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Voice of the Customer data integration.

Enrich your journey maps with real-time customer insights

Your **intelligent all-in-one**
Customer Journey Management platform

Define   Design   Execute   Measure

Your intelligent all-in-one Customer Journey Management Platform

Define **Design** Execute Measure

Why is it important to bring the Voice of the Customer into Journey Management?

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 at a journey, stage and/or touchpoint level (more than 70 connectors available such as Qualtrics, Medallia, Survey Monkey etc.) directly integrated to your maps (Download our Cemantica connectors brochure).

- Inform your CX program with on-going customer satisfaction updates
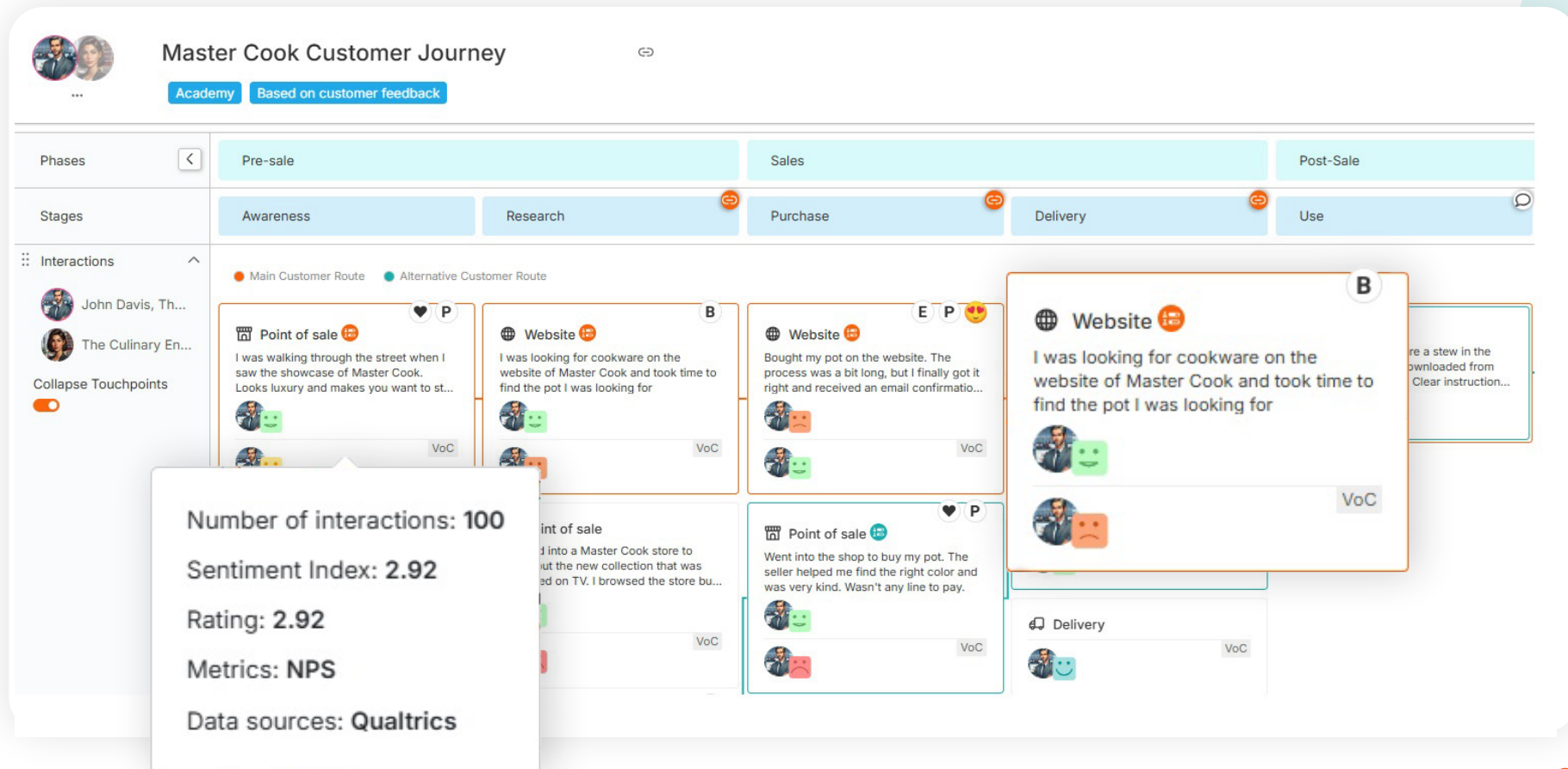
Analyze customer and persona sentiment

