

EBOOK

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# A Score Is Only Part of the Story. You Need More.

inmoment

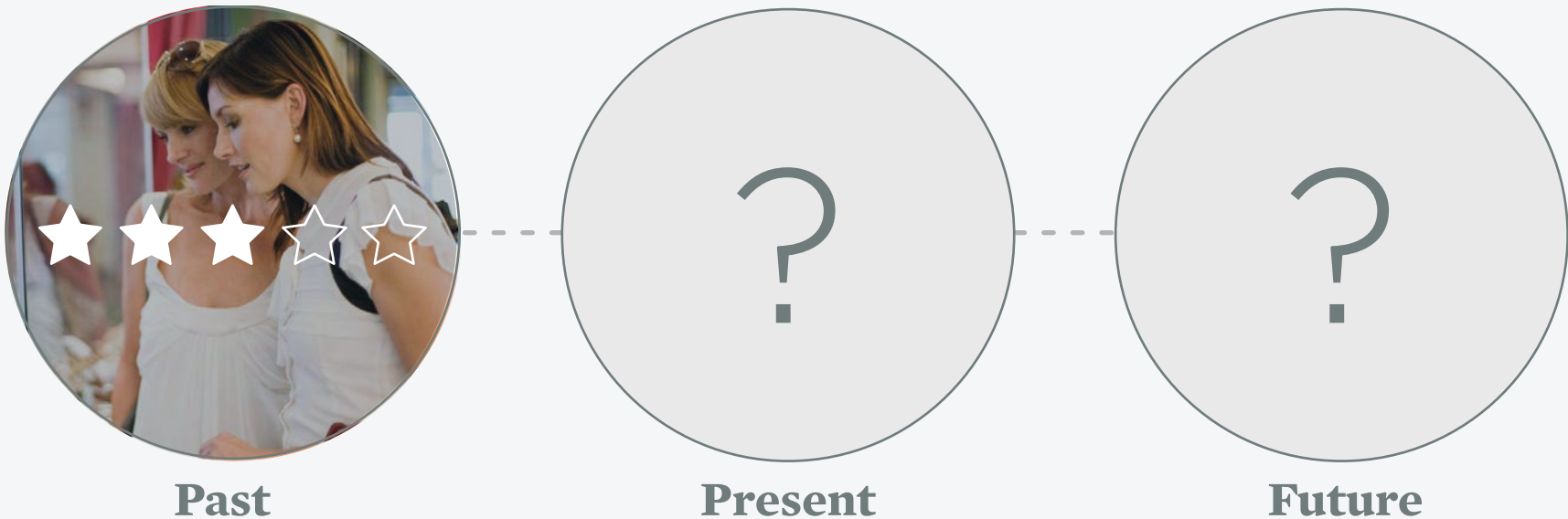
A blurred background image showing two women sitting at a table, looking at documents. The woman on the left is wearing a yellow top, and the woman on the right is wearing a blue top. They appear to be in a meeting or collaborative work environment. The text is overlaid in the center of the image.

**Traditionally, CX has  
focused on scores.**



And that's ok, because scores are important.  
They essentially provide you with a report card  
of how you are doing.

# But scores have inherent limitations:



They can only tell you what has happened in the past. Not why it happened, what it means, what to do about it, or how to prevent it in the future.

