



Contact Center Team

A body of
industry and contact
center expertise...



Combined with a cutting
edge **data collection** and
reporting engine...

to drive *performance* >>>>>>

Our Vision of the *future*



Our Vision of the *future*

69% of customers
switch brands due to
real or perceived poor
service

Source: Michaelson & Associates

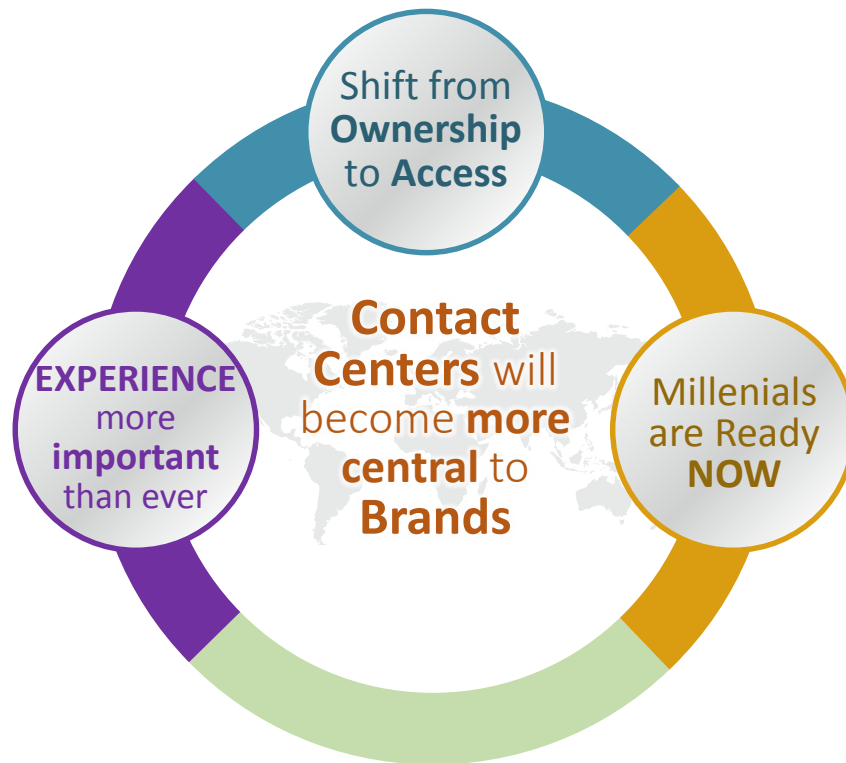


Our Vision of the *future*

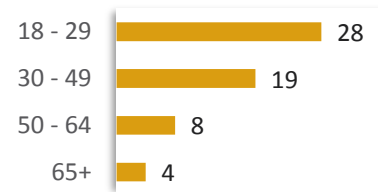


Vehicle brand relationships will be **LESS** about the **PRODUCT** and the **DEALER**.

