

## PURPOSE:

Customer Experience Monitoring (CEM) is a process that measures and evaluates your customer's attitudes and spending habits, providing a timely and proactive gauge to help you positively address the overall brand and touch-point experience.

## BENEFITS:

Customer Experience Monitoring provides key benefits to:

Your customers

- Provides a proactive response to issues or complaints, increasing satisfaction.
- Ensures satisfaction that increases engagement, loyalty and the desire to repurchase.

Your brand

- Allows you to anticipate and respond to "adverse customer experiences".
- Provides a baseline of satisfaction that can be improved over time to ensure incremental sales.
- Produces higher profits and ROI.

## METHODOLOGY:

The CEM requires little effort on your part, simply pass us some selected data sets. We utilize empirical, statistical methodologies that analyze customers in aggregate or by select segments. Your customers will continue to shop as they normally would and we will monitor their activities.

On an ongoing basis, we derive four empirical indexes. The four indexes work in unison to create an industry leading level of customer insight. Because the indexes are empirical, they can be tracked over time to see if experience and buying habits change. Here is an overview of the indexes:

- **DataCo Loyalty Index™**

This index uses empirically-derived questions to measure your customers' attitudes and perceptions regarding their experience with you. Customers are identified as loyal, non-loyal, or neutral to your product/service.

- **Sales Insight Index**

This index utilizes customer transaction data to determine if there are statistical differences among your customers' purchasing behaviors and habits.

- **Social Media Index**

This index is based on three metrics: the volume of chatter on social media; the sentiment of the chatter; and the influence of those chatting. Reports of the issues and trends on social media channels are measured and reported.