**At InMoment, we believe  
that stories<sup>1</sup> are the answer.**

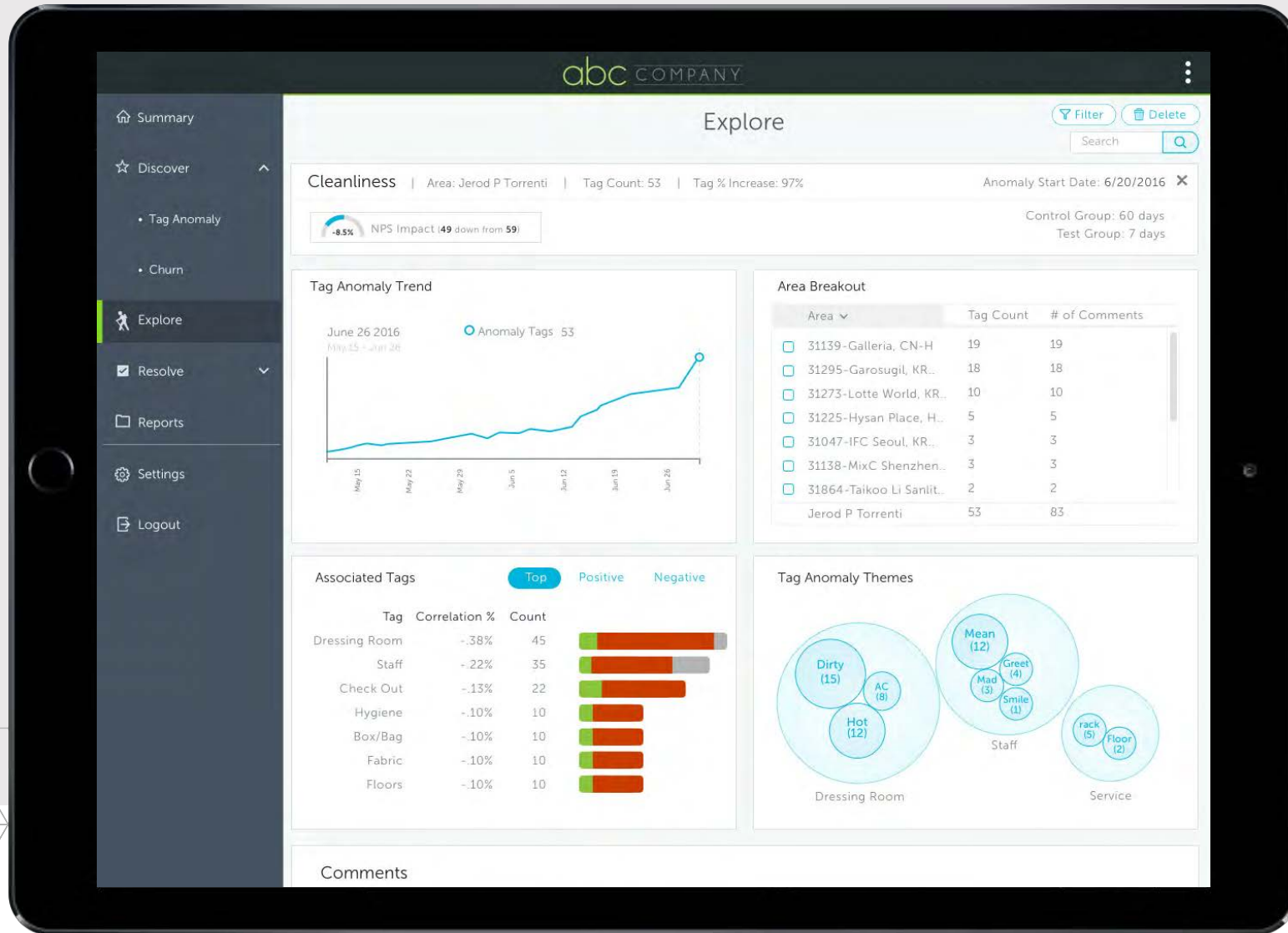
## **Stories**

/stôrēz/

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*noun*

- 1.** Stories are insights, gathered from customer data, that allow you to take action.



And this philosophy drives our technology and innovation.

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**“We get the greatest value from comments. And Active Listening makes comments richer and more robust. The comments mean more than a score and provide the detail we need to fully understand our customers’ expectations and take action.”**

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Rachel Rodier  
*Canadian Tire Gas*

A photograph of three business professionals in a meeting. One man in a blue shirt is looking at a laptop, another man in a suit is writing in a notebook, and a third man is partially visible on the left. The scene is set in a bright office with large windows in the background.

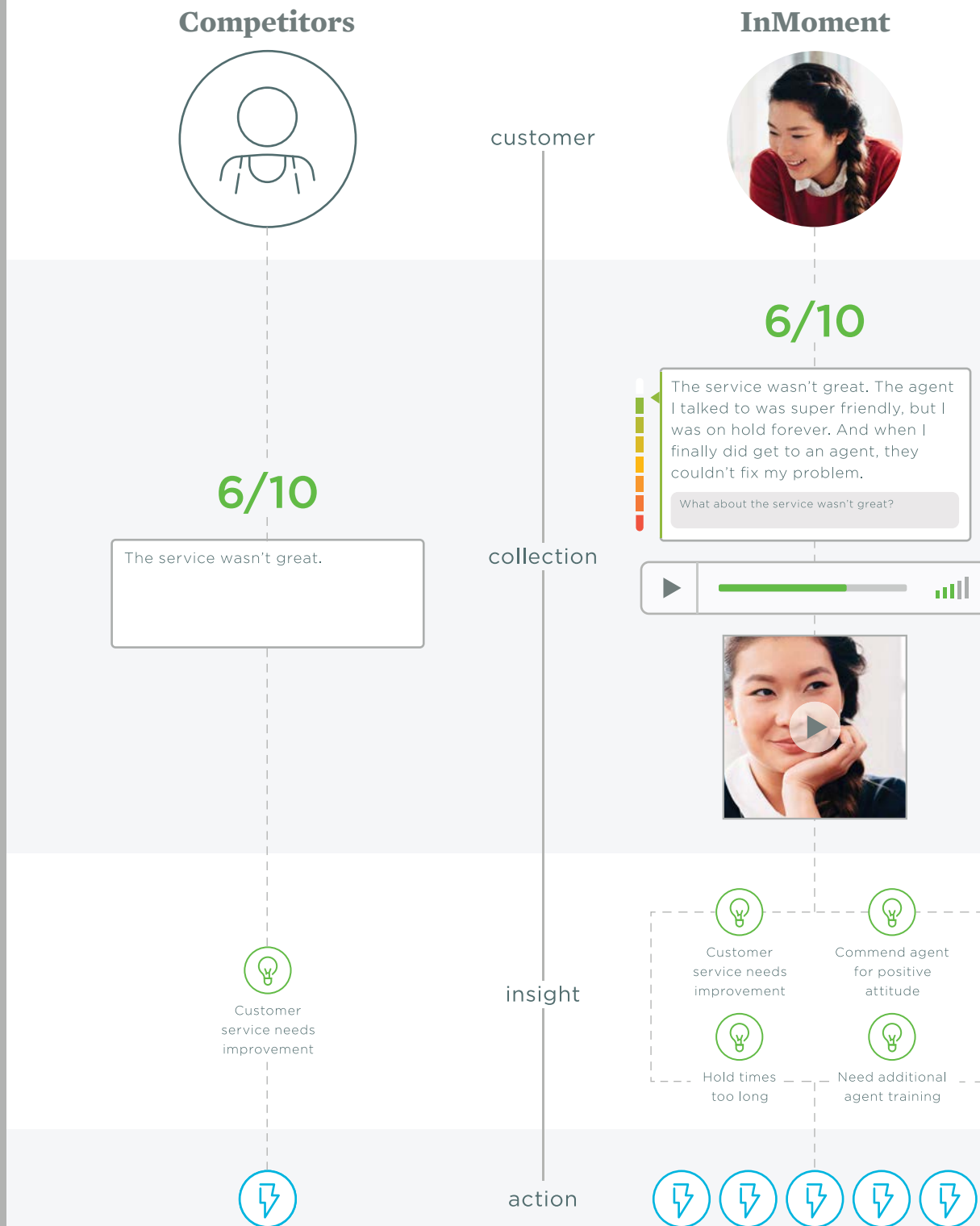
# Listen

The story begins when a customer provides feedback: Listen to customers in more ways and more places



