

UNLOCK CRITICAL KNOWLEDGE.
CREATE REAL RELATIONSHIPS.

CUSTOMER INSIGHT



GAIN INSIGHT. CREATE A GENUINE EXPERIENCE. EARN CUSTOMER LOYALTY.

THE KEY LIES IN THE PEOPLE - CUSTOMERS

More than any time before, the customer relationship is a continuous, always-on conversation. From each interaction to ensuring satisfaction to listening and learning, customers are one of the largest, unoptimized assets for any enterprise. Holding a wealth of insight and knowledge, enterprises must establish a continuous, two-way, genuine conversation with their customers.

Customer insight is crucial. Acquiring and leveraging insight throughout the customer journey to better understand what truly drives customer loyalty and retention is required for long-term sustainability and top-line growth in today's hyper-competitive markets.

KEY CHALLENGES

Today's customer experience and customer journey solutions lack a systematic, strategic approach to gathering and utilizing people insight from the first interaction to cultivating a long-term relationship.

- Solutions are ad-hoc, lacking a systematic method of measurement and analysis.
- Results often fail to deliver relevant, actionable information in a timely manner.
- There is a focus on specific touch points instead of the journey.
- Solutions are incapable of monitoring trends or identifying root causes.
- A method to connect with customers in a meaningful way is often lacking.
- Methodologies are reactive, responding to incidents instead of preventing them.
- They establish a one-sided monologue from the enterprise.
- Data and results lack validation and relevance.
- Solutions miss the valuable insight customers provide for continued innovation and, thereby, satisfaction.

#1

**BRAND DIFFERENTIATOR:
CUSTOMER
EXPERIENCE¹**

GENUINE FEEDBACK

Establish a systematic method for gathering feedback at key touch points and throughout the customer journey.

CONTINUOUS EXPERIENCE

Evolve periodic feedback loops into a continuous conversation, identifying trends, root causes, and opportunities.

CUSTOMER RETENTION

Protect the relationship by connecting with customers, gaining relevant, actionable, business-critical insight.

LEADING INNOVATION

Leverage a two-way conversation, connecting the customer to the product and company they love.

WHY CHOOSE THE QUESTBACK SOLUTION?



THE SOLUTION

A sophisticated, person-based technology, Questback solutions allow businesses to reach out, gather insight, take action, and continuously improve the way they operate. Bridging the gap between strategic planning and operational execution, the power of Questback solutions stem from an inherent focus on people – the insight they have and the actions that can be taken as a result. Innovative and leading-edge, Questback provides best practice solutions and expertise that transforms engagement into immediate business benefits while building long-term bonds of loyalty with both employees and customers.

ABOUT QUESTBACK

Questback is a global leader in enterprise feedback management and counts one third of the Forbes Global 2000 as customers. As businesses merge historically separate disciplines, bringing together employee and customer insight to enable better business decisions, Questback is uniquely positioned to deliver an actionable view of businesses' ability to build loyalty with both employees and customers for sustained performance.

People matter. Get their insight.

KEY BENEFITS

- Scalable, systematic strategy focused on organizational effectiveness and growth.
- Identify trends, root causes, or opportunities comprehensively and within contextual data.
- Cultivate a customer conversation with a two-way, always-on solution.
- Garner intense loyalty and competitive advantage through real customer relationships.

WANT TO FIND OUT MORE?

Contact us to arrange a live demo on +1.800.974.8784 or send us an email to info@questback.com.

A FEW OF OUR CLIENTS:



John Lewis



Lufthansa

DAIMLER



FIND US ON SOCIAL MEDIA:

