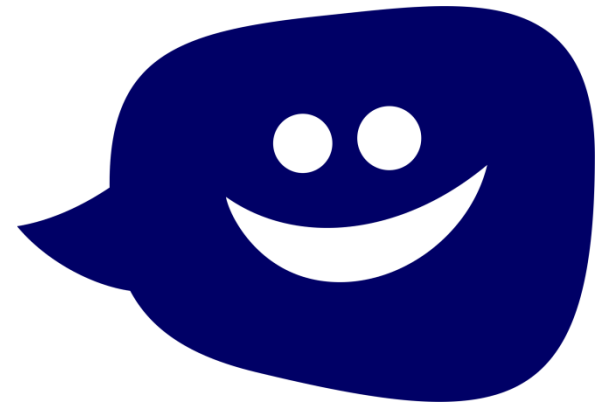


Real time feedback – simple way to Customer Experience Management



Zbigniew Nowicki

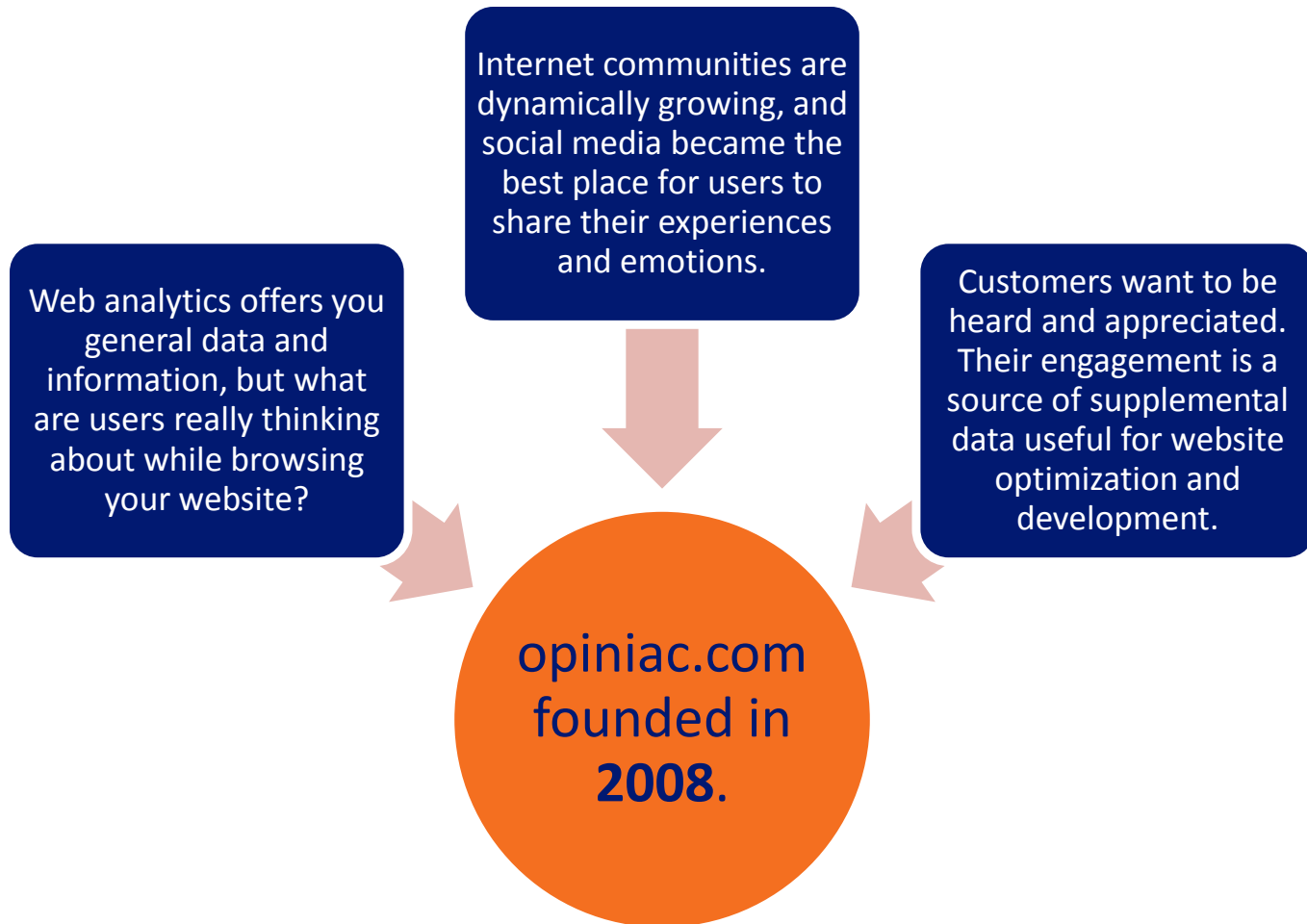
CXPA | Customer Experience
Professionals Association

opiniac.com
Customer Experience Management

Key facts about opiniac.com platform



opiniac.com – a short story



opiniac.com allows you to capture feelings and opinions of engaged users (in qualitative and quantitative form) and use that data for your website optimization.