# Get More of the Story

When it comes to listening and the competition, there really is no competition. Other VoC vendors provide unstructured data from traditional comment boxes and an occasional third-party data source. InMoment helps you listen to your customers in more places and more ways—including Active Listening, voice, video, social third-party data, and much more—so you get better data across the board. And better data going in means better insights coming out.



# Active Listening

**“Retailer Express uses active listening in surveys about its in-store experience. Since deploying it in October 2014, it has seen a 33% increase in survey volume and a 37% increase in comment length versus the same period the year before.”**

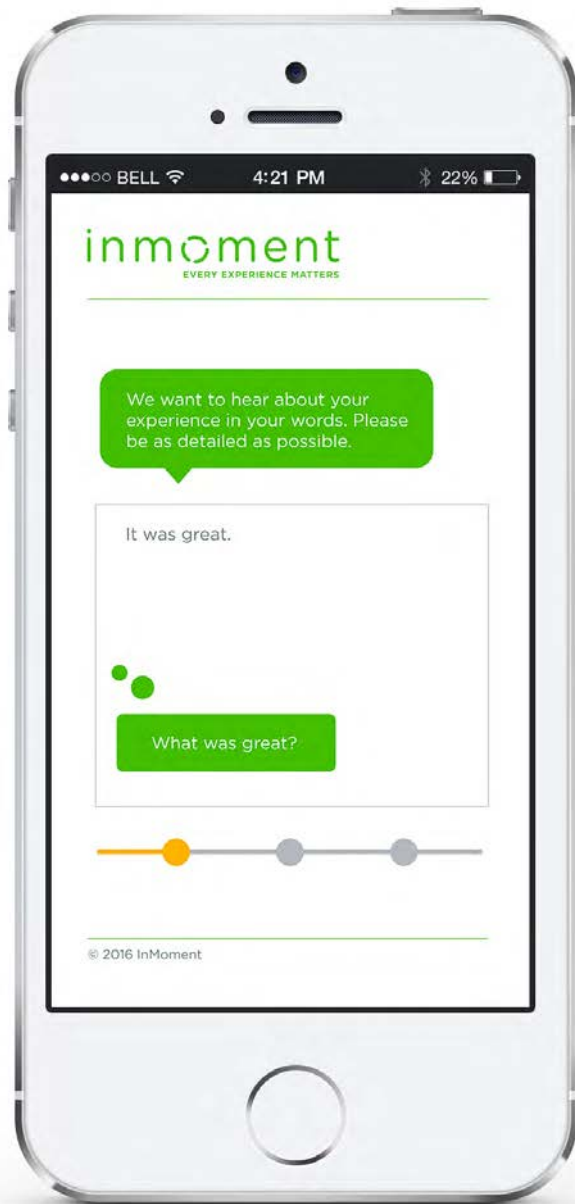
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Beyond Surveys: New Tools for More Effective CX Measurement, Forrester, May 2015

## STORY CONTRIBUTION

*Active Listening encourages the customer to leave more information, which means you get richer data.*

*And richer data at the beginning means you get a better story in the end.*



Active Listening Suite received a Gold Stevie® Award at the 13th Annual American Business Awards

# Video feedback

Video feedback provides 4-5 times richer feedback than a standard open-ended comment while capturing the emotion of an experience.

**“Research shows that emotion is the component of customer experience that has the largest impact on loyalty.”**

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**Bruce Temkin**

**11 Customer Experience Trends for 2016**

## **STORY** CONTRIBUTION

*Stories aren't all about the numbers. Video feedback provides additional context in the form of emotion so you understand the full breadth and depth of a customer's experience.*



# Voice of Employee

- Get a holistic view of the customer experience
- Uncover root cause more quickly
- Engage your employees at a deeper level

**“To better diagnose the root causes of CX issues, companies need to get more systematic about mining employees’ feedback. Effective voice of the employee programs need to collect employees’ feedback, uncover root causes of issues, react to feedback, and explain how VoE insights are used to improve the customer and employee experience.”**

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Bob Thompson

*Gaining a Competitive Edge*

*by Optimizing B2B Customer Experiences*

CustomerThink, 2015

## **STORY** CONTRIBUTION

*Voice of Employee solutions provide another source of feedback from a totally different perspective to help you uncover root cause.*

A group of four business professionals (two men and two women) are seated around a dark wooden conference table in a modern office. They are all smiling and shaking hands across the table. On the table are a laptop, a tablet, and some papers. In the background, there is a whiteboard with several colorful sticky notes pinned to it. The scene is brightly lit, suggesting a window on the left side of the frame.

