

Cemantica.

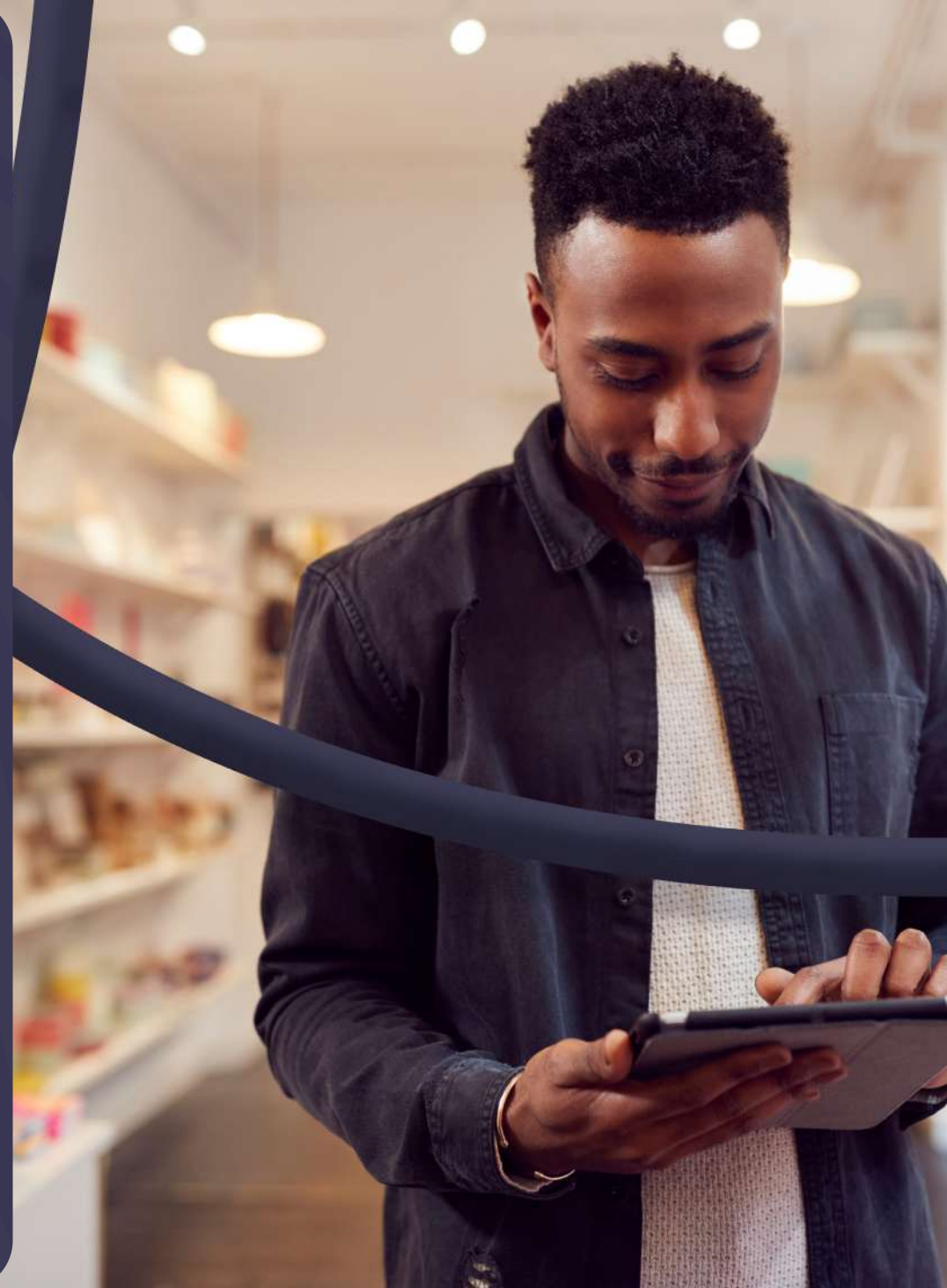
An innovative
customer experience
journey management
platform to scale with
your business goals



Identity



We are a scalable end-to-end Customer and Employee Journey Management Platform leveraging CX best practice to empower you to achieve your business transformation goals, from strategy to execution. Our customer experience specialists work with enterprise customers and specialist partners across the globe.



