

## Customer Experience Management (CEM)

### Why Customer Experience Matters

Customer experiences are created every time a customer interacts with your company – browsing in a retail location, seeking phone service or support, and purchasing online, for example. Customers experience your brand regularly, but their experiences may not always be consistent.

The customer experience should matter to you, because their contact with you informs future purchase decisions and loyalty, and how they will describe their experiences within their social networks. Advocates recommend your business based on good experiences, and opponents actively criticize it.

### The SHIFT

Corporations operate in a business environment that is significantly different from five or ten years ago. Today, corporations compete in global markets, and outsource mission critical functions such as customer service, support and billing. Third parties often represent a company's brand around the world, and are responsible for the customer experience.

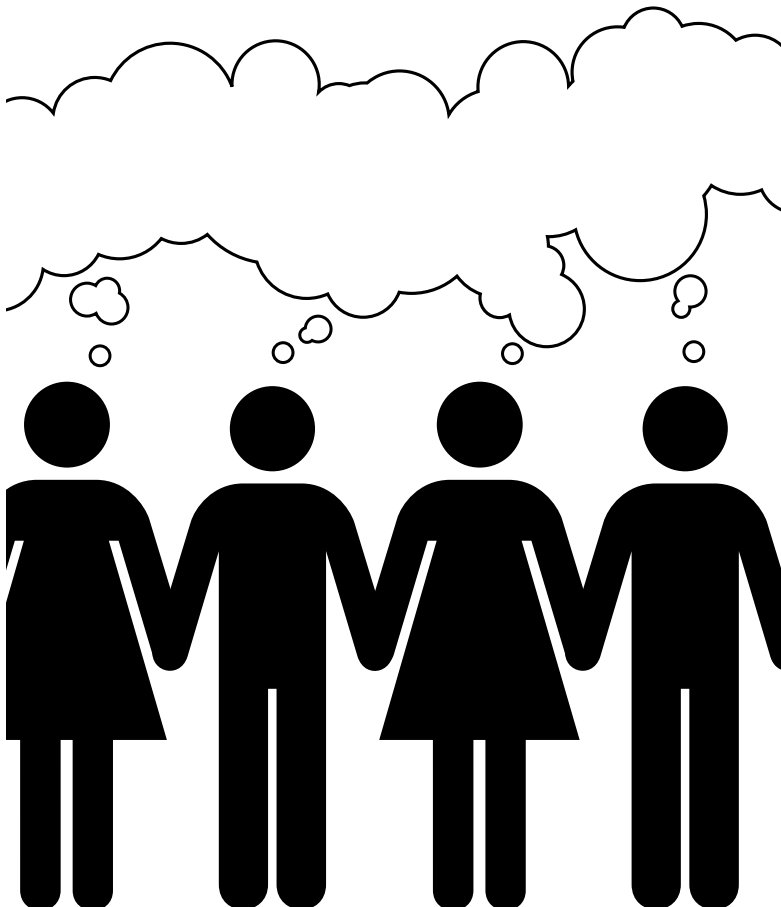
At the same time, customers now talk to each other about their experiences with corporations. They use the web to research companies, post to blogs and online review forums, and consult their social networks. Very often, the consumer knows more about what to expect from corporations and their products than company executives do.

Everything has changed – business models, delivery models and customer models.

#### **This is the SHIFT.**

The ability to manage the SHIFT is crucial for any organization aware of the value of the customer experience, and its impact on a business. In today's ever-changing economy, the companies that understand and can manage the customer experience have a competitive advantage. They are managing the SHIFT.

Manage the SHIFT with ResponseTek Customer Experience Management (CEM) Solutions.



# Customer Experience Management (CEM)

## ResponseTek:CEM Software Solutions

ResponseTek:CEM is on-demand software that helps your organization continuously close the gap between your brand promises, and the experiences you deliver to your customers, in the quest to create a dependable population of customer advocates.

ResponseTek:CEM closes the gap by transforming the voice of the customer into **actionable business intelligence**.

## How ResponseTek:CEM Works

We work with you to understand your company's customer lifecycle, and configure ResponseTek:CEM 'listening posts' to collect customer feedback at every channel and touch point, at every transaction, all the time. Using the ResponseTek:CEM on-demand software platform, customer feedback becomes customer intelligence, available to the right people in your organization, all the time. Workflow and action management tools are configured to align and integrate with your business rules and processes.

ResponseTek:CEM ultimately provides your organization the ability to identify at-risk customers in real-time and correct poor performance within days rather than months, and drive continuous improvements to the front-line.

The result? A growing base of customer advocates, increased revenue and share of wallet, and growth in market share through a growing, positive brand reputation.

With ResponseTek:CEM, you can transform your customers into advocates by ensuring the consistent delivery of the positive experiences they have been promised.

## About ResponseTek

ResponseTek is the leader in on-demand Customer Experience Management (CEM) solutions, transforming the voice of the customer into actionable business intelligence. Using ResponseTek:CEM, Global 1000 corporations like Aon, HSBC, Lastminute.com and Xerox create complete, real-time views of the customer experience across their organizations.

For more information about ResponseTek CEM solutions, please visit:

<http://www.responsetek.com/>