# Understand

The middle is where the analysis takes place:  
Understand who your customers are and what  
they're trying to say so you can quantify the  
impact on your business

# Take Analytics to the Next Level

All VoC vendors provide diagnostic analytics. And most provide some level of text analytics. InMoment goes beyond that to provide predictive analytics and anomaly detection so you understand what customers are going to do before they do it, and get the answers to questions you didn't know to ask.

## Competitors

6/10

The service wasn't great.

57

The service wasn't great.



Customer service needs improvement

## InMoment

6/10

The service wasn't great. The agent I talked to was super friendly, but I was on hold forever. And when I finally did get to an agent, they couldn't fix my problem.



57

The service wasn't great. The agent I talked to was super friendly, but I was on hold forever. And when I finally did get to an agent, they couldn't fix my problem.

Likelihood to Defect

80%

Revenue at Risk

\$1,458

collection

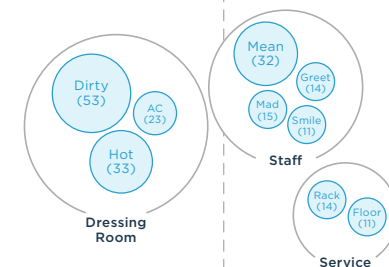
diagnostic analytics

text analytics

predictive analytics

anomaly detection

insights



Customer service needs improvement



Commend agent for positive attitude



Hold times too long



Need additional agent training

# Contextual Customer Data



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Jiffy Lube uses contextual customer data to gather email addresses, send outbound campaigns, and attach metadata like invoice total, which agent worked on the vehicle, which bay/station was used, mileage, vehicle type, and other personal information.



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Principal Financial Group uses Web APIs to get real-time data on which customers have opted to provide feedback. Outbound phone requests are then generated to collect feedback—all within minutes.

# Text Analytics

## Competitor

When I placed my order the Cashier did not say hello, thank you or anything. When my food was ready she put the tray on the counter and said nothing. I was not sure if this was my order as there was 2 other customers also waiting on their food. I said thank you expecting she would say something, but she said not a word. I decided to just check the food and see if it was mine. It was and again I said thank you very nicely. Again she said not a word. To me this is incredibly rude not to say much as acknowledge the customer or even say - here is your food.

Everyone was friendly & prompt

Great customer service. Liliana is very friendly & helpful. Great food.

Great visit.

Everyone was so nice! Food was very good! Then again it always is. Keep up the good work guys!

## inmoment

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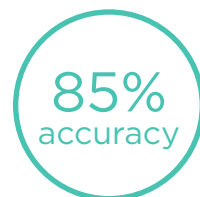
Positive Neutral Negative

Stories that aren't accurate are just fairy tales.