Mission



We help organizations gain a better, deeper understanding of customer needs and expectations, turning those insights into profitable opportunities to improve customer experiences through the entire relationship lifecycle.



Our values



Passionate

Here at Cemantica we are passionate about the human experience and love to spread our motivation for providing better customer experiences with people at the heart of everything. Our team ethic of making work fun is contagious.



Empowering

We believe in giving our customers the tools you need to realize your business goals. Customer experience specialists support you in a timely manner during your customer-centric journey as you grow. We're here to listen, understand, guide and support you.



Innovative

Because change is constant, Cemantica knows that innovation is key for you to unlock new ways of giving customers what they want. We constantly adapt our technology and methodologies to anticipate market needs, now and in the future.



Reliable

Cemantica was built by CCXP professionals with proven methodologies and technology you can rely on. Count on us to provide you with best practices and be part of your team, whenever you need us.

Meet the leadership team

People matter, experience is invaluable.

Our international leadership team, each with their own specialist teams are aligned under one goal to help you deliver exceptional customer experience.



Eytan Hattem CCXP
CEO & CX Business Lead



Esther Edelstein
Sales & Marketing Director



Raphael Ben Zekri
CTO



Pavlina Bergan CCXP
Consulting and Operations Director



How our approach helps

Cemantica, an innovative Customer and Employee Journey Management Platform where you can centralize, organize, share all CX your data and manage the CX cycle from A to Z from conception to execution.



Define Strategy

What is our brand promise?



Build Personas

Who are our customers?



Create Journeys

How do customers experience the relationship?



Connect VOC Data

What do customers need and expect from us?



Measure ROI

What is the return on investment related to CX?



Share CX Culture

Are our employees customer obsessed?

Aligning a CX approach with business strategies...

- Grow revenues and profits and develop new income streams
- Increase customer acquisition
- Stabilize and improve customer attrition rates and loyalty
- Analyze and improve conversion rates (prospect to customer)
- Control and increase lead generation
- Improve your competitive position on the market
- Gain insights needed to launch new products or offers



Aligning a CX approach with business processes...

- Increase number and quality of customer references
- Reduce customer effort required (fix frictions)
- Positive customer interactions
- Better, more personalized ways to communicate and engage with customers
- Deeper insight into how your customers experience your brand versus how you think they do
- Reduce fragmented and siloed approach to customer engagement

Our global presence



Headquarters in France, R&D in Israel, and a team of customer experience specialists located in different parts of the world.



*coverage indication only, multiple per country / region

Our partnerships



A key part of our approach is building global partnerships with market leading and innovative players in CX and technology. We work hand-in-hand to ensure our customers benefit from complete support, from strategy to implementation, to drive your CX goals; keeping up-to-date with the latest and best in customer experience innovation.

Strategic alliances

We work with CX consultancy firms and digital transformation partners for global and local CX implementations and support.

Technology partners

We harness the latest technologies to build an all-in-one customer experience management platform.

And with more than 70 native connectors to your daily business apps, enterprise CX management is seamless.

Some selected partners



How do Cemantica help our customers and partners in the global CX community?