Our Vision of the *future*



Percent who have used **ride hailing services** such as *Uber* or *Lyft*



Source: Pew Research 2015

Our Vision of the *future*





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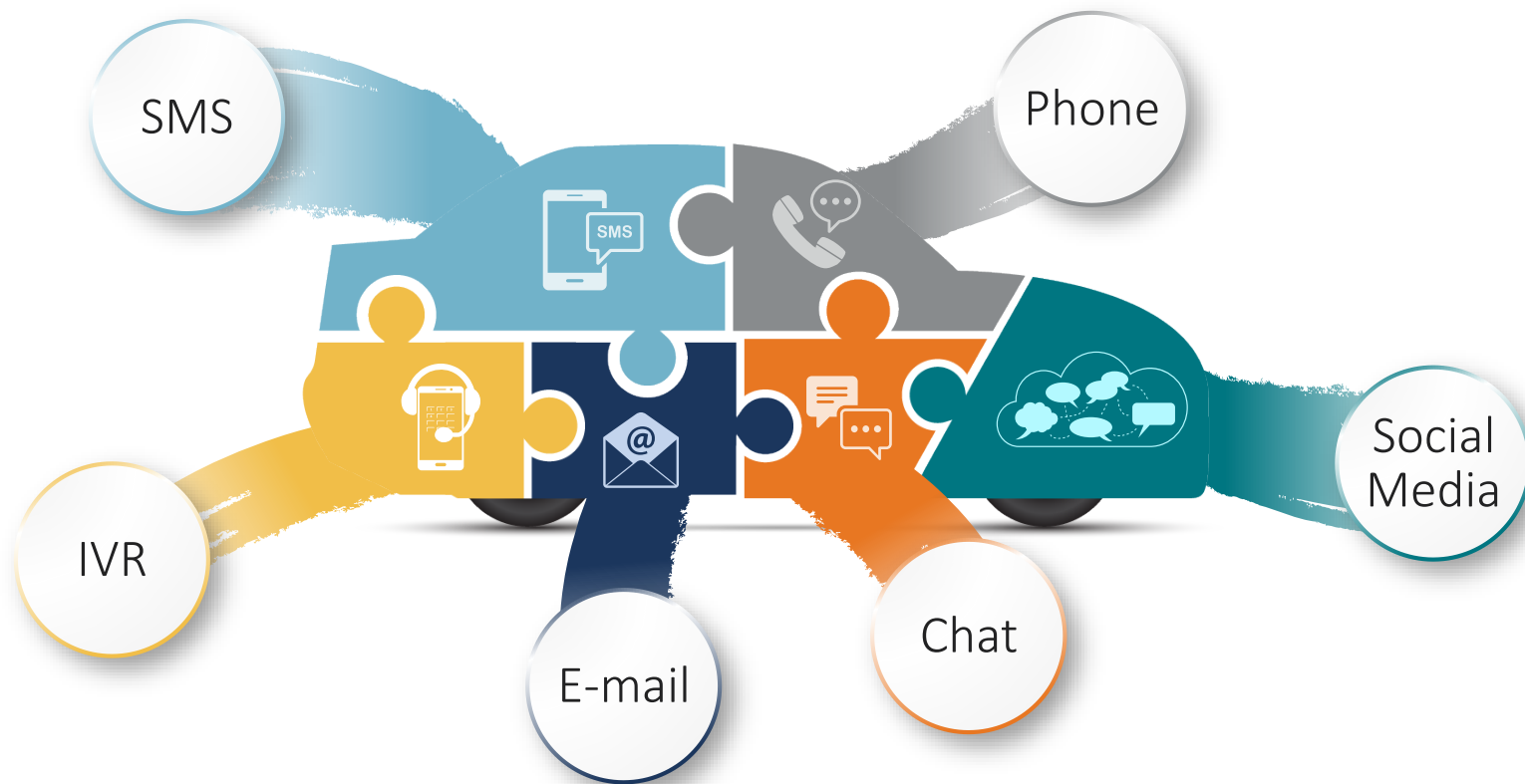