basic model



industry-plus model



custom model





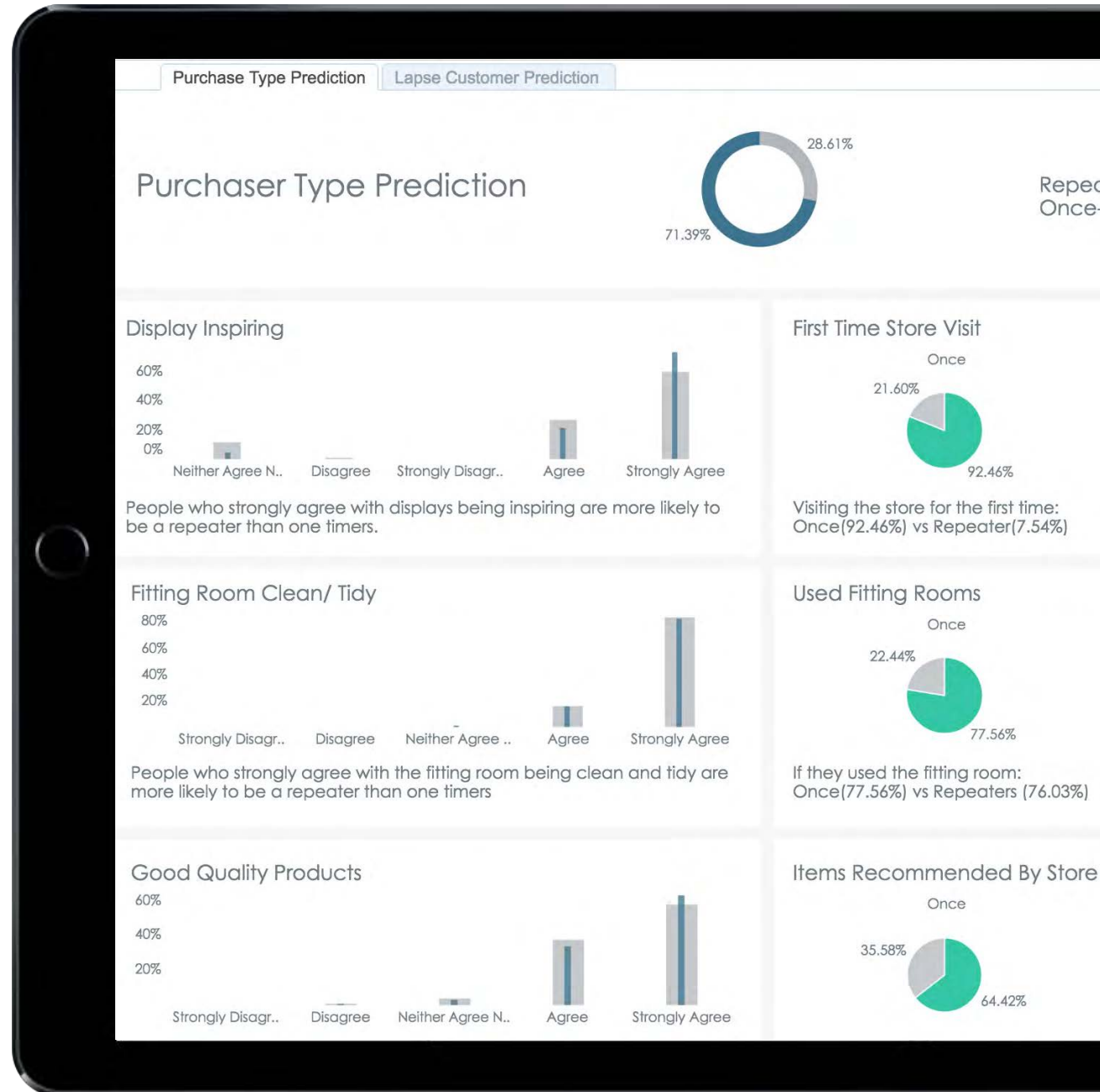
# Predictive Analytics

“By applying predictive analytics to the Voice of Customer (VoC) feedback InMoment gathers for us, as well as structured customer attribute data, we have been able to consistently predict with about 80 percent accuracy whether a customer is likely to become a repeat customer.”

Kristin Anderson  
AVP of Customer Insights, maurices

## STORY CONTRIBUTION

Understand what your customers are going to do before they do it, so you can finish the story and take more informed action.

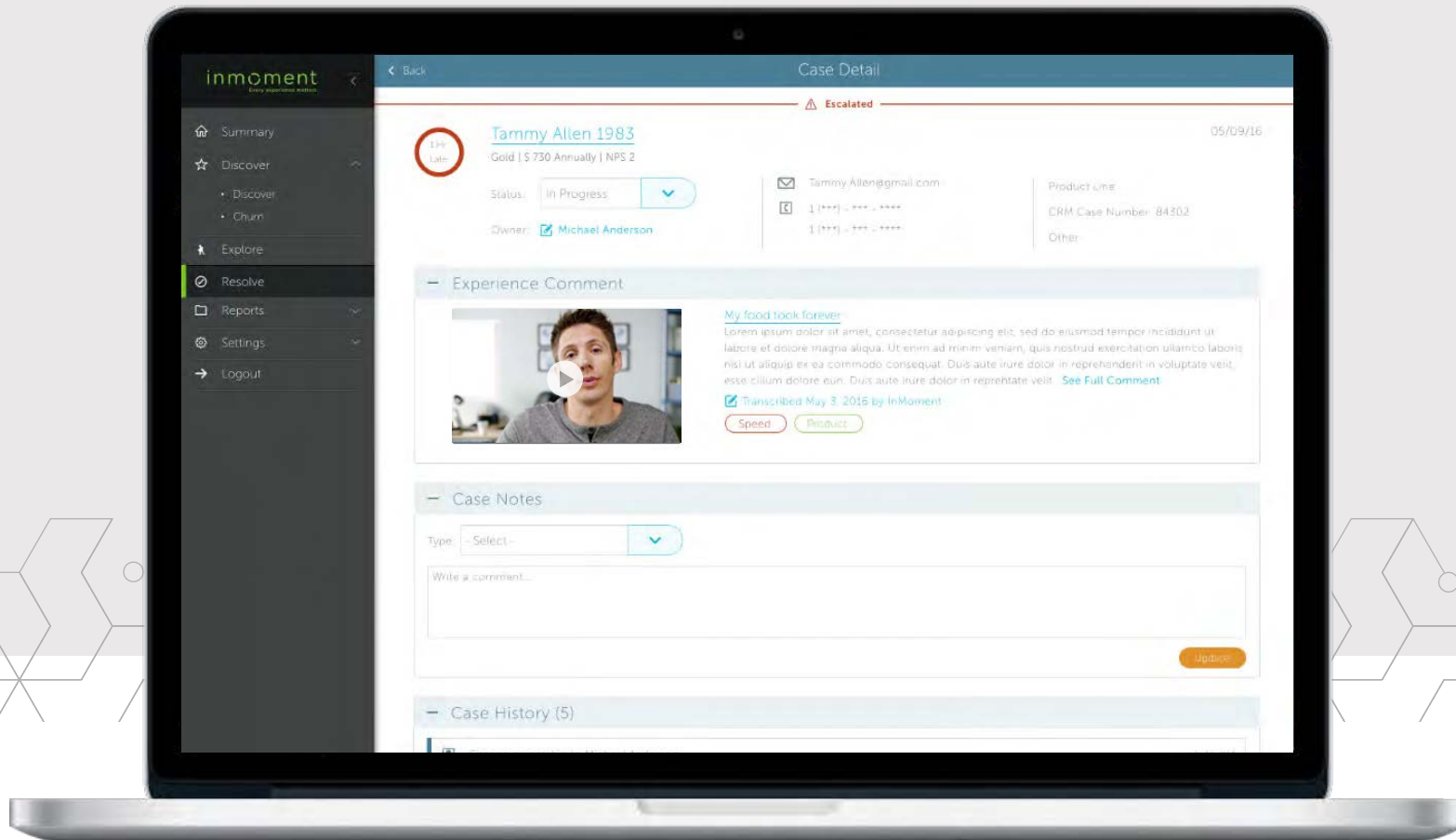


A photograph of a diverse group of business professionals in an office environment. In the foreground, a man in a dark blue suit and a woman in a grey suit are looking at a tablet together, both smiling. In the background, other people in business attire are engaged in conversations. The scene is brightly lit, suggesting a modern office space.

