

Verint Experience Management for Location



Now You Can:

- Benchmark across similar brands to identify actionable improvements that create a competitive advantage.
- Drive greater loyalty metrics and customer satisfaction scores.
- Tap into unified data to support cross-functional customer experience strategy and investment decisions across marketing, operations, and ecommerce.

Store locations are more important than ever in growing revenue and creating a holistic end-to-end customer journey. The in-location experience can make or break a customer's brand perception and directly lead to lost customers if left alone. Since the customer journey is complex, companies need to measure multiple touchpoints, glean insights, and act on areas of improvement.

Verint® Experience Management for Location™ allows companies to collect, integrate, analyze, and act on experience data in-store or in-branch. By incorporating voice of the customer data across all channels, your business can leverage a unified data model and leverage insights quickly, so stakeholders across the organization can work to reinvent the in-store experience as part of the omnichannel strategy.

Go Beyond the Survey and Basic Data Collection

Companies need to not only collect basic analytics data, but also leverage more advanced experience data. Unifying that data is crucial for creating a consistent, clear view of the customer and quickly uncovering the insights needed to take appropriate action. No matter where your business is with respect to its experience management (XM) maturity, you can take specific steps to create a more holistic, customer-focused experience:

Stage 1: Diagnostic "Listening"

Focus on post-purchase feedback through surveys on receipts or post-transaction email to identify and fix issues. Create and maintain listening posts to solicit feedback based on event triggers and alert stakeholders of issues in real time.

Stage 2: Expanded Listening and Closed Loop Action

Use digital feedback with geo-location capabilities to solicit store-level feedback not only from buyers, but also non-buyers. Drive increased feedback volume across multiple channels for greater insights across the customer journey.

Stage 3: Strategic Insights

Take advantage of advanced insights to drive greater collaboration across digital, marketing, and ecommerce teams. Apply greater structure and consistency for CX initiatives by generating KPIs, using benchmarking, and creating outer-loop feedback systems to address CX issues at scale.

Stage 4: Optimized CX Analytics

Seamlessly integrate data across channels and use linked CX metrics to predict customer actions. Use synthetic KPIs (such as effort scores) and tie actions directly to ROI.

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Accelerate CX Strategy with Comprehensive Solutions

Verint Experience Management for Location can help you connect your data across departments in the entire organization and ensure your CX strategy is mature.

Core solutions include:

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

Turbocharge the Performance of Store Operations, Retail, and CRM Teams

Teams across the organization that touch the in-location experience 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 store or branch experience.
- Isolate customer interaction points and provide data that can be used for improving the product mix and brick-and-mortar experience.
- Use real-time feedback for immediate action and enable self-service and assisted service capabilities for more complex omnichannel customer journeys.

Receive Tangible Benefits and Fast ROI

Implementing Verint Experience Management for Location can result in quick time-to-value and real results that help drive sales and customer loyalty. Companies that use this solution can realize increases in:

- Loyalty metrics and customer satisfaction scores
- Revenue (through marketing improvements)
- NPS scores
- Online orders and in-store pick up
- Same-store sales year over year

Part of Verint Customer Engagement Cloud Platform

Verint Experience Management for Location 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.



Learn more at
www.verint.com/experience-management

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