opiniac.com – with whom do we work

Selected Clients



Main Partners



opiniac.com – key numbers

5

Experts in our
core team

3

Memberships in trade
organizations

0,9

Average satisfaction score
for Polish e-commerce

7

Years of expertise
in measurement and
evaluation

10

Millions of unique users
shared their opinion

15

Average time in minutes
needed to launch a study

9

Dedicated Voice of
Customer tools

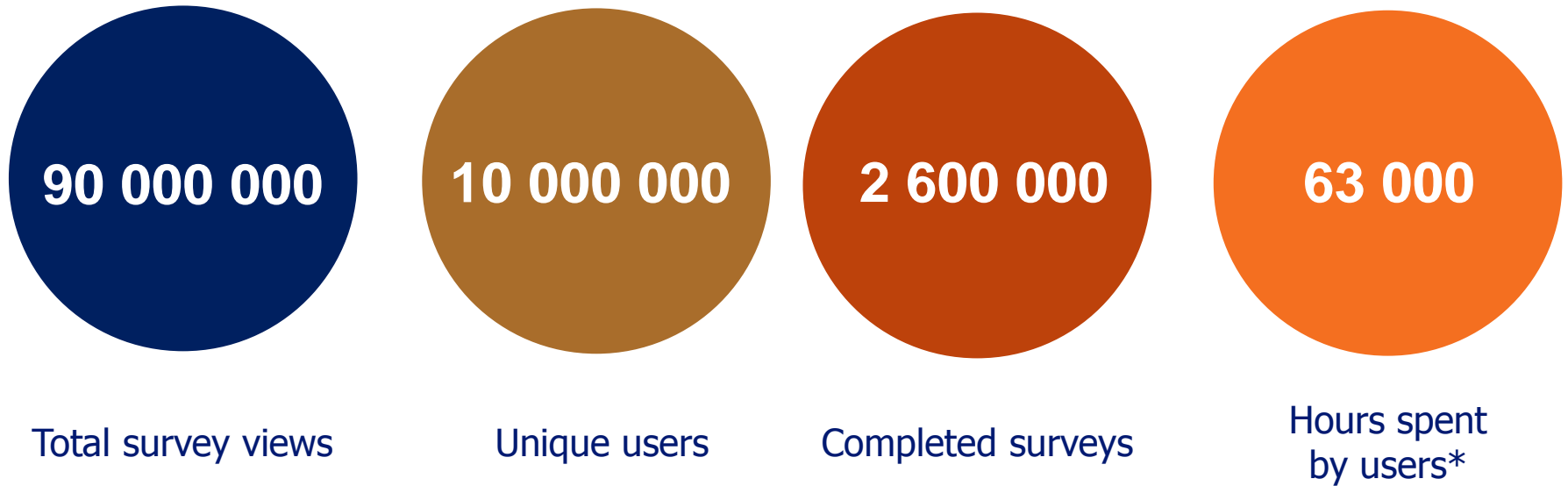
3+

Average time of
cooperation (in years)

24

Polish e-commerce market
leaders we cooperated with

opiniac.com – key numbers



*2200+ days

opiniac.com, January 2015

opiniac.com – main research areas

Experiences

Website quality
evaluation

Customer profiling
and
CRM integration

Customer service
quality

Processes

Reasons of
shopping cart
abandonment

Registration and
checkout
dropouts

Reasons for
leaving a website

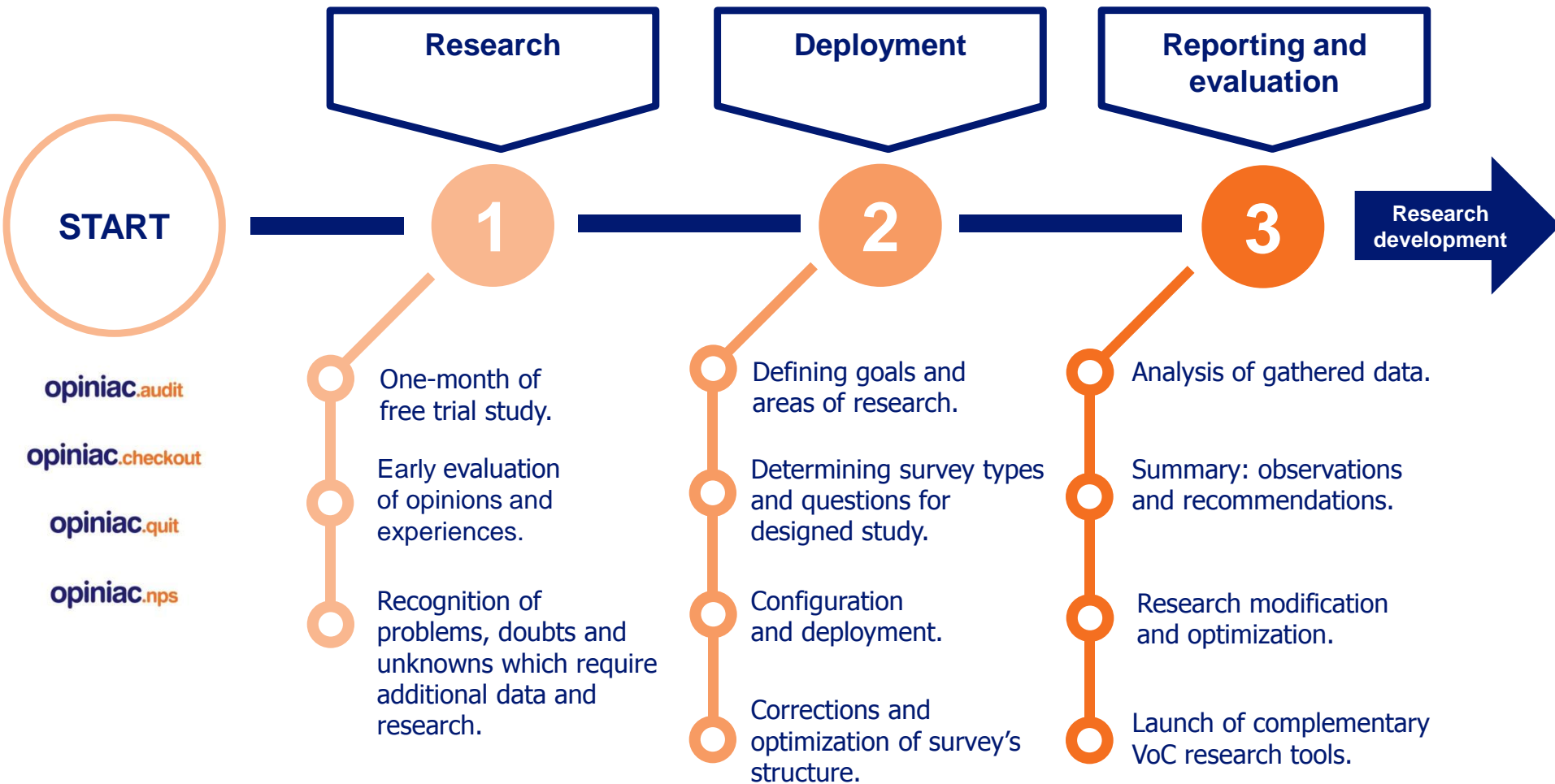
Omnichannel

POS experiences

Mobile research

Post-sale
satisfaction

opiniac.com – 3 easy steps of cooperation



opiniac.com – market competitive advantage



Individual
approach to
every project



Team of dedicated
experts with years
of CX expertise



More than one million
users see our
surveys monthly



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 – competitive advantage



Set of dedicated tools
for Customer