# Share

The end of the story involves surfacing and sharing insights as well as taking action: Share the right information with the right people across your organization who can make a difference and get results.

# Resolve



- Simplify the process of opening, closing, and resolving customer experience cases
- Reduce individual customer churn
- Uncover larger trends and patterns
- Quickly understand root cause

## STORY CONTRIBUTION

*Stories aren't all about the numbers. Video feedback provides additional context in the form of emotion so you understand the full breadth and depth of a customer's experience.*

# Efficiency is Key

“Prior to working with InMoment we only had anecdotal evidence to work with. But now we have actual facts that allow us to understand member needs in real time and make changes quickly, often in less than 24 hours. There is no limit to the amount of money you can spend on things like advertising and marketing, but no amount of money can beat the benefits and insight we’re getting directly from our customers through our CX program.”

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Ralph Cumbee, *Senior Vice President and CXO at Solarity Credit Union*



# Go Beyond Operational Insights

The final step in any story is action. However, to take informed action, you need insights that are delivered to the right people at the right time. Getting insights up and down the operational chain is easy. That's why our competitors do it. Getting insights across the organization—whether they're in marketing, HR, operations, or on the frontline—is harder. But at InMoment, we specialize in presenting insights in a single, easy-to-understand and act upon view, that make it easy for every person in your organization to take that ever-critical final step to finish the story: action.

