cemantica

Voice of the Customer data integration.
Enrich your **journey maps** with **real-time customer insights**

Challenges facing the modern enterprise

There can be a **disconnect** between various team's efforts on gaining feedback from customer interactions; creating **a silo effect between customer–facing departments.** This lack of a holistic view can impact **true customer insight,** a key ingredient of your CX program.

Data from **multiple applications is constantly generated** at a vast pace from all customer interactions including NPS feedback, satisfaction surveys, case studies, customer interaction data stored in your CRM etc., the challenge is to **gather this together** in a meaningful way.

By **purposefully inviting, collecting and integrating VoC** into your CX approach in a **structured** way, your organization can better **understand and adapt** to changing customer demands.

A key module of the Cemantica platform is **VoC Data Integration,** available in the Enterprise package, which seamlessly brings in your actual feedback from interactions into your customer journey maps, allowing you to **flex your CX program according to real customer sentiment.**

Enrich customer journey maps

Once you've set up your journey map and personas, you can go further and infuse with the customer feedback data you hold to enrich your insight:

- Integrate data manually or through web services and API
- Get real-time VoC data (more than 70 connectors available such as Qualtrics, Medallia, Survey Monkey etc.) directly integrated to your maps
- Inform your CX program with on-going customer satisfaction updates
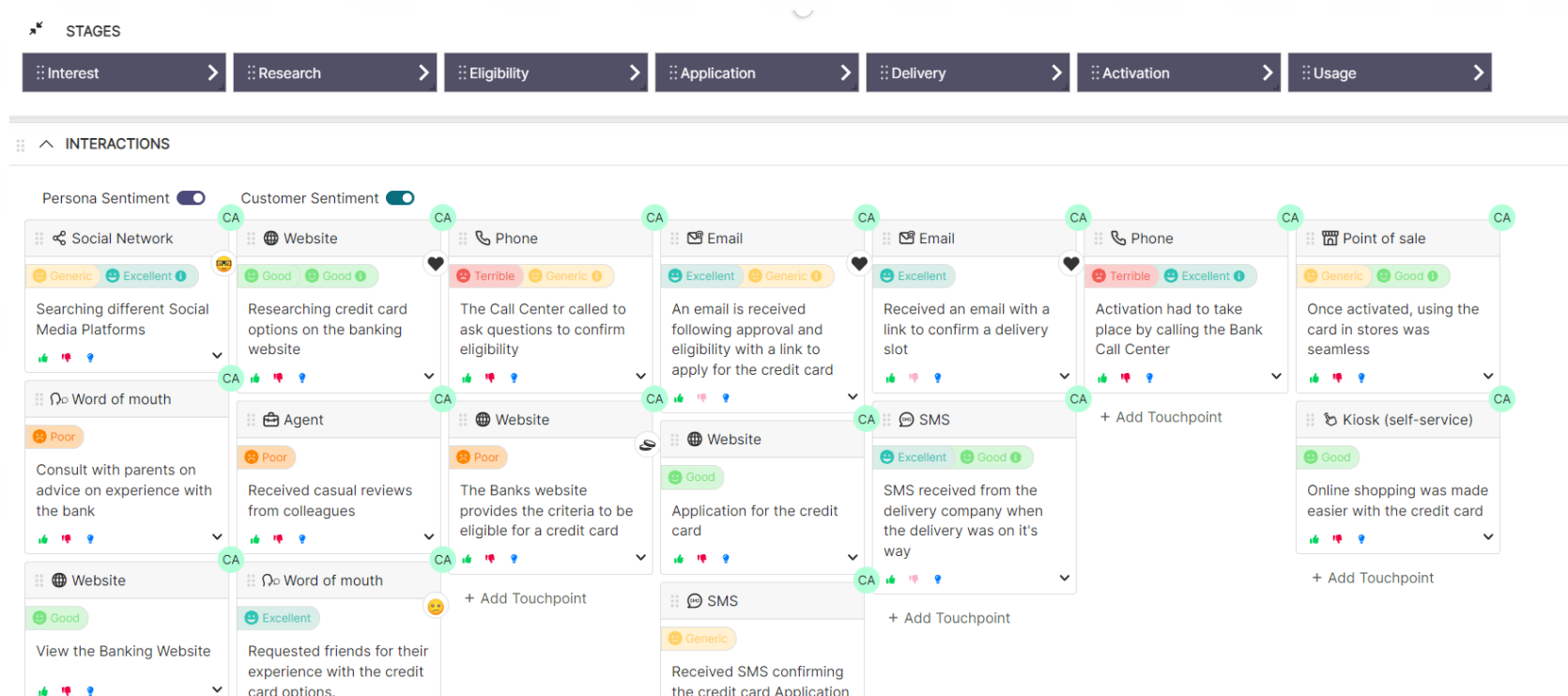
Analyze customer and persona sentiment

With the Cemantica platform, you can easily view and compare sentiment levels at each journey stage:

- Toggle between multiple personas and customer segments
- Focus on gaps between real customer sentiment and persona sentiment in order to address issues and frictions
- Visualize what matters most to your customer segments at each stage of the journey
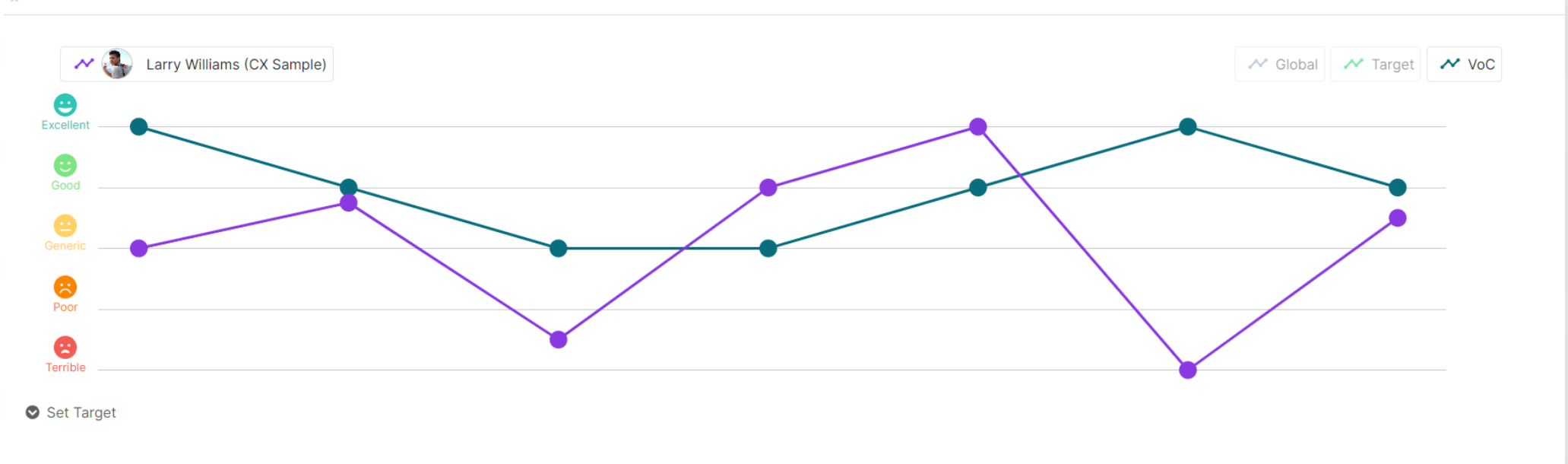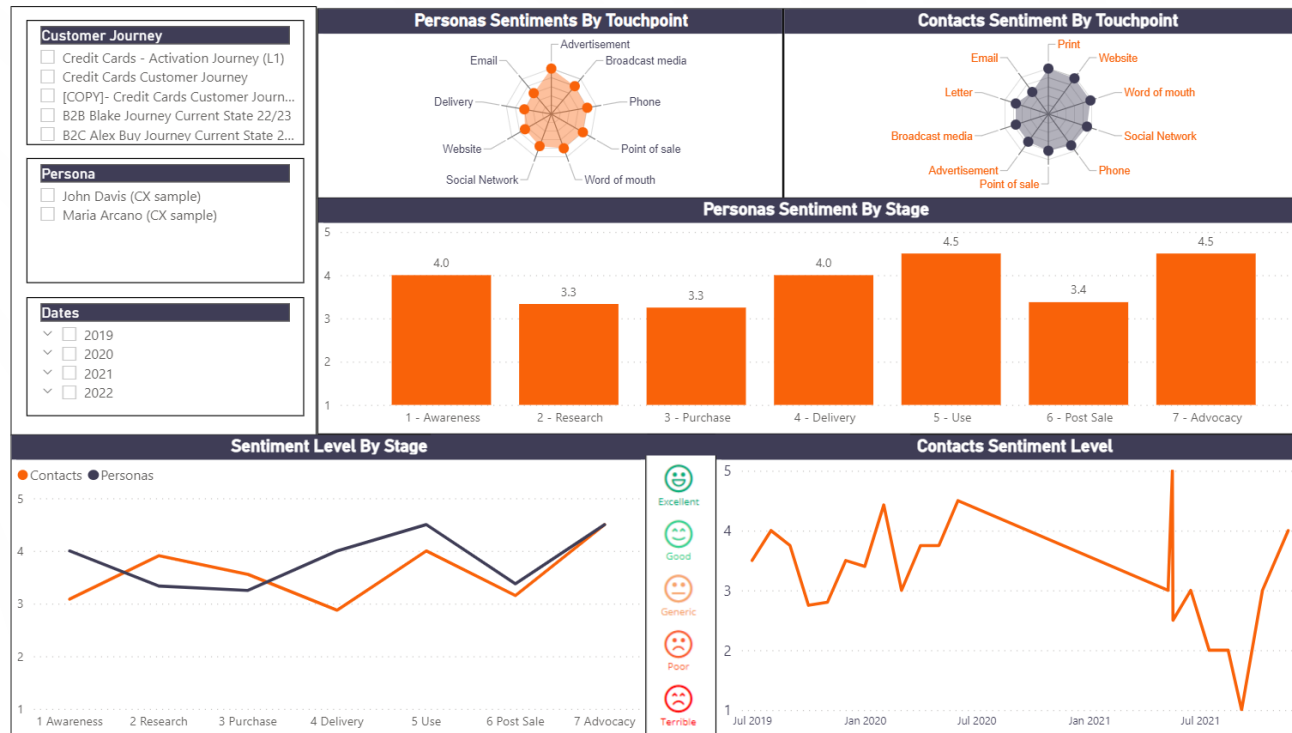
Powerful analytics on your KPIs

Cemantica's ready-to-use dashboard surfaces key insights to allow you to take action:

- Out-of-the-box reports based on commonly used KPIs
- Easily configure and personalize your dashboard and create tailored reports for internal teams
- Filter and edit views according to your needs (by date, type, interaction, stage and journey etc.)

Grow with Cemantica

Ask about additional modules to VOC Data Integration 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.

CX Program Management

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

ROI & Analytics

Create your business case with your business levers, perform cost/benefit analysis to deliver CX projects that add value.

CX Consulting Workshops

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

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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

CUSTOMER EXPERIENCE CONSULTANCY

cemantica

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.