Experience evaluation



Identification of issues
leading to cart/website
abandonment



Results are presented
on intuitive admin
dashboard



Survey delivery is
system and browser
independent

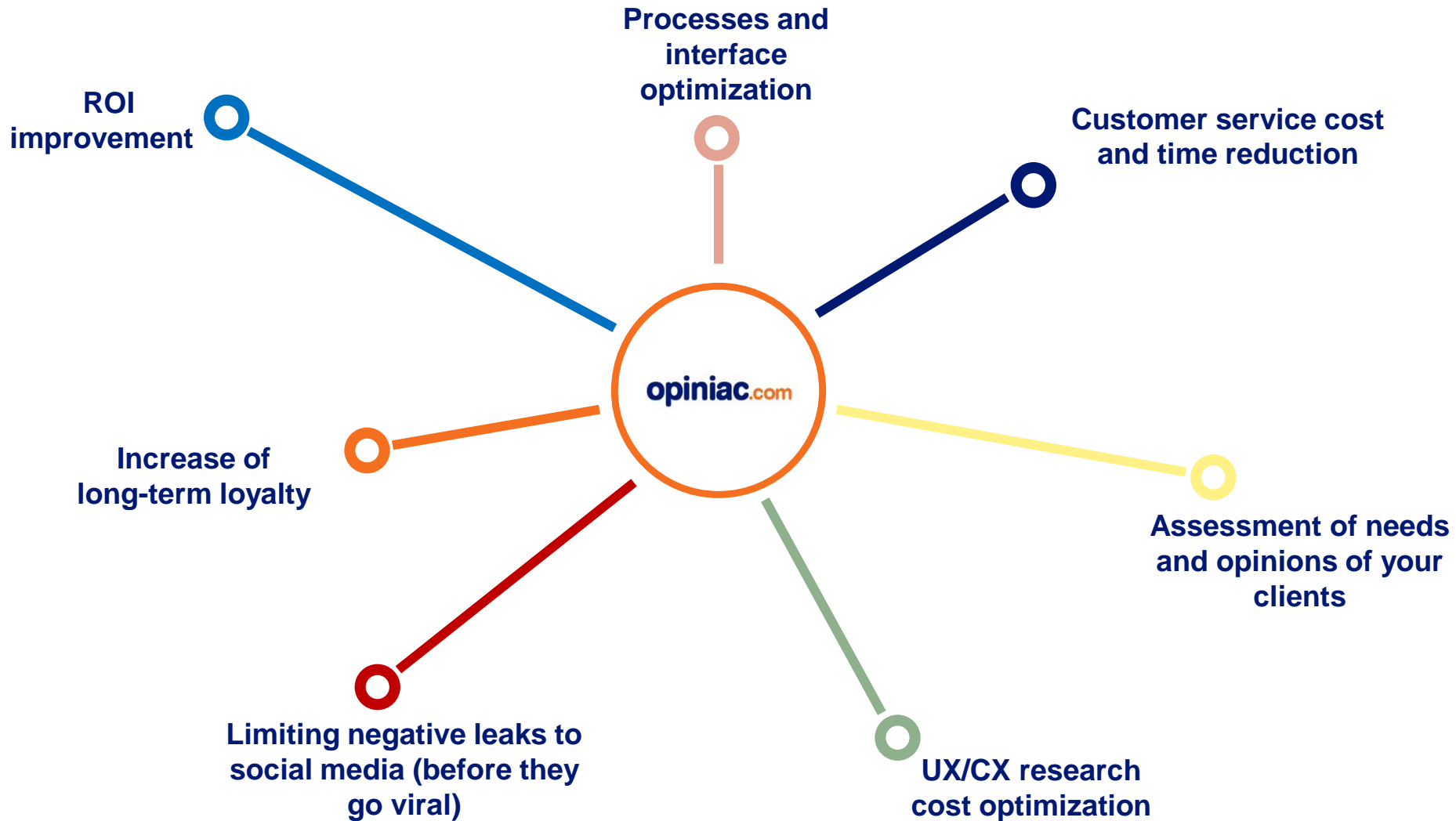


Predefined survey
templates are always
available



We publish qualitative
indicators for
e-commerce

opiniac.com – selected advantages



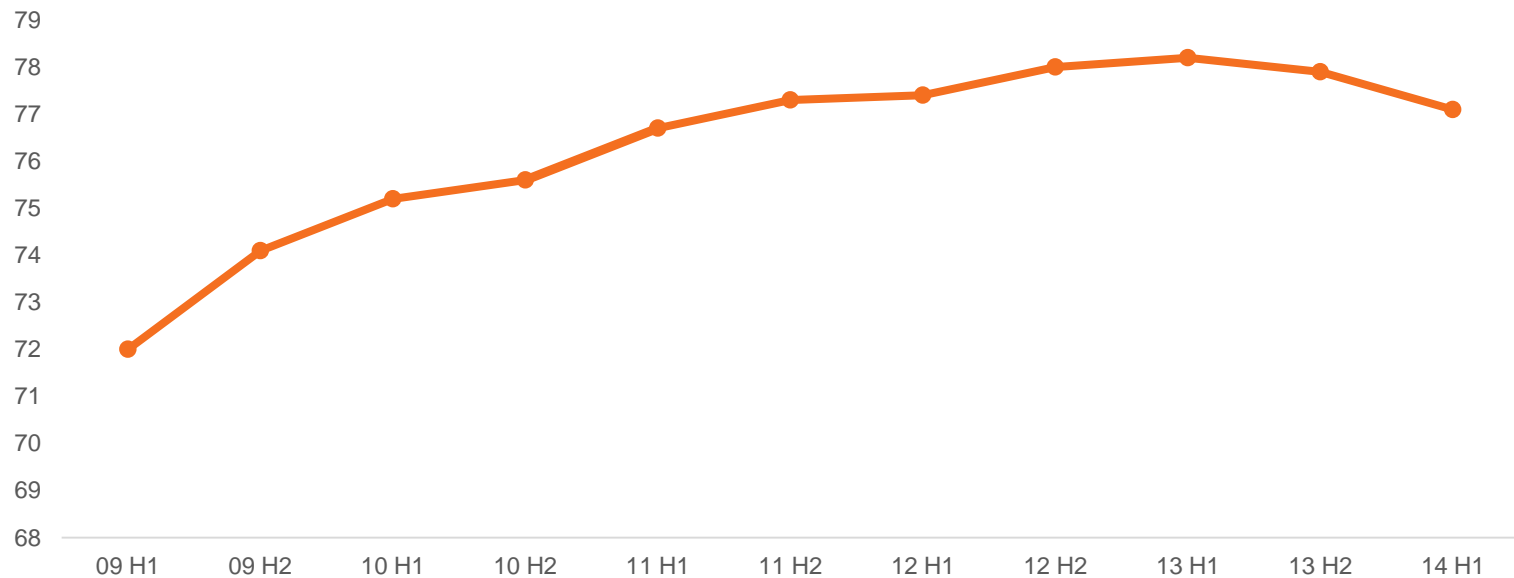
Strategic observations on CX research in 2015



Consumer expectations are constantly rising

Consumer satisfaction is more and more important for many corporations, but adjustment to modern changes **is not fast enough in many companies** .

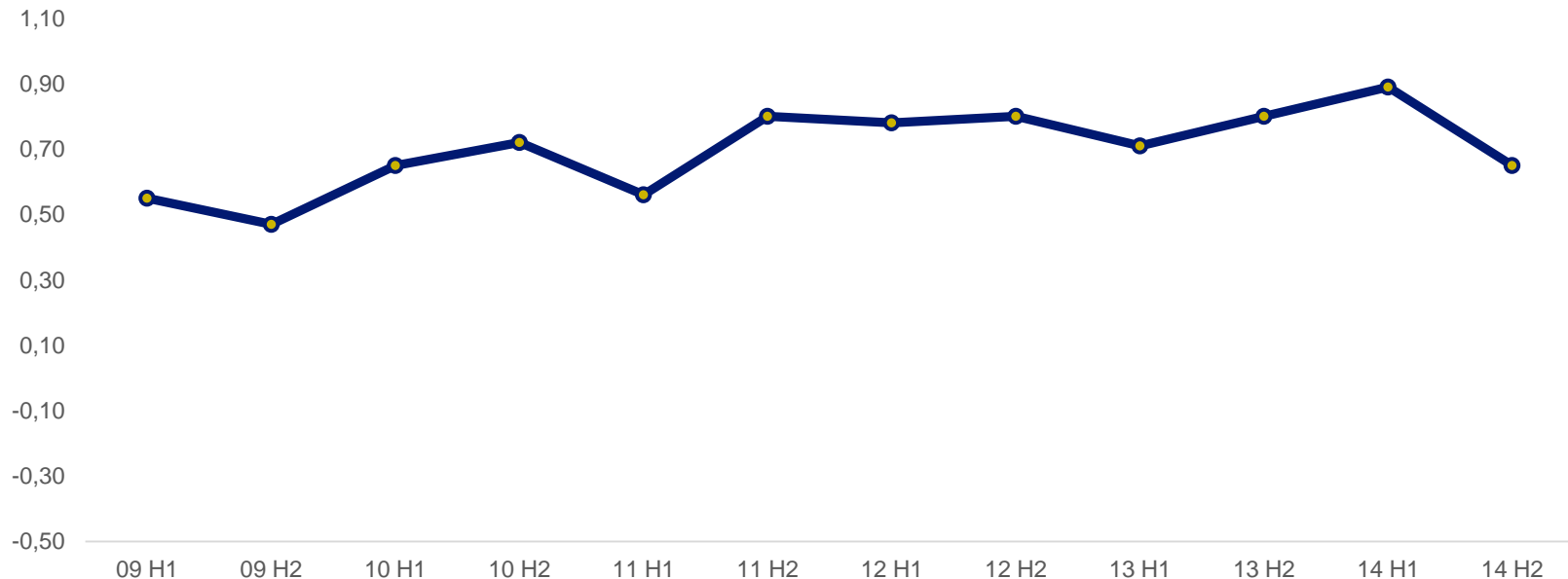
Not enough care and involvement in CX [Customer Experience]area is connected with drop of general satisfaction level on developed markets.