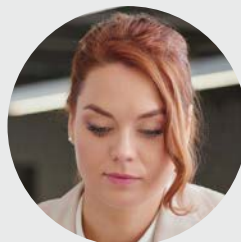
## Competitors



Frontline Employee



General Manager



Regional Manager

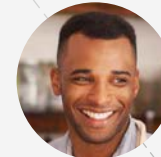


## InMoment

insight



stakeholders



Finance



Marketing



Procurement



Human Resources

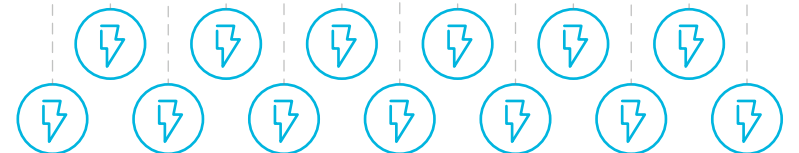


Legal

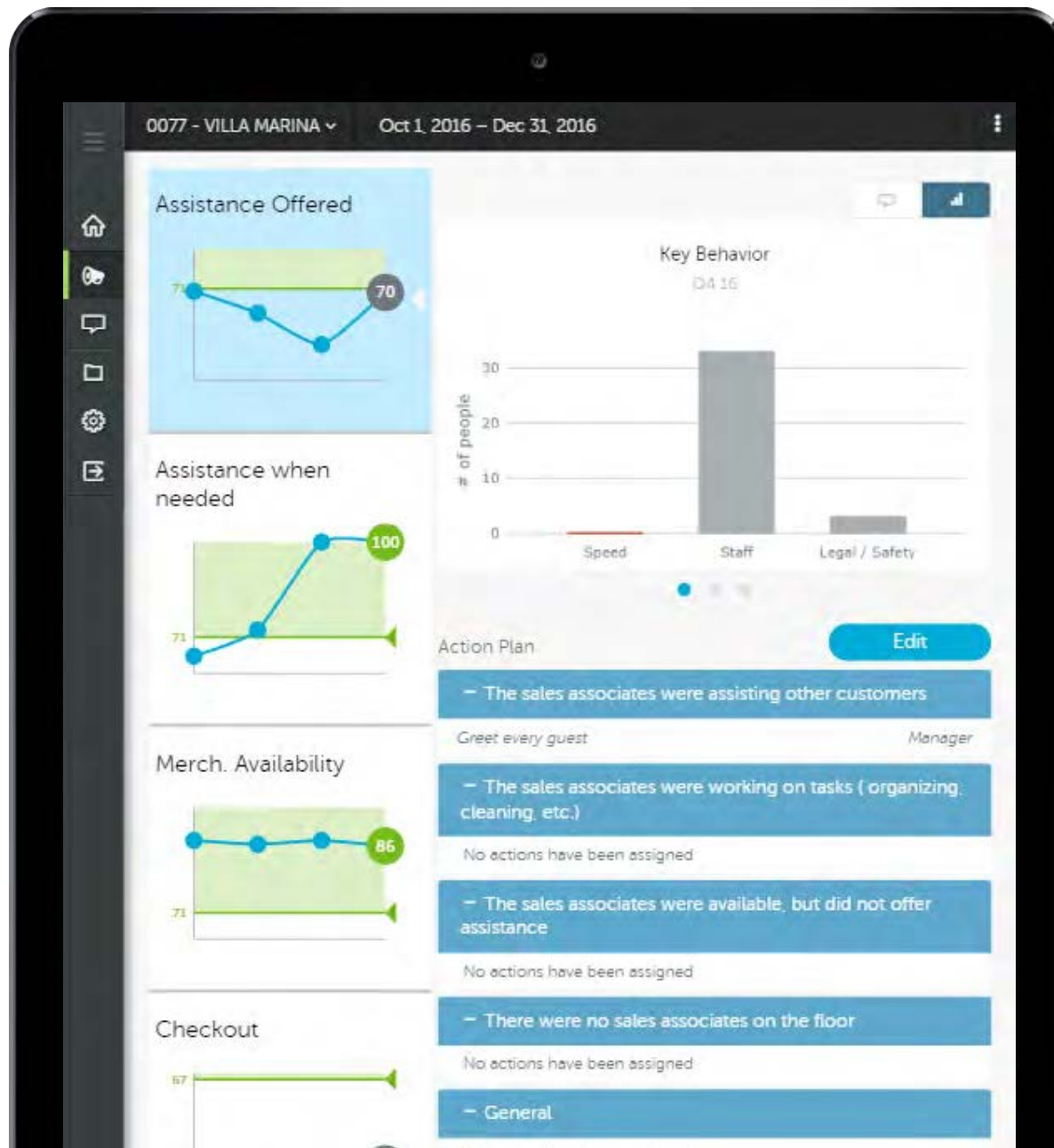


Operations

action



# Coach the front line



“At Smashburger we believe that our in-store experience helps us stand out in the crowded restaurant market. The InMoment program and its location focus is a key to maintaining our competitive edge. During our initial rollout of the InMoment program, we saw a 5.5% improvement in satisfaction scores in the pilot locations versus a 1% improvement in the control locations.”

Jeremy Morgan  
*SVP of Marketing & Consumer Insights,  
Smashburger*

## STORY CONTRIBUTION

Your frontline employees can have the greatest impact on your customer experience. But to do that, they need insights and recommendations tailored for them. Coach gives them the data they need to complete the story.

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**“Our dedicated [InMoment] client service team partners with us to design programs tailored to fit our strategic initiatives and guides us through the execution process step-by-step. We use InMoment as an example throughout our organization of an invaluable global partner relationship that goes beyond what we would expect from a vendor.”**

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*Kelly Fischer, Manager, Store Measurement - Global DTC at Nike*

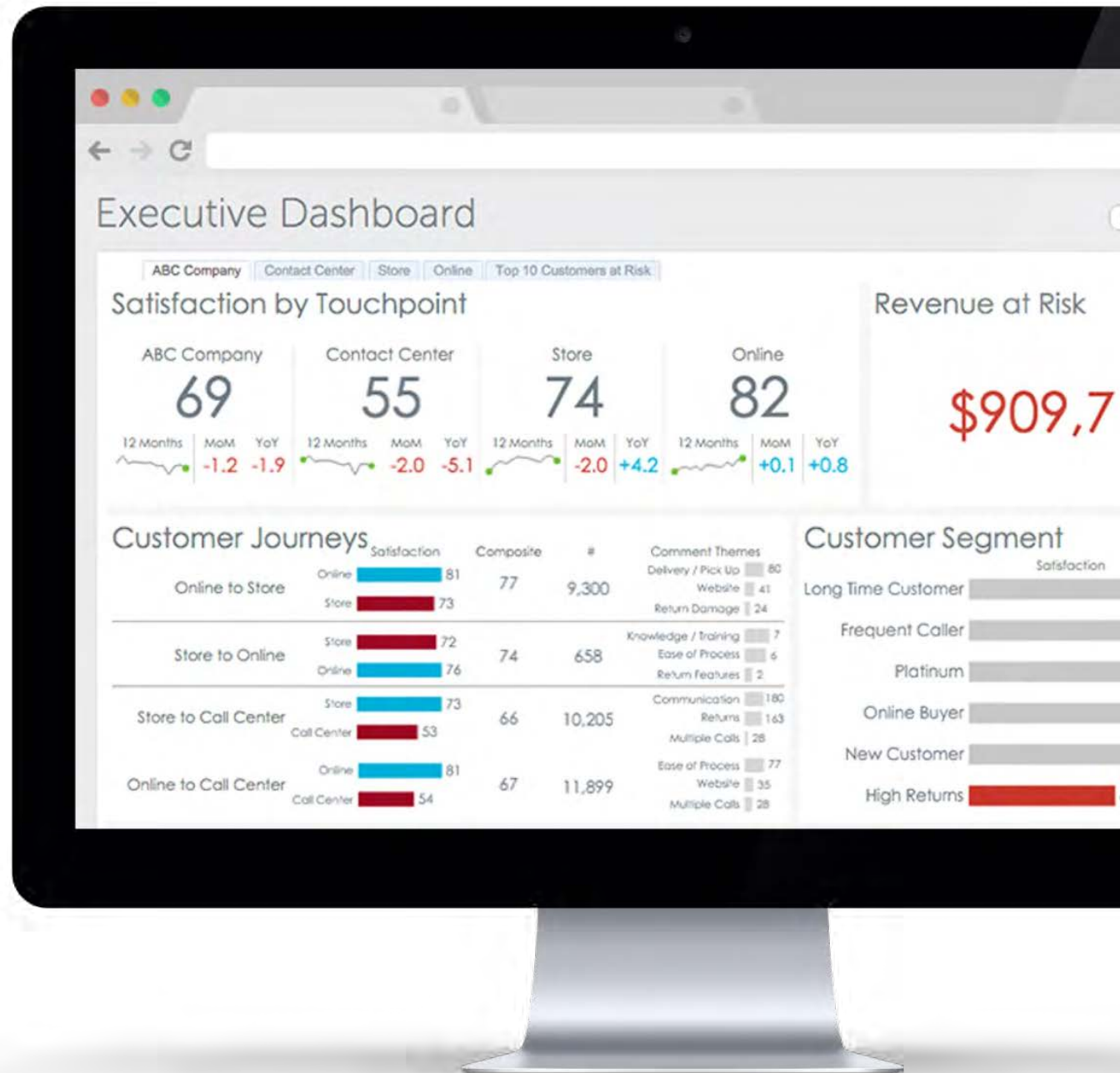
# Exec Dashboards

“The InMoment programme provides us with genuine, timely insights This provides us with robust data about what our customers really want from their shopping experience and informs our ongoing improvement programme across our whole business, including retail operations, partner development, and training.”

