

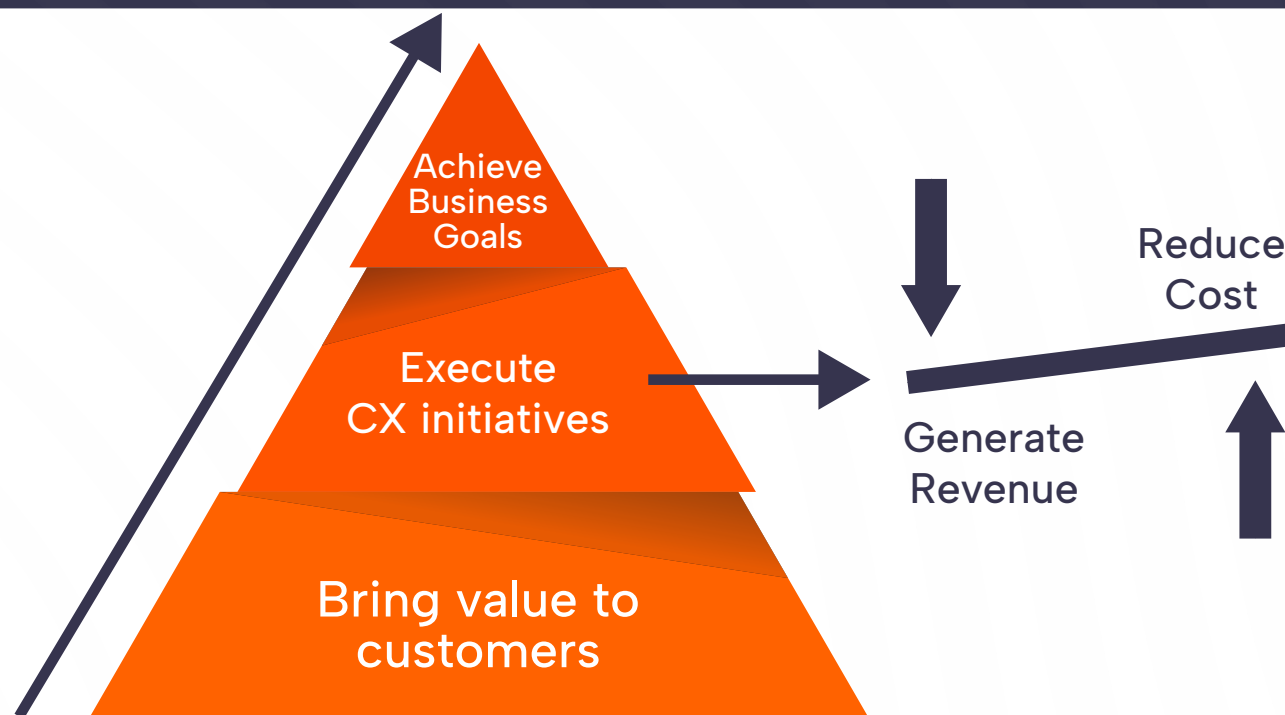
## ROI & Analytics.

Helping your **CX program** show and **measure possible and real business benefits** in line with organization **goals and KPIs**.

# The financial importance of customer experience analytics

Customer Experience programs are a lever for business transformation to meet customer needs while supporting business goals.

To prove value of a customer experience program is key.



Can you track and quantify the financial contribution of each CX project, and ensure it is in line with your company's objectives?

**Cemantica can help.**

# Making the KPI connection

How can you show the value CX initiatives bring to the business?

By linking each CX initiative to business KPIs with their own business goal and instantly measuring the outcomes in terms of business performance; you can prioritize and focus on the right projects to ensure your CX program contributes to the business objectives of your organization.

The **ROI module** in the **Cemantica Journey Management Platform** helps you measure the bottom-line impact of your CX program.