UK Customer Satisfaction Index, 2009-2014

Consumer expectations are constantly rising

Consumers get used to higher standards and quality faster than they used to, which means that **what is innovative today, will become a standard tomorrow. Poor solutions are becoming less and less tolerable!**



Consumer satisfaction on Polish websites 2009-2014, opiniac.com

Mobile – a natural environment for research

Smartphone Users and Penetration Worldwide, 2012-2017

	2012	2013	2014	2015	2016	2017
Smartphone users (billions)	1.13	1.43	1.75	2.03	2.28	2.50
—% change	68.4%	27.1%	22.5%	15.9%	12.3%	9.7%
—% of mobile phone users	27.6%	33.0%	38.5%	42.6%	46.1%	48.8%
—% of population	16.0%	20.2%	24.4%	28.0%	31.2%	33.8%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, Dec 2013

166980

www.eMarketer.com

Mobile Phone Internet Users and Penetration Worldwide, 2012-2017

	2012	2013	2014	2015	2016	2017
Mobile phone internet users (billions)	1.58	1.91	2.23	2.50	2.75	2.97
—% change	37.4%	20.7%	16.5%	12.2%	10.0%	8.0%
—% of mobile users	38.8%	44.1%	48.9%	52.4%	55.5%	57.8%
—% of internet users	66.8%	73.4%	79.1%	83.6%	87.3%	90.1%
—% of population	22.6%	27.0%	31.1%	34.5%	37.5%	40.1%

Note: mobile phone users of any age who access the internet from a mobile browser or an installed application at least once per month; use of SMS/MMS is not considered mobile internet access

Source: eMarketer, Dec 2013

166972

www.eMarketer.com

While the expansion of *mobile* has lost its dynamics, in 2015 the number of smartphone owners will exceed 2 billion.

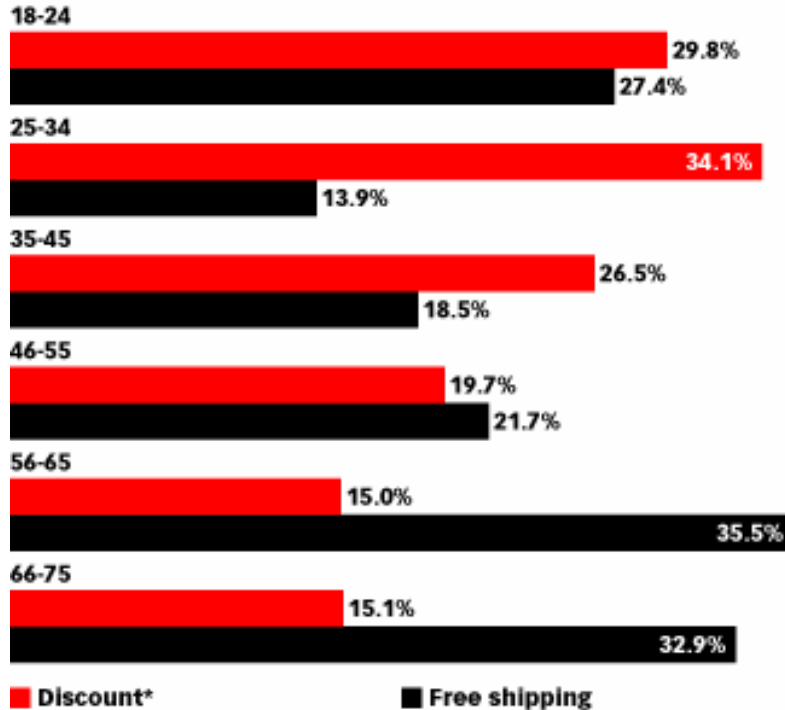
It means that the implementation of solutions for mobile applications is necessary and ultimately beneficial for sustainable access to consumers and more accurate analysis.

eMarketer.com

Better understanding of consumer expectations

US Internet Users Who Prefer a Discount* vs. Free Shipping When Making a Purchase, by Age, Q2 2014

% of respondents in each group



Note: n=1,308 ages 18-75; *percentage discount
Source: BlueHornet, "2014 Consumer Views of Email Marketing" conducted by Flagship Research, Aug 27, 2014

179137

www.eMarketer.com

Consumer expectations might be very diverse, even on a specific market and category.

The effectiveness of additional purchase benefits, even such as free delivery, will be different in various consumer segments.

Detailed and regularly updated data on the segmented consumer preferences are necessary to effectively manage marketing and sales.

