



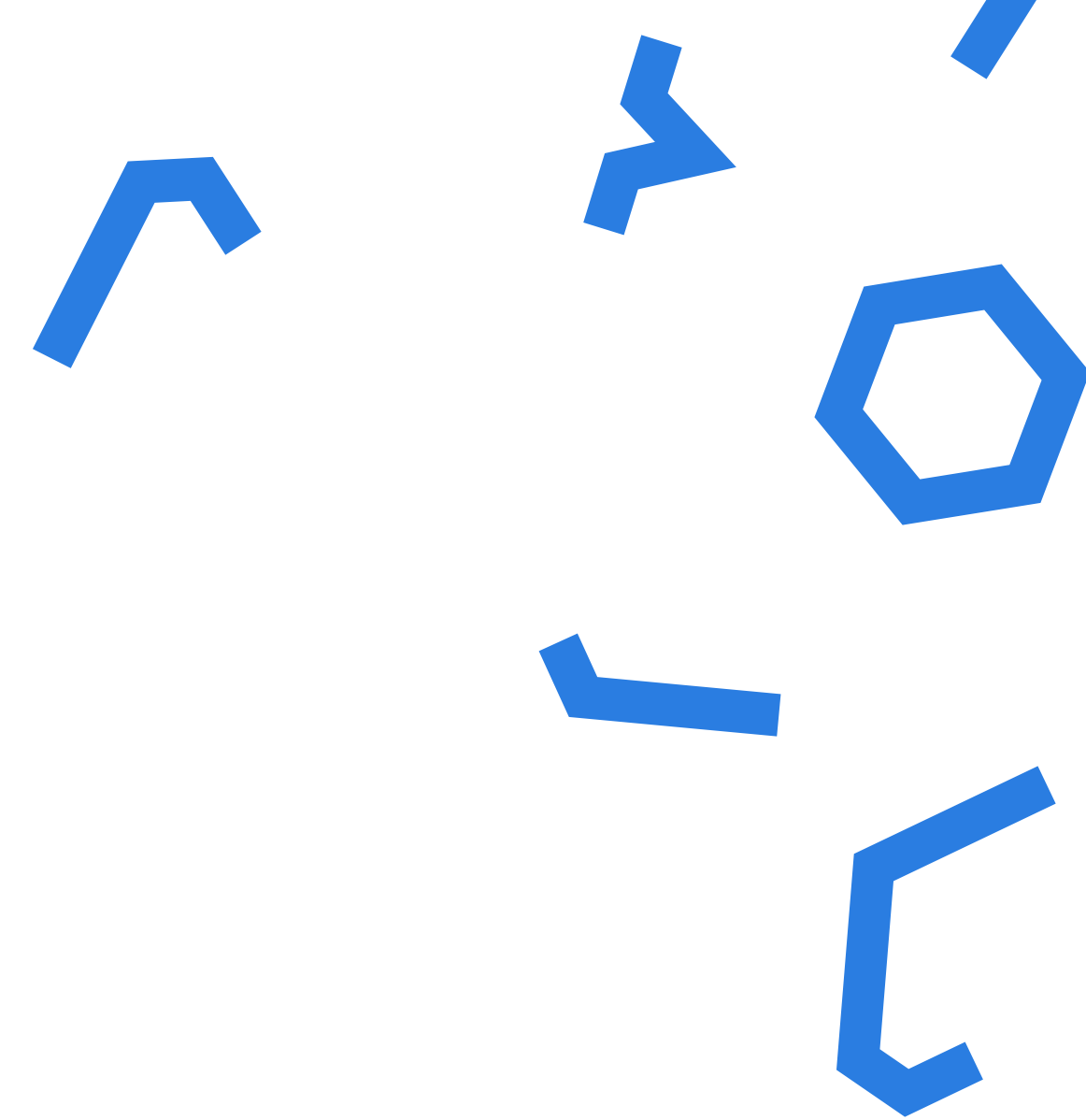
Webex Experience Management

Take customer experience to new heights



Imagine having a single platform that maps the entire user journey across every touchpoint, before, during and after the contact centre interaction. A platform that breaks down data silos from your business applications and brings all the data into meaningful human stories. Best of all, it has predictive tools that help you not only understand the present, but also forecast the future.

Webex Experience Management does exactly that, and more. It's a next generation AI-based Customer Experience Management solution, filled with powerful tools that help you understand your customers' needs and meet their expectations.



What is Webex Experience Management

Webex Experience Management is a software-as-a-service built to provide greater insight across the user journey. The platform helps businesses improve customer and agent experiences through its three pillars of customer experience:

Pillar 1 - Listen

Measuring the customer journey

The experiences a business provides are not individual touch points but rather a continuous collection of moments across a journey. This is the first defining perspective change necessary to implement an effective customer experience management program.