5 concepts to *drive performance*

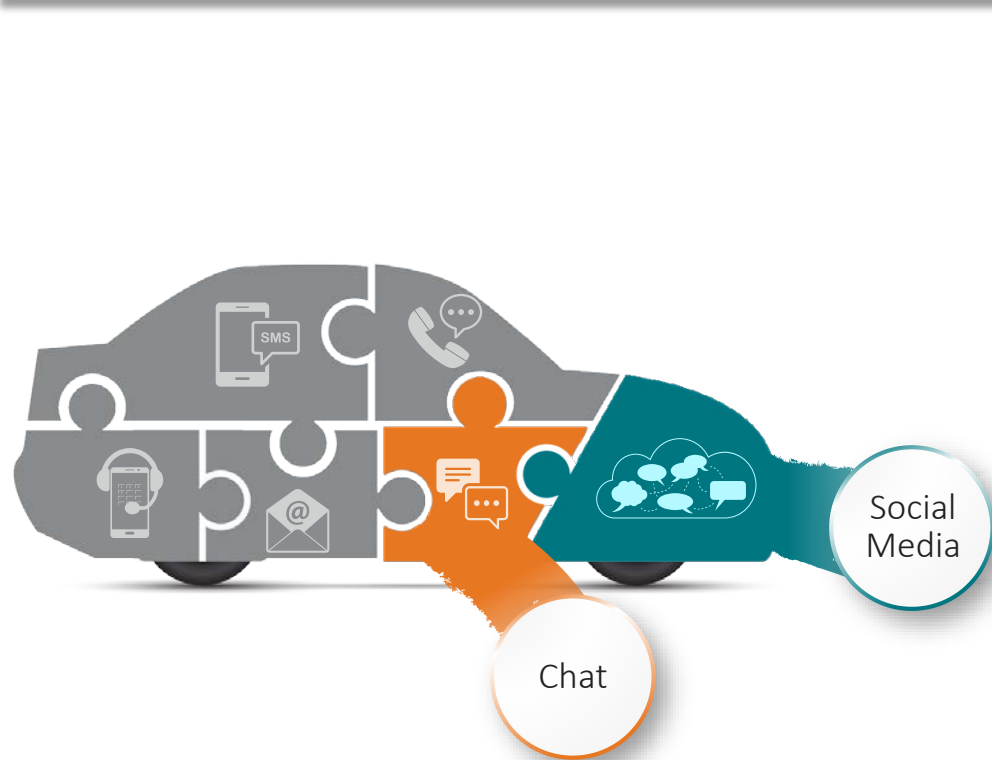
- 1 Gather VOC in any digital channel.
- 2 Gather critical info quickly.
- 3 Take the mystery out of surveys.
- 4 Don't be afraid to experiment.
- 5 Make great comments a goal.



Be able to gather customer feedback in *any digital channel*



Be able to gather customer feedback in *any digital channel*



We Welcome Your Feedback
Help us improve your experience by taking our short survey.

No Thanks Give Feedback

Pop-up

VS

Imbedded

Welcome to LiveChat

Lucy
Support Operator

Lucy
Hello Tom. How may I help you?

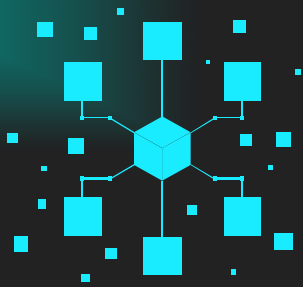
Tom
Hi, I want to buy new Nike shoes. How much is the shipment?

Lucy
Shipment is free. You'll get your shoes tomorrow!

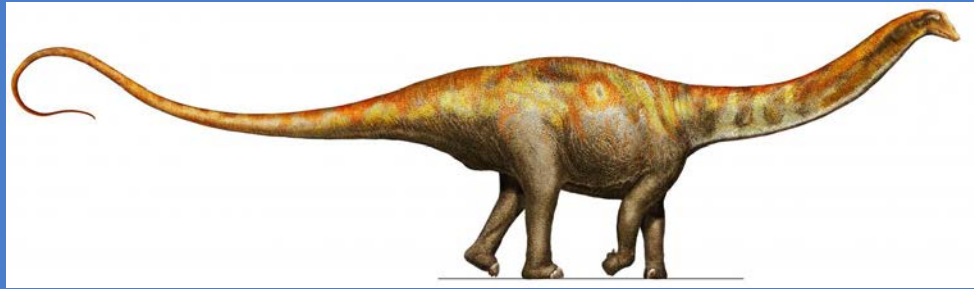
Tom
Wow, that's great. I'm in!

Tell us how we did by clicking this LINK

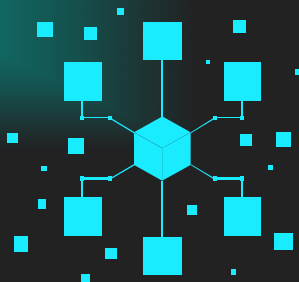
10X Response Rate!



Gather the critical
information in a
*few
questions*



Will surveys survive?



Gather the critical
information in a
few
questions



it was great. andy was very helpful.

Detail Strength

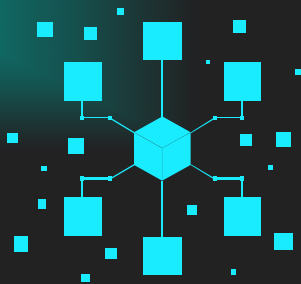
Could you be more specific about how Andy was very helpful?



it was great. andy was very helpful. he listened to my billing concern and was able to resolve my issue quickly over the phone

Detail Strength

Could you be more specific about how Andy was very helpful?