eMarketer.com

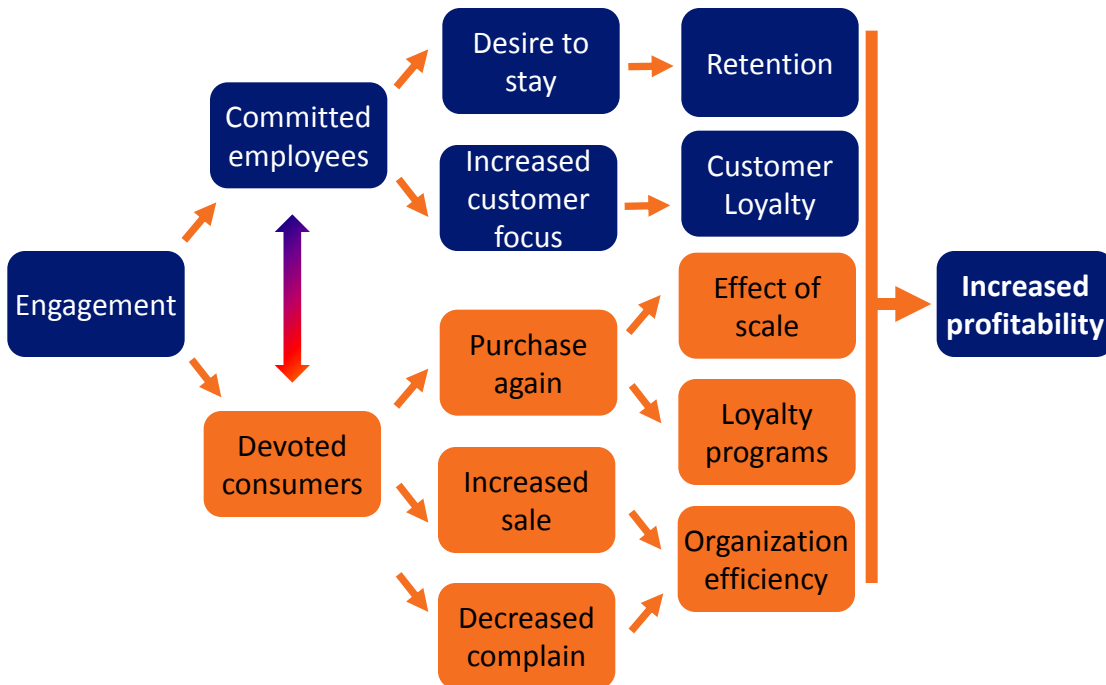
Multi-channel - yes, but be consistent



Multi-channel is a standard for modern consumers, but for many companies it is still a challenge. The mere presence across multiple channels, however, is not enough. It is increasingly important to ensure that quality of service is consistent and unitary.

The basis for effective omnichannel strategy is knowledge about place and meaning of each channel in the consumer journey, which includes observations of consumer's needs and experiences.

Committed employees = happy customers



„ As companies increasingly focus on customer experience in 2015, they'll recognize the need to make internal changes. In 2015, successful customer experience efforts will realize that the key ingredient to success is their employees.”

Bruce Temkin, CXPA chairman

Committed employees = happy customers

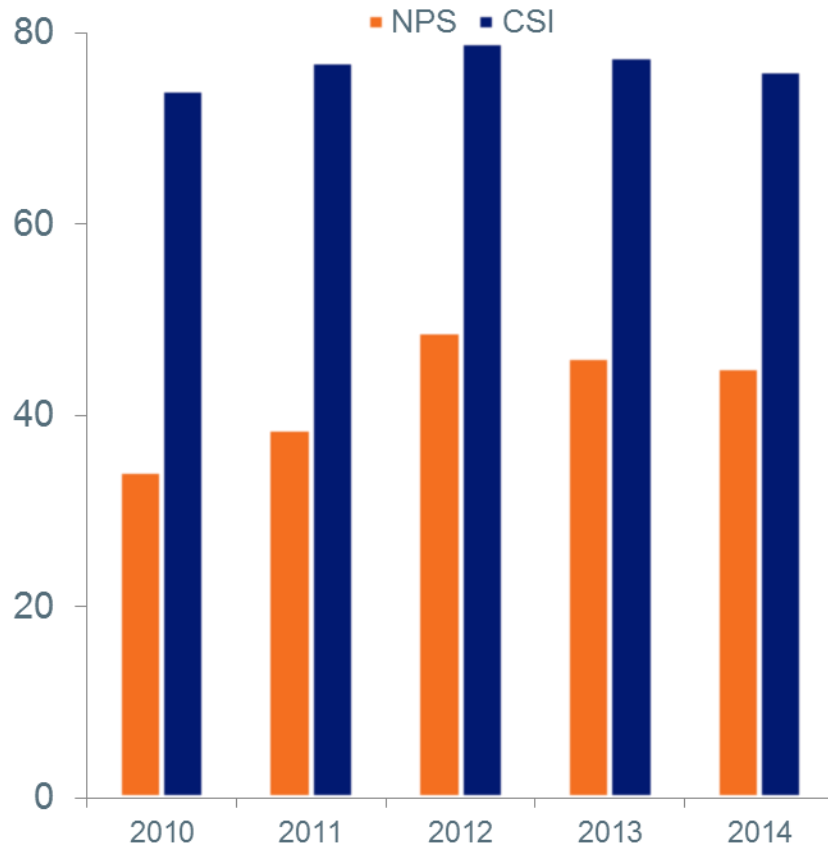


„In 2015, I think employees will be a major focus. Companies need to ensure that the customer is at the heart of their business strategy such that they can enable valuable human-to-human experiences - and that means engaging their employees.

I think organizations need to create a culture where employees are empowered to have a conversation and develop a relationship with their customers, not just deal with their queries in the shortest time possible. It will also mean companies will have to address the challenge of how to unlock expertise into their organizations and scale the collective intelligence of the enterprise down to the level of single individuals.”

Matt Candy, IBM Interactive Experience

Standardization of Customer Experience research



The correlation between the average NPS and CSI UK

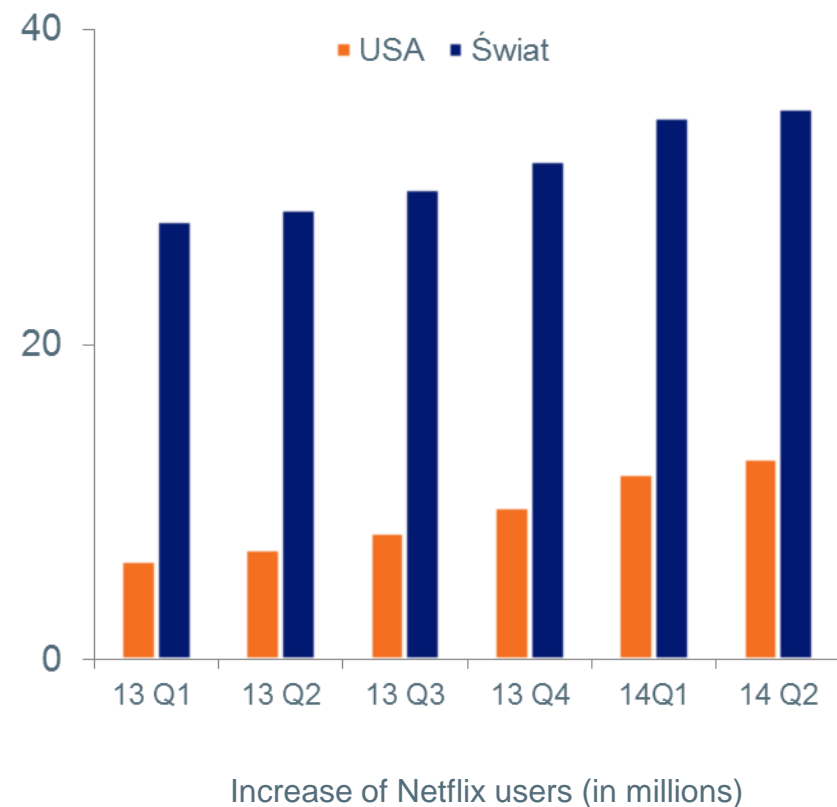
The growing involvement of businesses in CX creates a crucial need for measurement and comparison of the effectiveness of different strategies.

