

Verint Experience Management for Digital



Now You Can:

- Quickly drill-down, identify, and act on customer feedback and issues across your digital channels.
- Build a customer-centric roadmap for your digital channels as it relates to processes, products, and services.
- Tap into unified data to support cross-functional CX strategy and investment decisions across marketing, ecommerce, and digital.

With the rise of web, social, and mobile self-service, many customers prefer to get information or make updates themselves rather than talk to a customer service agent. By not addressing customer experience from the lens of these channels, companies run the risk of losing customers and creating a poor brand perception.

Verint® Experience Management for Digital™ is a complete, best-in-class solution set that allows companies to take a holistic approach to their customer experience. By incorporating voice-of-the-customer data across web, mobile, and social, companies can tap into a unified data model and glean insights quickly. Stakeholders across the organization can take immediate actions and make strategic decisions that drive the customer experience.

Go Beyond the Survey and Basic Data Collection

Companies need to not only collect basic analytics data, but also capture more advanced experience data. Then, it's critical to unify that data to create a consistent, clear view of the customer and quickly uncover insights to take the right action. No matter where companies are in the experience management (XM) maturity curve, they can take specific steps to create a more holistic, customer-focused experience.

- **Step 1: Diagnostic**
Employ active listening to identify and fix issues. Create listening posts to solicit feedback based on event triggers and early warning signals. Alert stakeholders in real-time about issues.
- **Step 2: Expanded Listening and Closed Loop**
Tap into closed-loop action and follow up with specific customer feedback. Implement flexible, ad hoc surveys to better understand customer experience and then take actions to improve web or mobile experiences.
- **Step 3: Strategic Insights for Optimized CX**
Take advantage of advanced insights to drive greater collaboration across digital, marketing, and ecommerce teams. Apply greater structure and consistency for customer experience (CX) initiatives by generating synthetic KPIs, utilizing benchmarking, and creating outer-loop feedback systems.

VERINT®

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A Comprehensive Solution to Accelerate CX Strategy

Verint Experience Management for Digital can help you connect your data across all of your organization's departments and ensure your CX strategy is mature. Core capabilities include:

- Digital feedback
- Survey management
- Predictive modeling
- Speech and text analytics
- Digital behavior analytics

Turbocharge the Performance of Your Digital, Marketing, and Ecommerce Teams

Teams across the organization that touch digital applications can use Verint Experience Management solutions for a variety of use cases. For example, they can:

- Take advantage of predictive modeling and analytics to support strategy decisions that improve the digital experience.
- Isolate customer interaction points and provide data that can be used for feature prioritization and process improvement.
- Alert for real-time feedback and immediate action and enable self-service and assisted service capabilities.

* Net promoter, NPS, and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld.

Tangible Benefits and Fast ROI

Verint Experience Management for Digital supports the needs of stakeholders who are responsible for the success of web and mobile performance, including marketing and conversion owners. The Verint Experience Management solution set enables quick time-to-value and real results that drive sales and customer loyalty. Benefits to organizations that use Verint Experience Management for Digital can include:

- Increased digital channel or mobile app self-service adoption
- Optimized content and branding
- Decreased online order abandonment
- Increased revenue through marketing improvements
- Increased Net Promoter Score (NPS)*
- Increased online orders

Part of Verint Customer Engagement Cloud Platform

Verint Experience Management for Digital is part of a patent-protected portfolio of cloud solutions for building enduring customer relationships. With a full set of solutions for digital-first engagement, Verint helps the world's most iconic brands efficiently connect work, data, and experiences to consistently deliver differentiated experiences at scale.



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