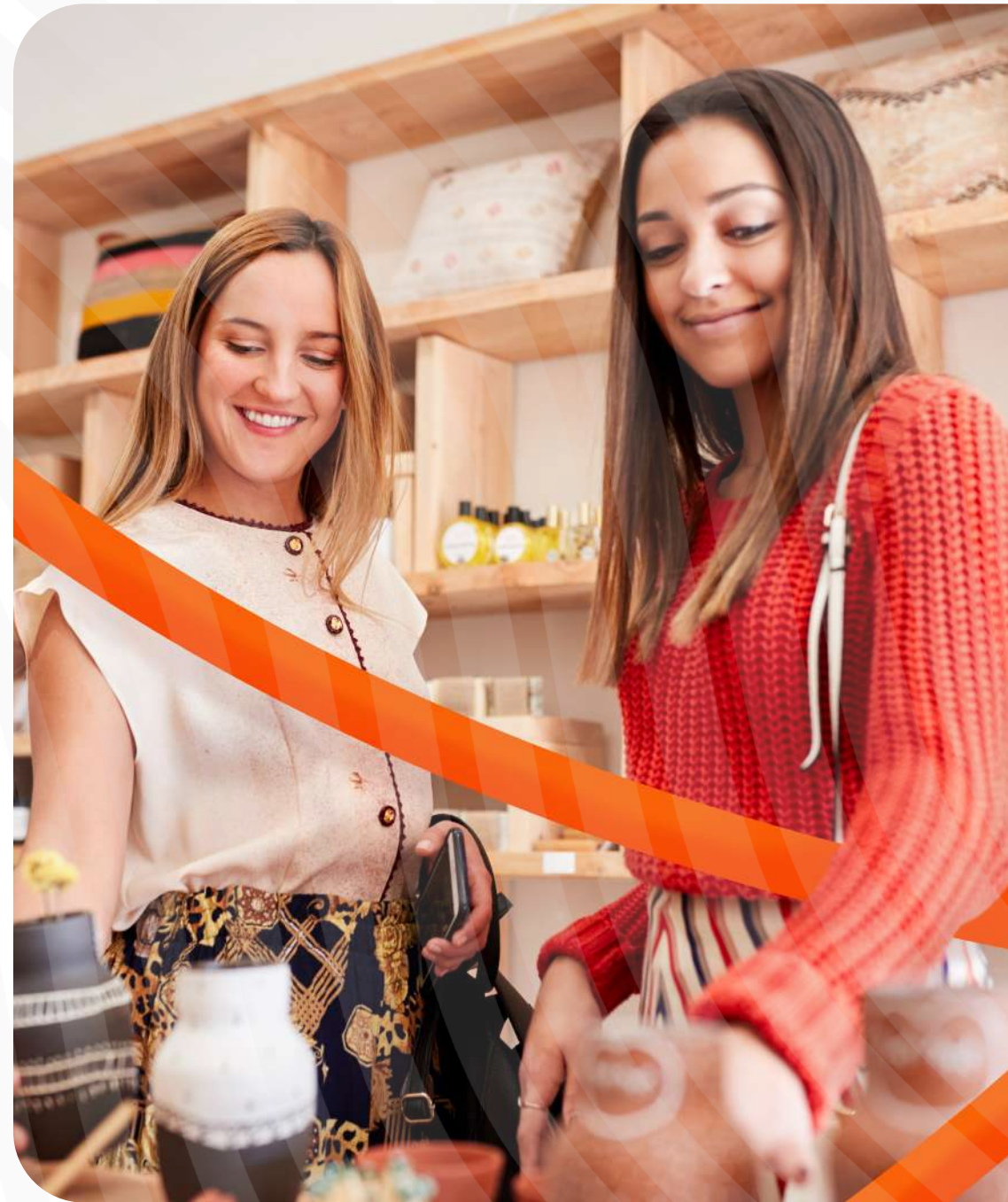
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Cemantica can support me by continuing to demonstrate that customer experience isn't just theory. But with the right platform enabling professionals to document and manage the theory to operationalize Customer Experience, we can truly deliver the value that organizations are looking for.

Without Cemantica it's so hard to do, with Cemantica it gives us the structured approach to Customer Experience that I've wanted my whole career.”

Ian Golding, CCXP

Global Customer Experience Specialist
Customer Experience Consultancy



Be the brand your customers love

As customer demands evolve, the changes needed by organizations to react and future-proof strategy, operations and culture needs constant attention.

Our scalable SaaS platform, combined with our proven CX program approach, allows your organization to constantly refine your customer-enabled operations and go at the pace your customers, stakeholders and competitors demand.

54%

Customers who report positive emotions like feeling happy, valued, and appreciated are willing to forgive brands that make mistakes.

Forrester, 2022

60%

CX leaders see larger returns from CX initiatives relative to other initiatives in their organization.

PwC, 2017

29%

Organizations that demonstrate how customer satisfaction is associated with growth, margin and profitability are more likely to report customer experience (CX) success and are 29% more likely to secure more CX budgets.

Gartner, 2022

83%

Executives feel unimproved CX presents them with considerable revenue and market share risks.

Forbes Insights, 2020

53%

CMOs said a lack of skills/knowledge of the technology and/or data management was one of the biggest barriers to realizing their CX vision.

Martech Alliance, 2021