Universal indicators, such as the Net Promoter Score, are being used more often. NPS not only appeals to the initially measured values, but also allows an easy comparison of the results within segments and local or global markets.

Development of a global standard shows how CEM / VoC industry is growing.

NPS i CSI UK, 2010-2014

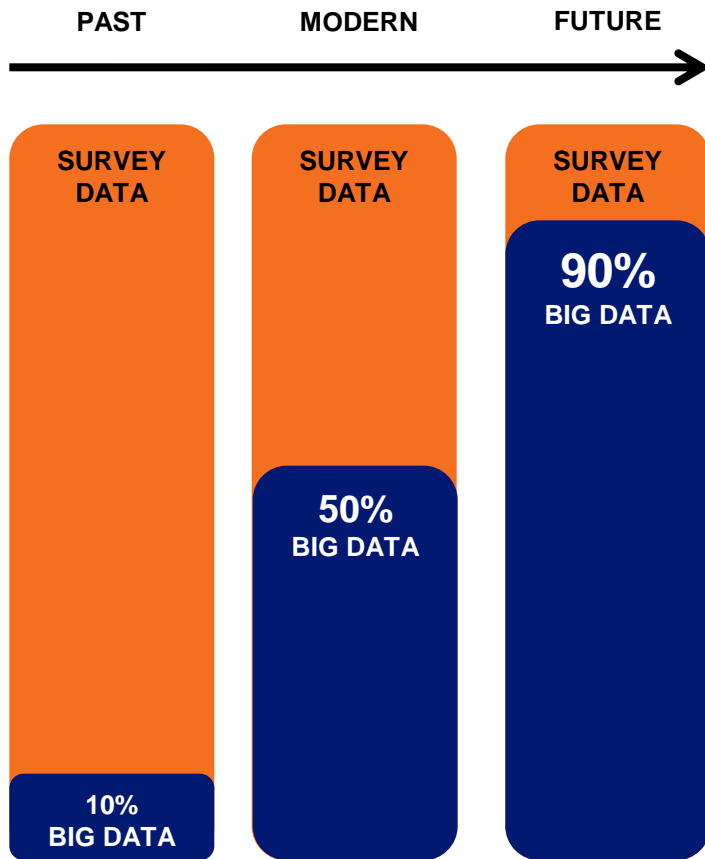
Satisfaction is the main growth factor



„When [Netflix] members are really satisfied they tell their friends about the service and they retain better. So it is really driven from member side and when we have great shows coming and unique exclusive and things that make people so passionate about Netflix, then they are again more likely to tell their friends and more likely to stay. And so it’s a mix of both of those things. But fundamentally, it’s member satisfaction.”

Reed Hastings, CEO Netflix

Wider context, better evaluation, bigger benefits



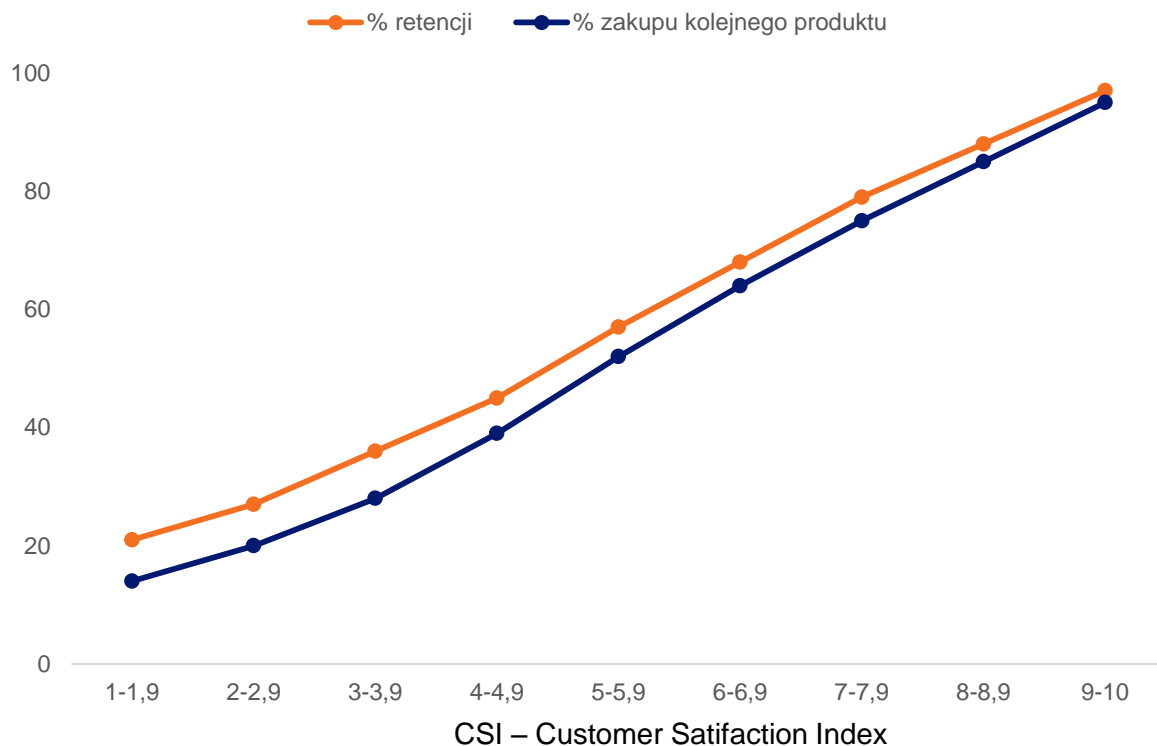
Main data sources for Customer Experience research

Technology allows for easier connection of distributed data sources. In such environment the lack of a broader context means that the information loses its importance.