## Business KPI



Revenue



Customer Acquisition



Customer Attrition



Conversion Rate



Lead Generation



Opportunity pipeline

## Experience KPI



Customer Satisfaction



Customer Effort



References



Interactions



Loyalty



Engagement

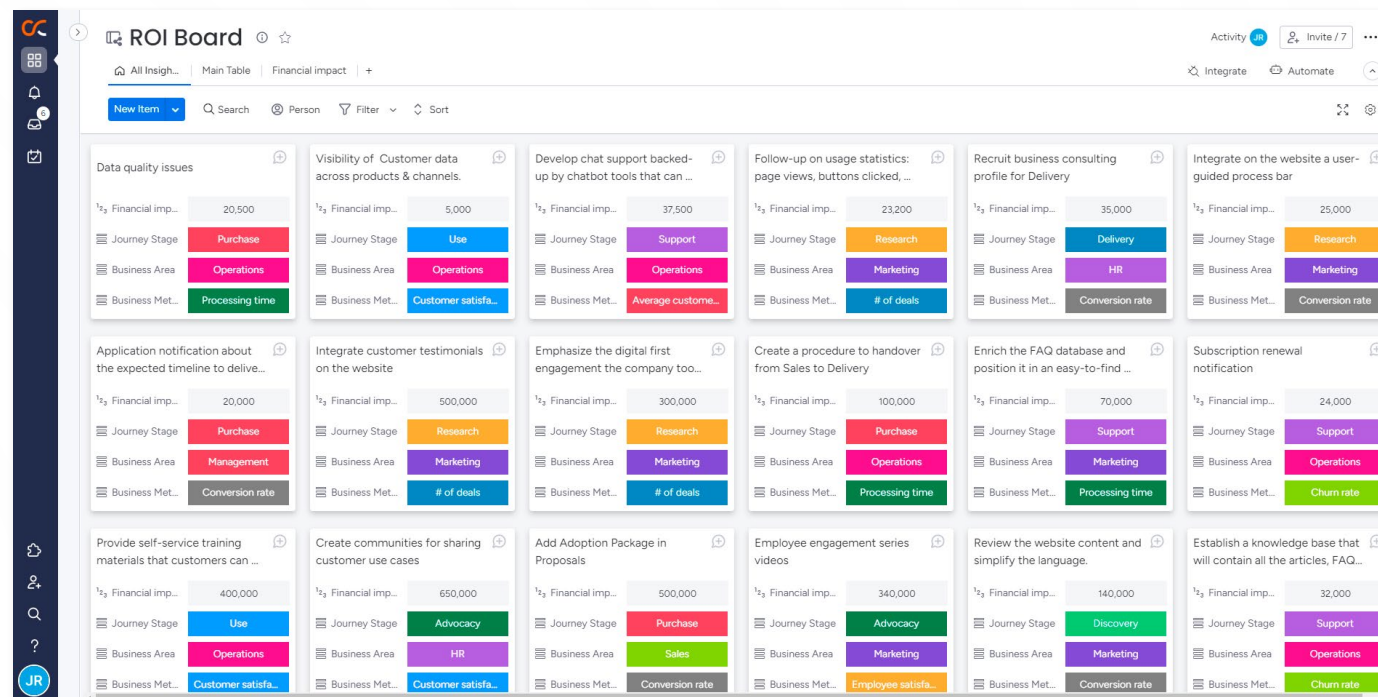




# ROI Board

Create, summarize and collaborate on your CX initiatives planned and being worked on, with their financial value to the organization:

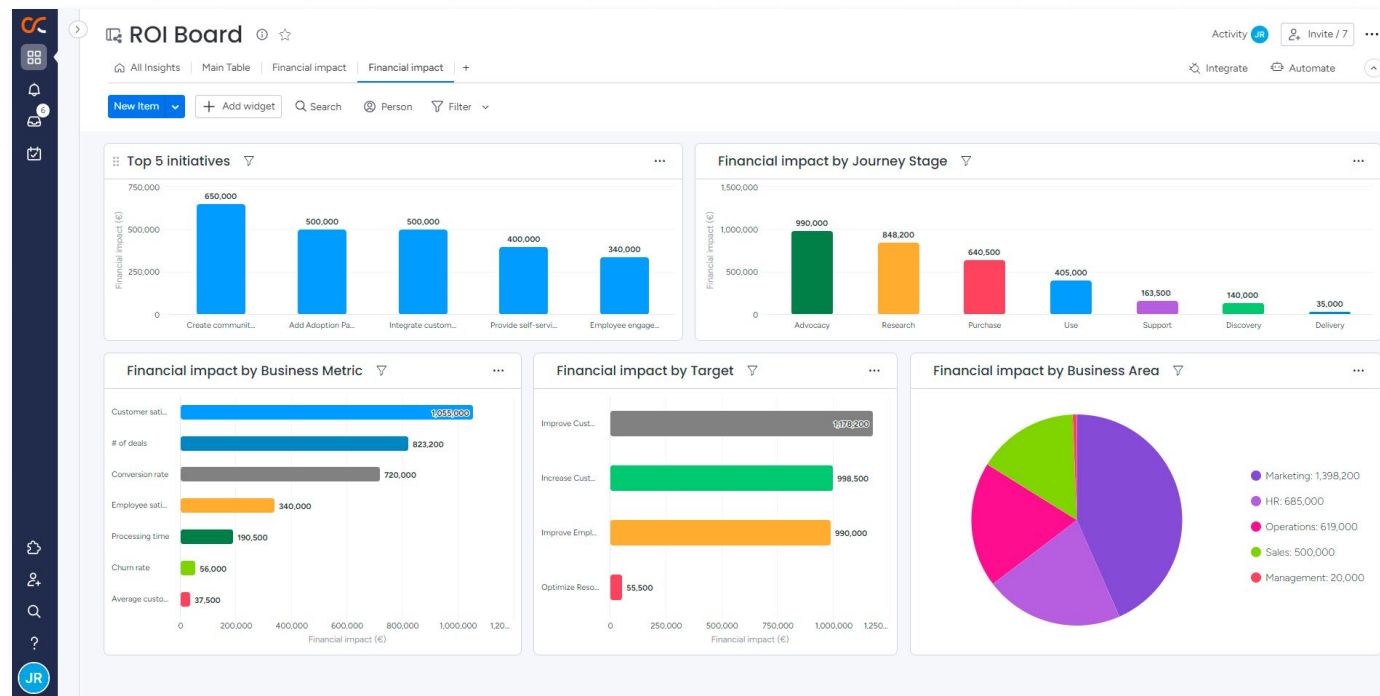
- Create a business case for each project
- Define targets and goals
- Prioritize your CX projects
- Visualize the financial impact of your CX projects
- Constantly analyze and align CX ROI to business goals



# Dashboards

Make sure your CX initiative stays connected to business objectives along the CX program lifecycle:

- View revenue generated by different CX initiatives and journeys
- Understand the performance of your CX projects against objectives in real time
- Quickly see financial impacts by different criteria (by initiative, by owner, over time etc.)
- Instantly share to your management team in easy to digest format



# Grow with Cemantica

Ask about additional modules to ROI & Analytics in our scalable SaaS platform that allows your organization to set up, analyze and constantly refine your customer-enabled operations.



## Customer Journey Mapping

Create your own tailored customer journey maps to surface all touchpoints with your brand, create personas and analyze their sentiment along the journey.



## VOC Data Integration

Benefit from real-time integration of actual customer feedback data into your journey maps.



## CX Program Management

Turn insights into actions with defined tasks for your team to prioritize, collaborate, execute and analyze.



## CX Consulting Workshops

Our CCXP consultants support you with best practice guidance and practical workshops at each stage of your CX program.



# About Cemantica

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.





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

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





# Mission

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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.