Pillar 2 - Analyse

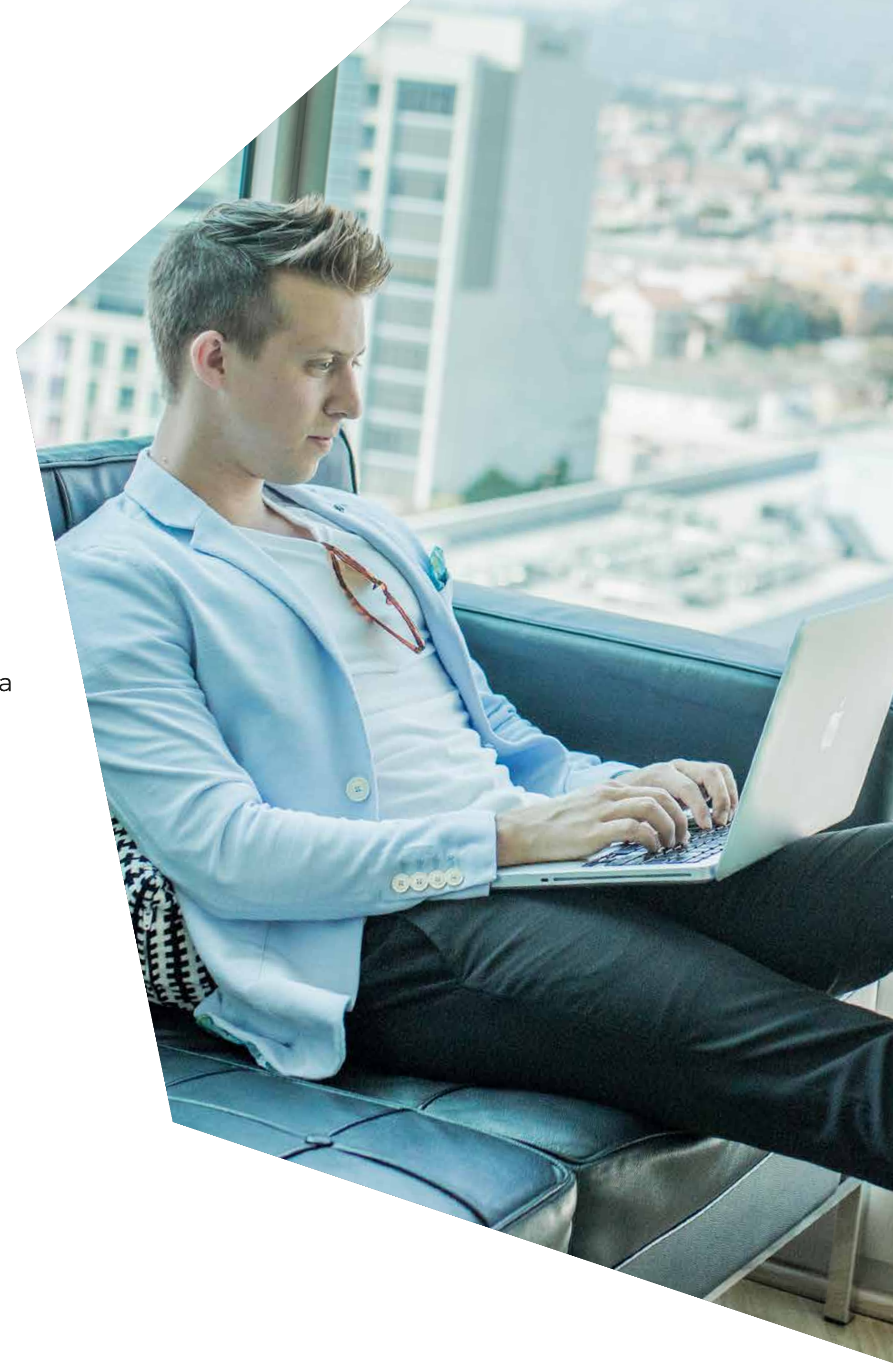
Gaining a 360-degree view of the customer

Companies already have an enormous amount of data about their customers. The true power of this data is unleashed when silos are broken down and this data can come together to create meaningful stories.

Pillar 3 - Predict

Becoming predictive and anticipating needs

Leveraging the power of predictive Artificial Intelligence (AI) to make the CX investments that maximise ROI. Through predictive AI companies can understand what will move the needle towards great experiences before investing, not after.