Structured data on satisfaction makes a perfect supplement for information processed in CRM systems or tools for web analytics. **This is the key to the correct identification of trends and consumer events.**

Allegiance.com

Positive experiences and sales

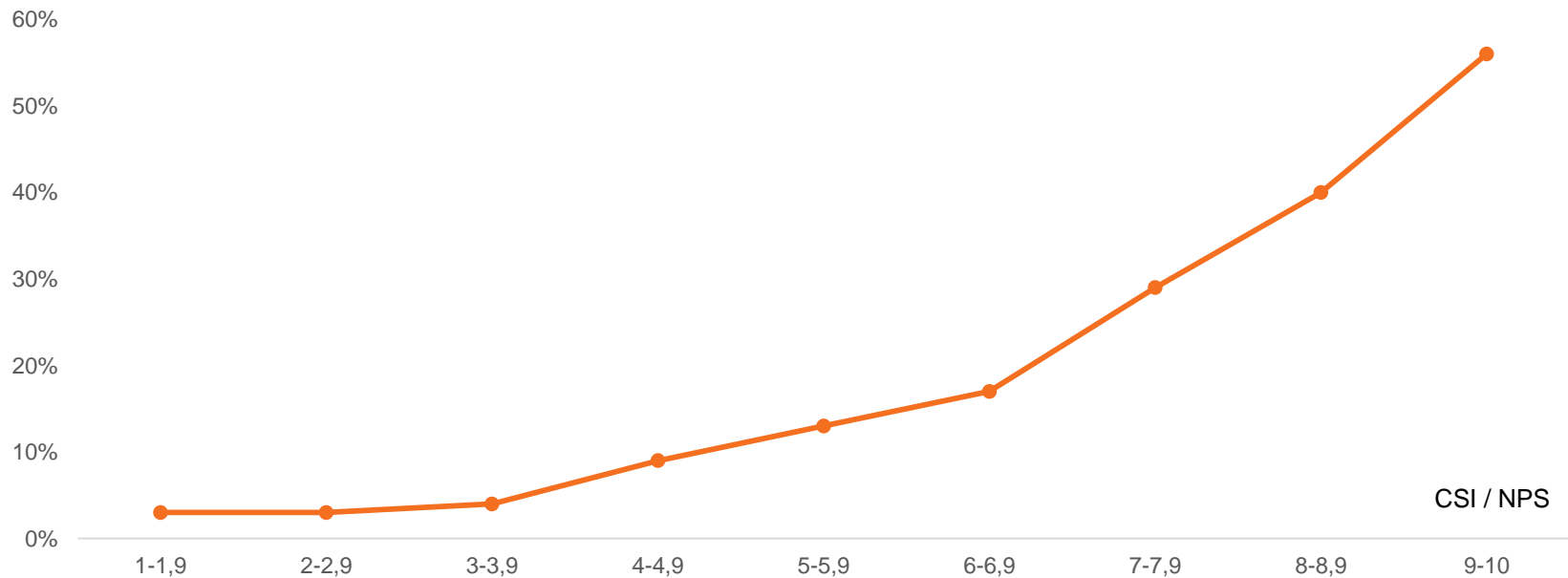


„The analysis shows a strong correlation between customer experience and loyalty, which is expressed in purchases, testing new products, forgiving mistakes or recommending a brand to friends and family.”

ROI of Customer Experience, Temkin Group, Wrzesień 2014

Positive experiences and sales

1. Satisfied customers are strengthening the wave of recommendations.
2. Efficient and friendly customer service is an additional driver of sales.
3. Customers will trust in company that guarantees a high level of satisfaction.
4. Customer service affects directly the increase of loyalty.
5. Rising rates of satisfaction are directly related to the higher customer retention.



The percentage of customers recommending a brand vs CSI/NPS

**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.
- 🗨️ Complete system functionality is available, only with restriction to the basic survey – with questions concerning most popular CX issues.
- 🗨️ Survey installation is simple, similar to Google Analytics insertion.
- 🗨️ Acquired data helps to discover advantages of this solution.
- 🗨️ As a test summary, we provide a report , which contains collected data, analysis and results with expert evaluation and comments.



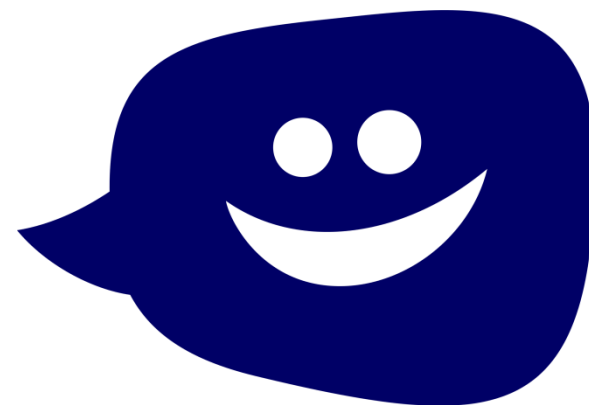
[Try opiniac.com](https://www.opiniac.com)

Satisfied and loyal customers!

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



**Thank you for your
attention.**



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Customer Experience Management