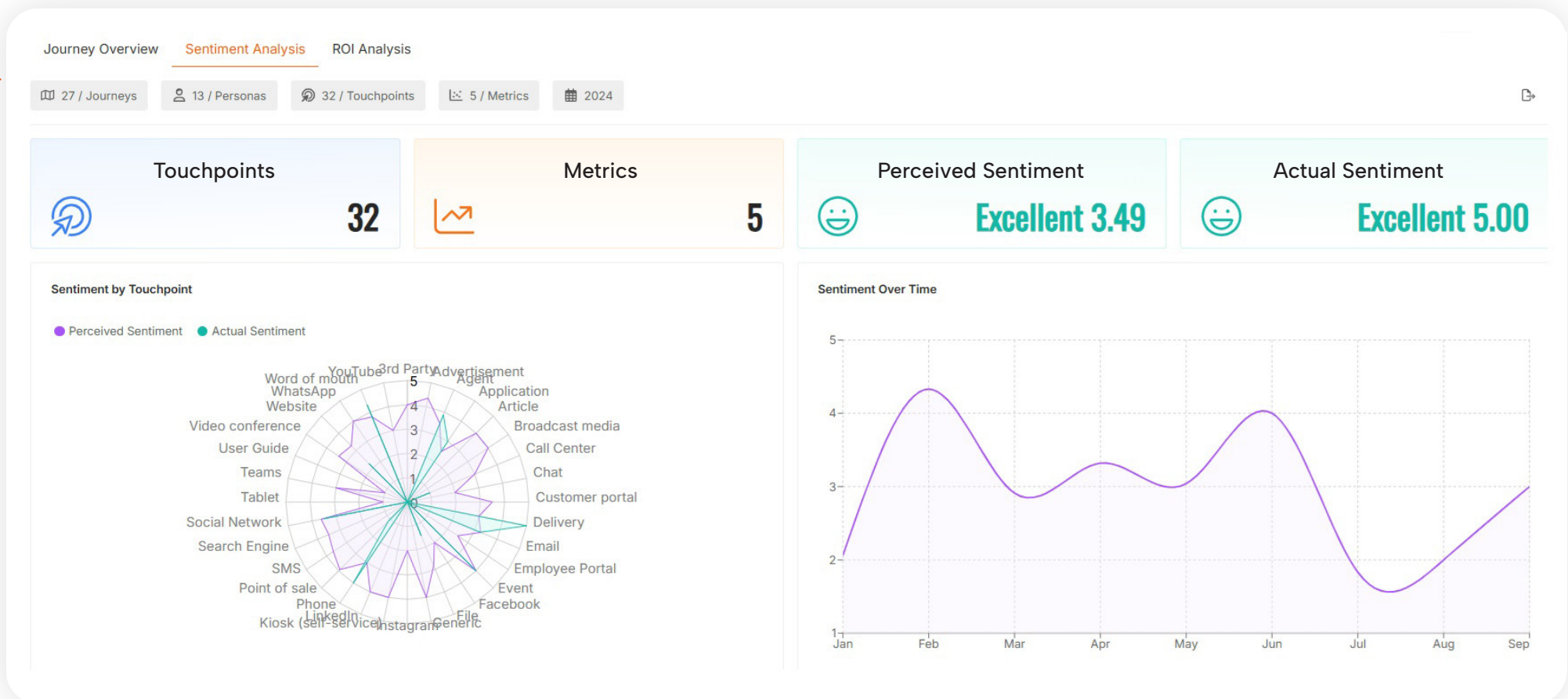With the Cemantica platform, you can easily view and compare sentiment levels at each journey stage:

- 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
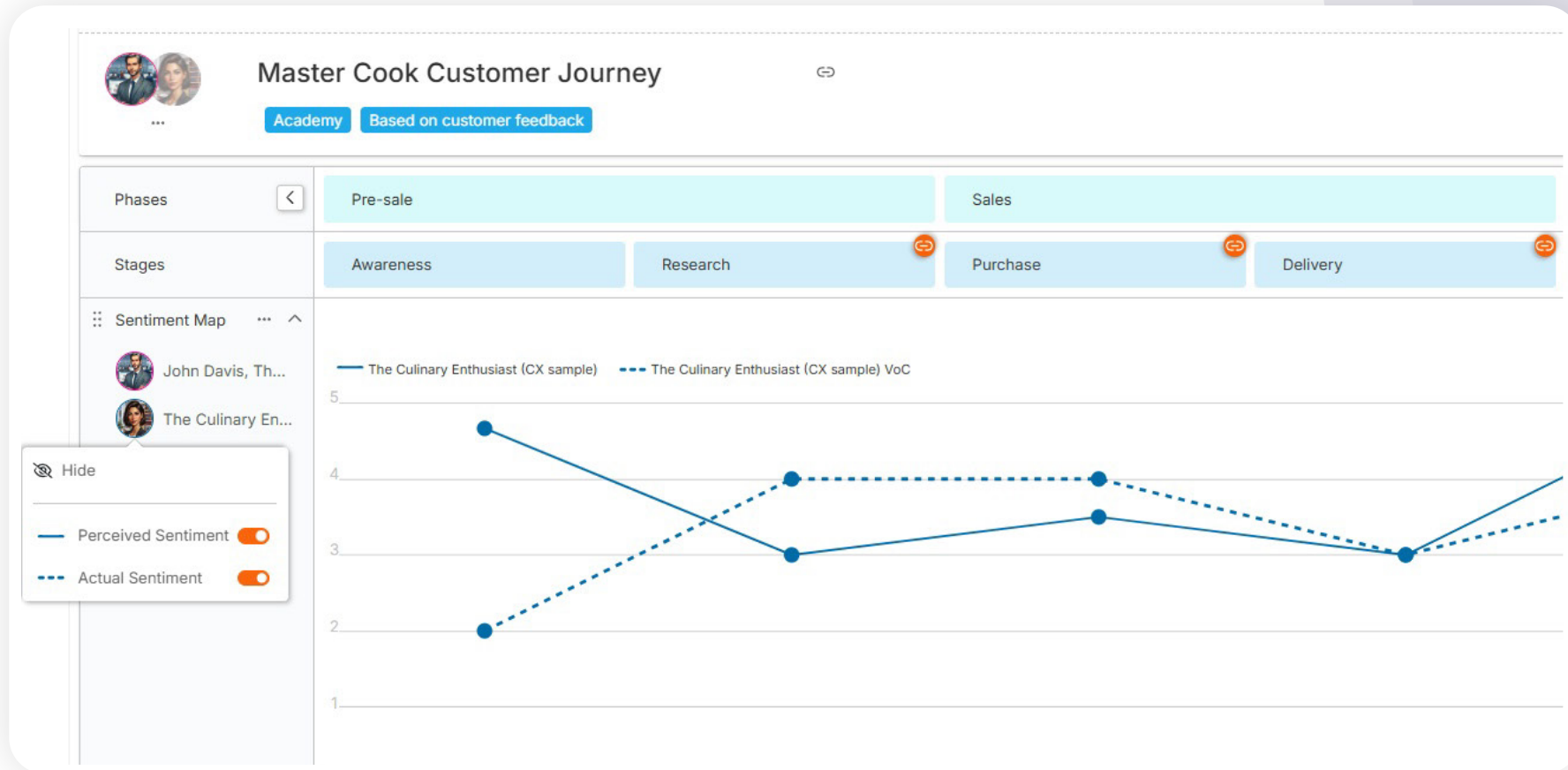
Powerful analytics on the Sentiments of your Personas and Customers