How it works



Bring your customer journey to life

Customer journey

Follow the customer across 17 different channels and discover their experience throughout the entire omnichannel journey. Assess what can be improved and optimised at each touch point and predict a customer's likely actions.

Micro journeys

A single customer journey map is not enough to truly understand the influence of each touchpoint on an individual customer. Manage experiences through the lens of multiple micro journeys to see the big picture and make data-driven decisions.



Take the guesswork out of decision making

Path analysis

Leverage causal models like path analysis and a structural equation model to untangle the impact of each customer experience driver on business metrics. The path analysis uncovers the causal relationship between different attributes of CX to tell what truly drives the customer's actions.

Predictive analytics

Advanced predictive analytics tells you exactly what needs to be done to improve CX. Instead of only measuring whether initiatives will drive customer experience KPIs higher, Webex uses real commercials to determine the financial impact of the changes.

Theme analysis

Theme analysis helps you uncover things that you may have never thought to ask about. It uses multiple algorithm engines, machine learning and deep learning to determine the theme and sentiment of every comment, product review and customer service interaction.



Bring siloed data together for brighter insights

Integrations with APIs

Use integrations to seamlessly bring together operational, transactional and financial data. Start predicting the financial impacts of your CX initiatives, or proactively reach out to customers who might be at risk of churning or not coming back.

Integrations go both ways

Bidirectional integrations allow your tech stack to work better together. Integrate Webex Experience Management with your ticketing system to empower your frontline team with enough information to be proactive. Or integrate with your CRM to combine transactional and customer data with experiential data.

Your data, your key

With the Bring Your Own Key (BYOK) encryption your security is fully in your own hands. Using BYOK security teams can be proactive in securing sensitive data through revoking or updating the encryption key.



Create powerful surveys to gain better feedback

Easily create surveys

Use the drag-and-drop Questionnaire Builder and select from different question types to cover every aspect of the customers' experience. Adding question tags that classify and segregate survey questions makes it easier to analyse customer responses.

Set real-time alerts for surveys

Collect customer responses in real time to closely monitor changing expectations and needs. Set conditions for survey questions so that when triggered by a response, the concerned employee or department is notified about it. This way you can quickly take corrective action, or recognize and reward employees.



See your data how you want to see it

Customised dashboards

The easy point-and-click interface allows you to create unlimited real-time role-based collaboration spaces and dashboards with data that is relevant to you and displayed in the way you prefer.

Custom widgets

Manipulate and view the data by creating your own widgets with the cross tabulations tool. Or select from the most common widgets that are ready to use from day one. Use the power of crosstabs to slice and dice data, then visualise it in a way that tells your CX story best.

Drill down

Dive deeper into the data and compare different segments without exporting your data into a long, complex Excel sheet. Webex Experience Management allows you to drill down and filter into any dashboard or individual widget in a matter of clicks.



Track customer loyalty with Net Promoter Score (NPS) program

Multi-channel NPS surveys

Track your NPS across multiple digital and physical touchpoints and channels. The Questionnaire Builder allows you to create and customise unlimited NPS surveys across any number of channels in no time.

Analyse NPS trends

Stay on top of your NPS all the time to drive deeper strategic improvements. Webex Experience Management provides a simple widget to track NPS trends over a weekly, monthly or yearly basis.

Understand how close your NPS is to the industry standard and get a clear picture on whether you are headed in the right direction in terms of enhancing your CX. Recommended goals enable you to reach and surpass industry standards.



Use Sentiment Analysis to decode customer sentiment

Create dual-level themes and visualise

Save time spent on reviewing individual customer responses by viewing a hierarchy of themes instantly. Generate two levels of theme classification to drill down into the sentiment and visualise these themes with the Theme Classification widget.

Analyse customer emotion

Tap into machine and deep learning to precisely identify customer sentiment associated with open-text responses and brand conversations.

Set real-time alerts for online customer comments

Get real-time alerts delivered to your mobile or laptop when a customer is writing a review about your organisation, be it on social media or on a third-party site.



Empower your agents with customer journey insight at their fingertips

Contact centre

Customer journey insights are embedded directly into the contact centre desktop, empowering your agents and supervisors with customer sentiment and journey data in real time.

Customer experience analytics

The Customer Experience Analytics capability displays the overall pulse of the customers and agents through metrics such as NPS, CSAT and CES.

Customer experience journey

Agents can view past customer survey responses and industry-standard metrics while interacting with the customer, using The Customer Experience Journey capability. This information at their fingertips, helps personalise their interaction and drive improvements.



