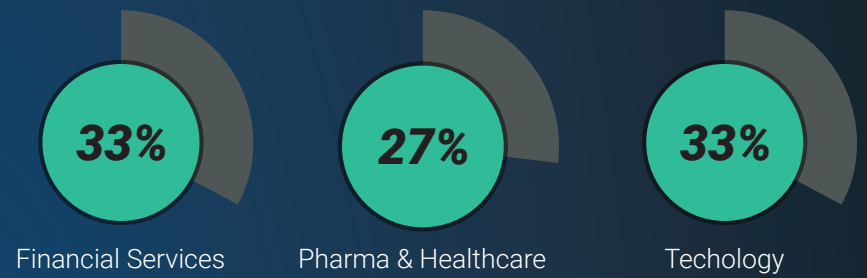


## HOW TO TRANSFORM CUSTOMER DATA INTO THE RIGHT BRAND ACTIONS?

Go beyond the useless dashboard to a customized business solution proven to support and strengthen the relationship between your brand and your customers.

Only **ONE-IN-THREE** brands are able to successfully transform customer data into actions



The result is a significantly lower ROI for CX efforts and CX transformation stalls.

## INTRODUCING **bespokeCX**

A system that consolidates various types of customer data into a single location. It analyzes the data and transforms it into the customer knowledge needed to guide leadership decisions and actions.



### EXPERIENCE

Track Agent Performance Trends



### JOURNEY

Predictively Inform Your Agent Before An Interaction



### RESCUE

Recover Ruptured Relationships



### AUDIT

Identify Moments of Agent Failure



### PLAN

Plan & Track Corrective Actions

### Real world challenges, **bespokeCX** solutions...

#### THE CHALLENGE

“I want to know how our performance measures against key customer metrics, so that we can be sure that we are tracking on time and on trend.”

“Open-ended comments have us wondering how to interpret the general sentiment of our survey respondents. Is there any way to be able to know both the individual comments and overall response?”

“I need more perspective on a customer’s situation and their survey responses in order to help solve their problem.”

#### SOLUTION



**bespokeCX** client dashboard provides **real-time insights** such as survey performance trends, verbatim customer feedback, and top/bottom performing site sections to give your team a clear picture of your brand’s CX progress.

**bespokeCX** sentiment engine provides a concise and comprehensive understanding of your customers’ emotions and attitudes, compiled from their comment summaries and individual reviews.

**bespokeCX** enables your team to access the details of all respondent, profile and survey responses, including individual feedback, technical data, and web journey paths, so you can create resolution for your customers as quickly as possible.

More than just a data management tool, **bespokeCX**’s customizable platform enables your team to collect, share and act together to deepen your customer connection while building employee satisfaction, brand influence and better profits.

Let ONR’s 2+ decades of CX leadership empower your team with the systems and support to take your customer relationships, and your brand, to the next level.

Contact us today to learn more about **bespokeCX** and how it can transform your company’s customer experience.