Gather the critical
information in a
*few
questions*

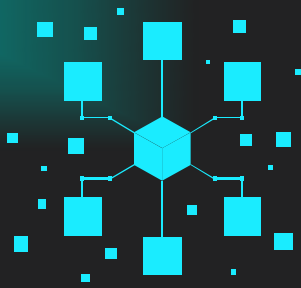
Detail
Strength

it was great. andy was very helpful. he listened to my billing concern
and was able to resolve my issue quickly over the phone

Could you be more specific about how Andy was very helpful?



- ✓ 33% longer verbatim comments.
- ✓ Ability to “tune” the system for issues that arise.
- ✓ Can add or skip questions based on response.

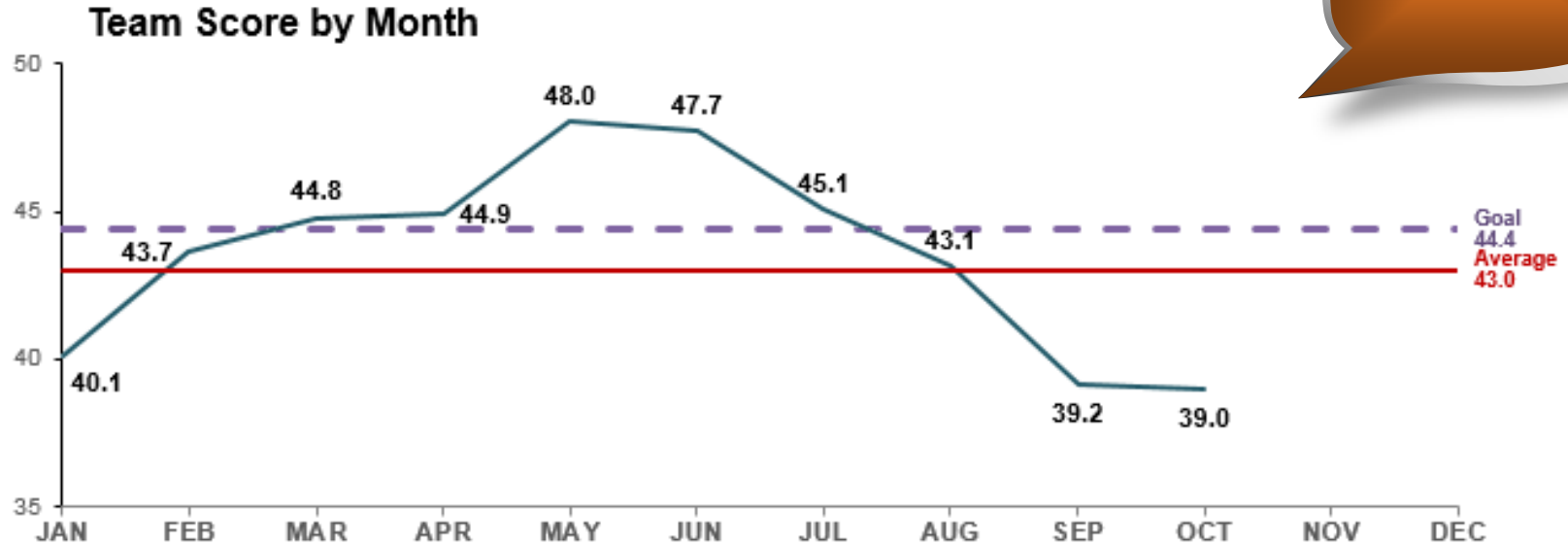


Gather the critical
information in a
*few
questions*



Take the *mystery* out of survey science

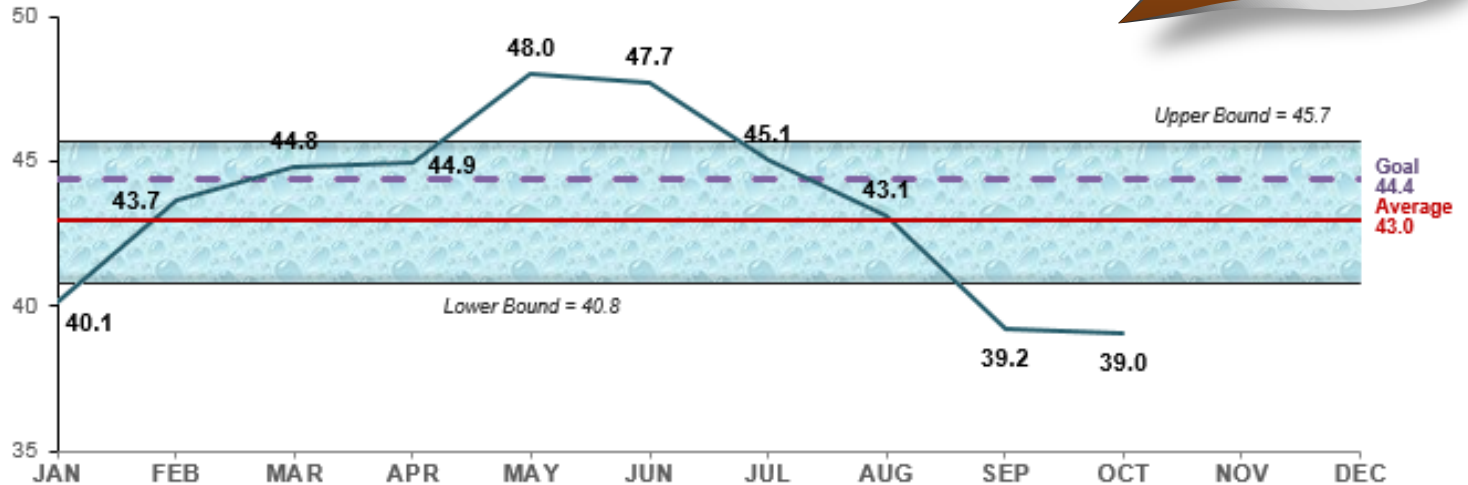
When should I react to changes in scores?



Take the *mystery* out of survey science

When should I react to changes in scores?

