needs, experiences and behavior of consumers on the biggest e-commerce markets.**

# Growing potential of online research methods



**opiniac.com platform gives opportunity to <span style="color:orange">conduct research on segmented online focus groups</span>. Such research works as qualitative extension and evaluation of the data collected from CRM and other web analytics tools. It is also a perfect moment to verify hypothesis emerging from users' feedback.**

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**Trend #4**

# Data, data everywhere



When a volume of **discrete data** seems to be growing indefinitely, decision-makers are facing increasingly difficult challenges. In the same time, big data analysis holds the key to understanding consumer behavior.

# Data, data everywhere

Every day at opiniac.com, we analyze **qualitative and quantitative feedback** from thousands of users. This combination makes determining consumer preferences highly possible.
Additionally, universal API – connection with other sources of CRM and ERP data – simplifies the identification of trends and issues.

# Research as an integral part of planning and development
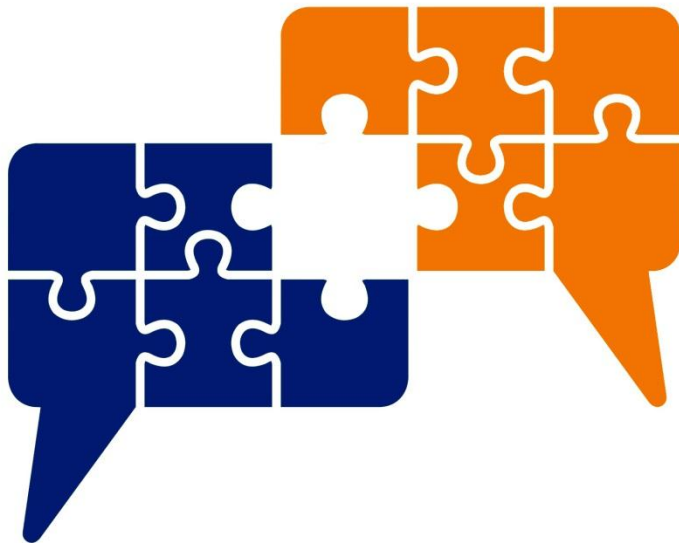


**Results of CX research projects should be shared among organizations and play an important role in meetings concerning business development.**
**Through collective work sessions, research agency is included in the process, being able to share recommendations and take a role of strategic business partner.**

# Research as an integral part of planning and development
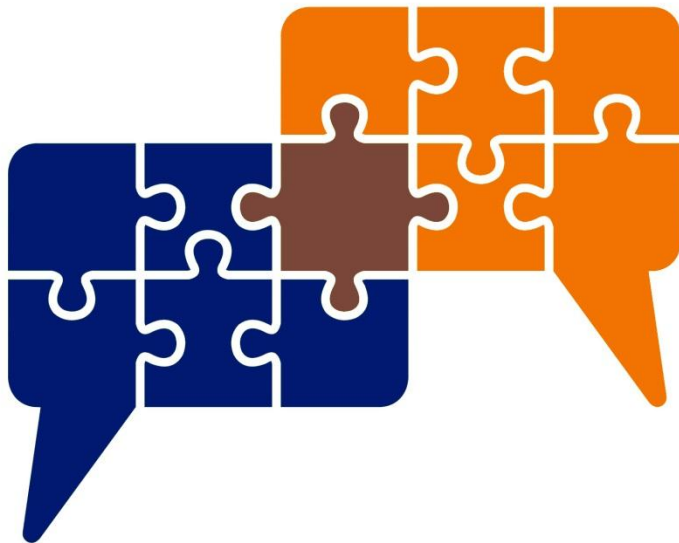


This year, opiniac.com team, utilizing experience in customer research, offers advisory support in field of e-commerce solutions, operational processes definition and marketing communication effectiveness – by engaging in work sessions with its Clients.

# It's easy to begin – free trial, no commitment

# Start with a FREE test drive

- Trial version is available for 1 month, with an option to prolong for an extra 30 days - to keep the consistency of the research during talks with a Customer.

- Complete system functionality is available, with restriction to basic survey only – with questions concerning most popular CX issues.

- Survey installation is straightforward, similar to Google Analytics script.

- Acquired data help to discover actual solution advantages.

- As a test summary, we provide a presentation of a report - containing collected data and results with expert evaluation.
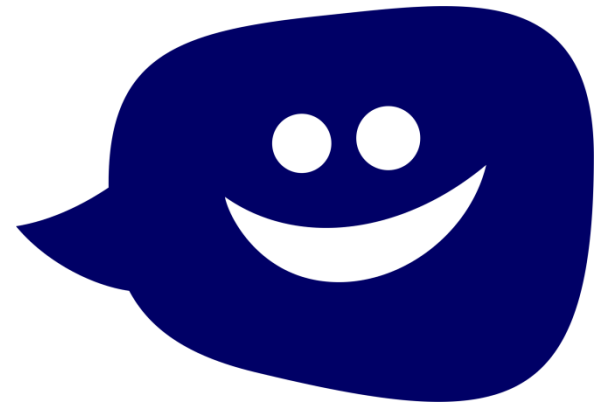
**Try opiniac.com**

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# Satisfied and loyal customers!

**Satisfied customers, ready to give recommendations and share their positive experiences, are finally the most important measure of quality and friendliness of our business.**



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# Thank you for your attention.

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