Actionable insights drive action, not just insights

Impact analysis

The Impact Analysis model looks at the impact of drivers on customer's loyalty, experience, or the financial value to identify what moves the needle. Use it to determine what's most important for your customers and what you need to prioritise to achieve the best results.

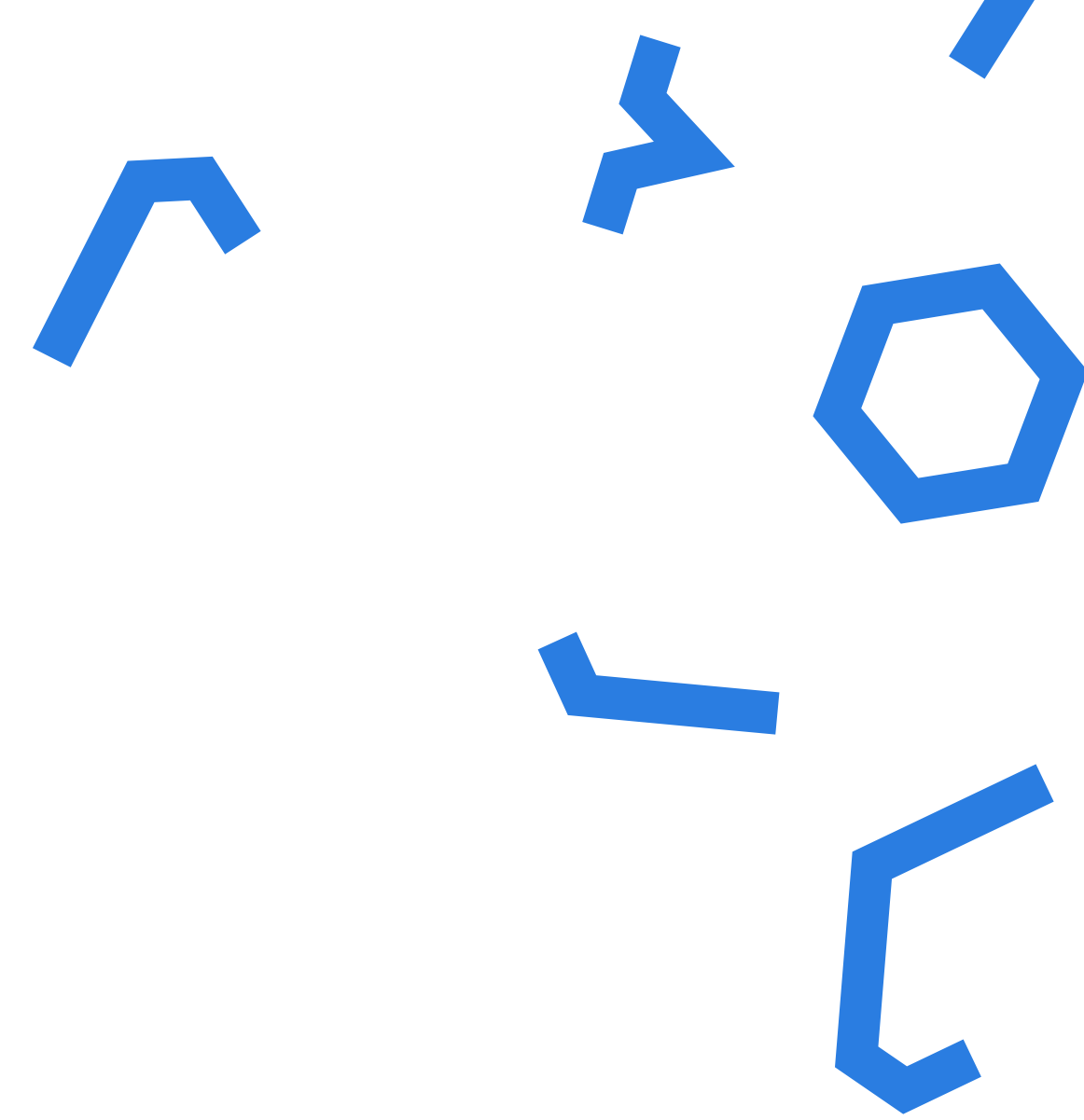
Recommended goals

Think of the Recommended Goals widget as your personal data analyst that points you in the right direction. The widget gives you a prioritised list of the improvements you can make to generate the biggest impact to your CX.

Most liked and disliked attributes

The Most Liked and Disliked widget simply tells you what your highest and lowest average attribute rating is. It makes the data user-friendly for everyone to celebrate good work and drive team collaboration in areas that need improvement.





Are you ready to achieve
customer experience success?

Contact BrightCloud Group's experts
today via your Account Manager.