- Filter and edit views on your different journeys / personas with your own criteria
- Follow up on your customers' sentiment level over time
- Visualize customer sentiment level by location

Journey Overview   Sentiment Analysis   ROI Analysis

27 / Journeys   13 / Personas   32 / Touchpoints   5 / Metrics   2024

Touchpoints	Metrics	Perceived Sentiment	Actual Sentiment
32	5	Excellent 3.49	Excellent 5.00

Sentiment by Touchpoint

● Perceived Sentiment ● Actual Sentiment
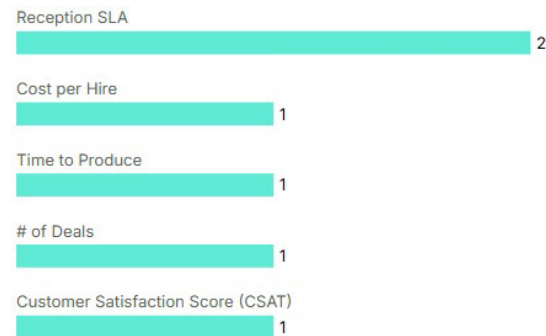
Sentiment Over Time

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Powerful analytics on your KPIs

Cemantica's ready-to-use dashboard surfaces key insights to allow you to take action:
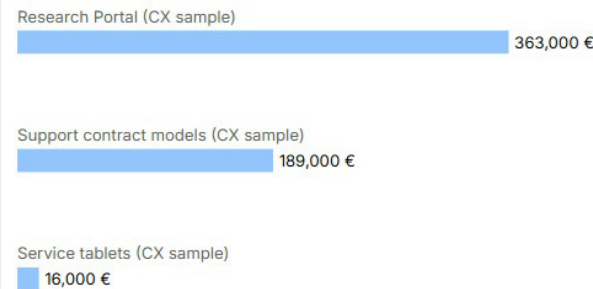
- Out-of-the-box reports based on commonly used KPIs
- Easily configure and personalize your dashboard and create tailored reports for internal teams
- Filter and edit views according to your needs (by date, type, interaction, stage and journey etc.)

Journey Overview   Sentiment Analysis   **ROI Analysis**

🗺 Filter By Journeys Maps   🗺 8 / Journeys

Your KPI Progress

KPI	Achieved (%)	Not Achieved (%)
Cost per Hire	60.0%	40.0%
Time to Produce	33.3%	66.7%
# of Deals	75.0%	25.0%
Customer Satisfaction Score (CSAT)	75.0%	25.0%
Trust Score	66.7%	33.3%
# of Returns	87.5%	12.5%
Reception SLA	54.2%	45.8%
Churn Rate	71.4%	28.6%
Conversion Rate	90.0%	10.0%

● Achieved (%)
● Not Achieved (%)

Top 5 Measures

Measure	Value
Reception SLA	2
Cost per Hire	1
Time to Produce	1
# of Deals	1
Customer Satisfaction Score (CSAT)	1

ROI per Project

Project	Value
Research Portal (CX sample)	363,000 €
Support contract models (CX sample)	189,000 €
Service tablets (CX sample)	16,000 €

Revenue generated by Project Owner

Owner	Value
Cemantica Administrator	363,000 €
Ana Rodriguez	205,000 €

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Next step?

Go into execution with our opportunities, solution and actions modules!

Your intelligent all-in-one Customer Journey Management platform

Define · Design · **Execute** · Measure

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

Cemantica has been instrumental in refining our Customer Experience program. We're already seeing improved Customer Experience, increased employee engagement and effectiveness of continuous improvement initiatives in our organization.

The innovative features, such as integrating VoC into Journey Maps, and valuable guidance from the team, prompted our upgrade from Expert to Enterprise package.

Gitana Veličkaitė–Remeikienė, CCXP
Customer Experience Manager Strategic Staffing Solutions

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