Richard Quarterman  
Waitrose Service Innovation Manager,  
Waitrose

## STORY CONTRIBUTION

You can't take action if you can't see what's happening. Get a 360-degree view of your business so you know how, where, and when to act.







# Innovation

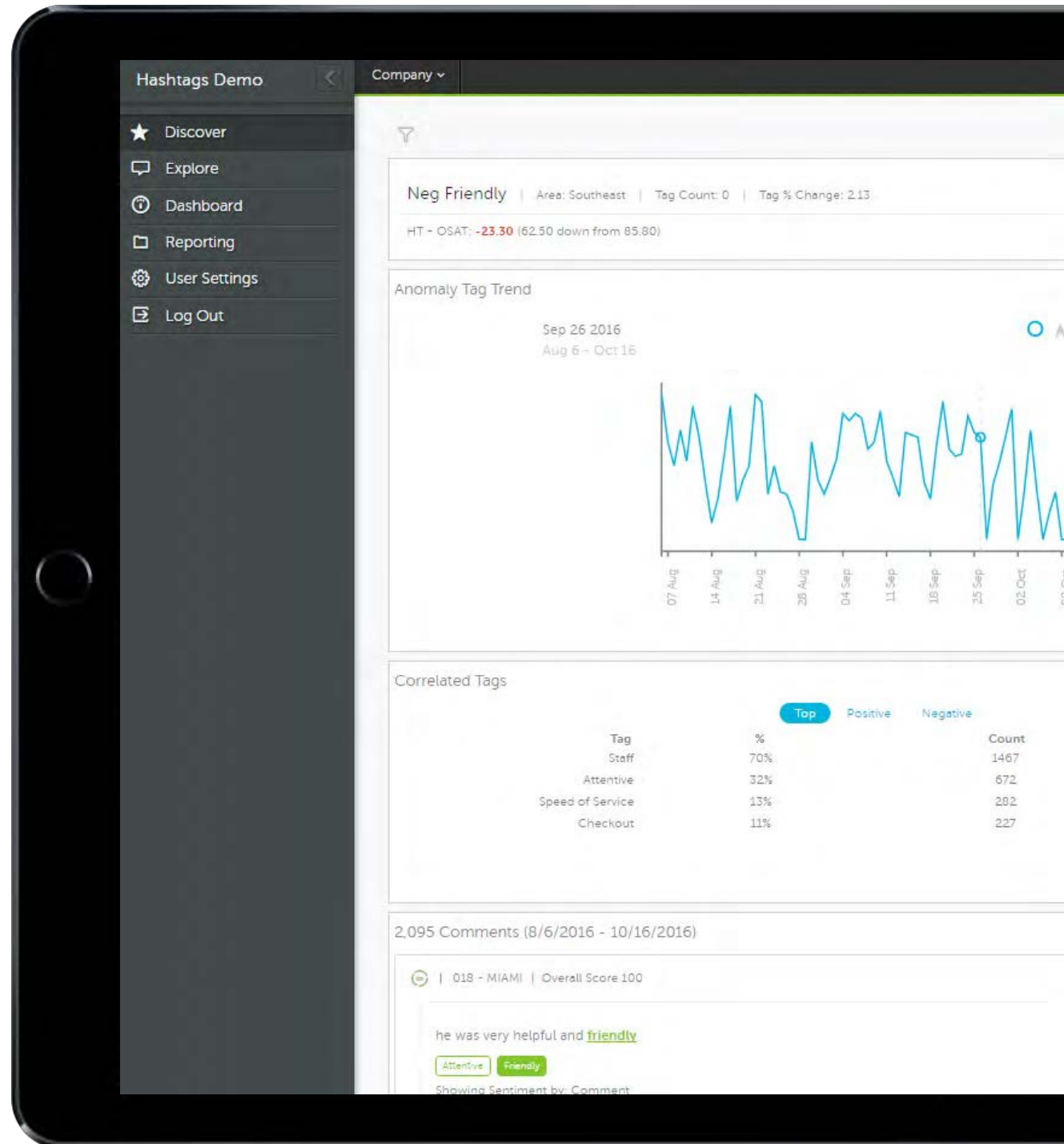
We believe that there is always going to be more to the story, and that belief drives our continued innovation. We're always looking for new, better, and easier ways to get you more of the story.

# Discover

- Get notified instantly about business anomalies
- Take action quickly based on in-depth, rapid analysis
- Track and monitor emerging issues

## STORY CONTRIBUTION

*Discover brings the story to you, so you don't have to go looking for it. It surfaces the who, what, where, when, and why of customer data.*



# Every Experience Matters

At InMoment, we are the only vendor with the technology to uncover the stories your customers' are telling. And better stories bring better relationships and better business results.

inmoment



## About InMoment

InMoment™ is a cloud-based customer experience (CX) optimization platform that helps brands leverage customer stories to inform better business decisions and create more meaningful relationships with their customers. Through its Experience Hub™, InMoment provides Voice of Customer (VoC), Social Reviews & Advocacy, and Employee Engagement solutions, as well as strategic guidance, support, and services to more than 350 brands in 95 countries. The company is the leading VoC vendor for the food services, retail, and contact center industries, with expertise in B2B, financial services, lodging, and numerous others. For more information, visit [www.inmoment.com](http://www.inmoment.com).

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