Team Score by Month



45.7%

43.0%

40.8%



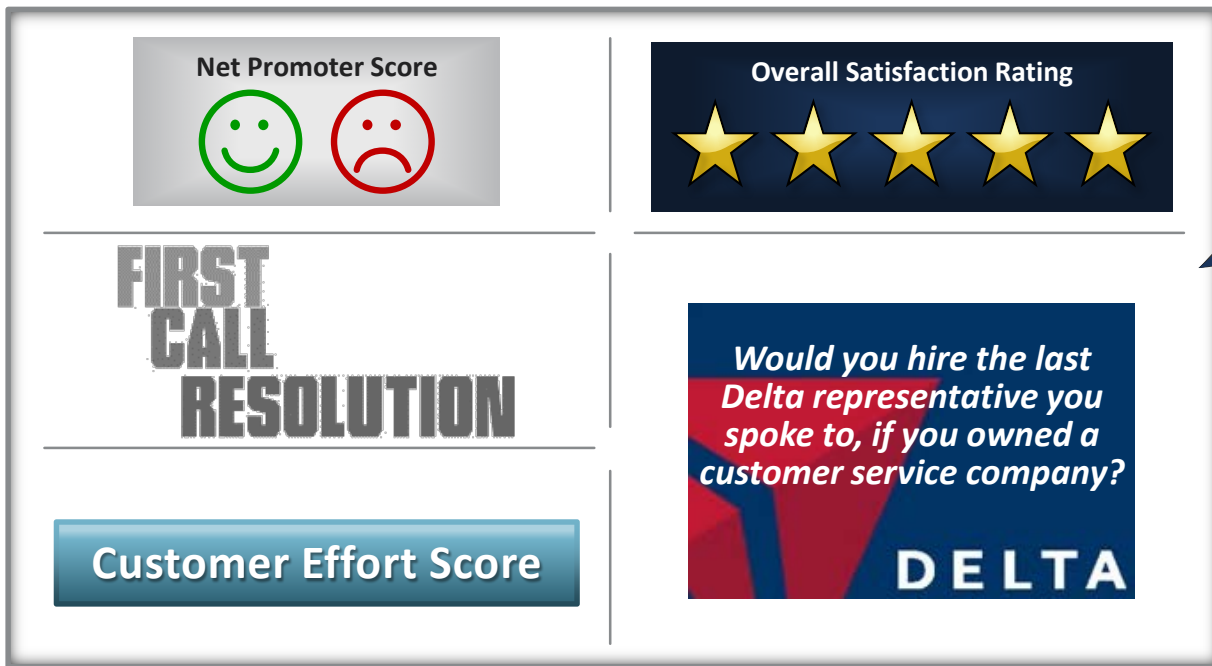
5 concepts to *drive performance*

- 1 Gather VOC in any digital channel.
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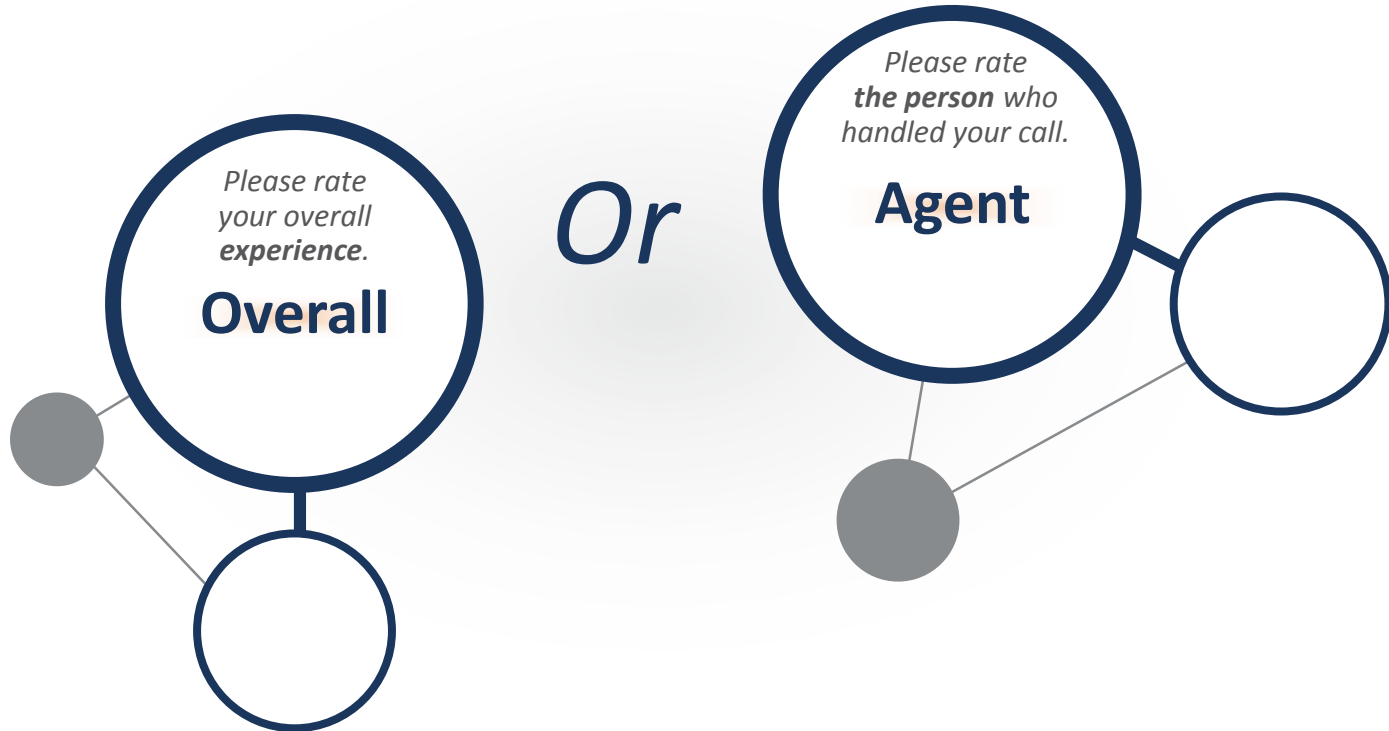
Don't be afraid *to experiment*

to find the metric that works best for your organization



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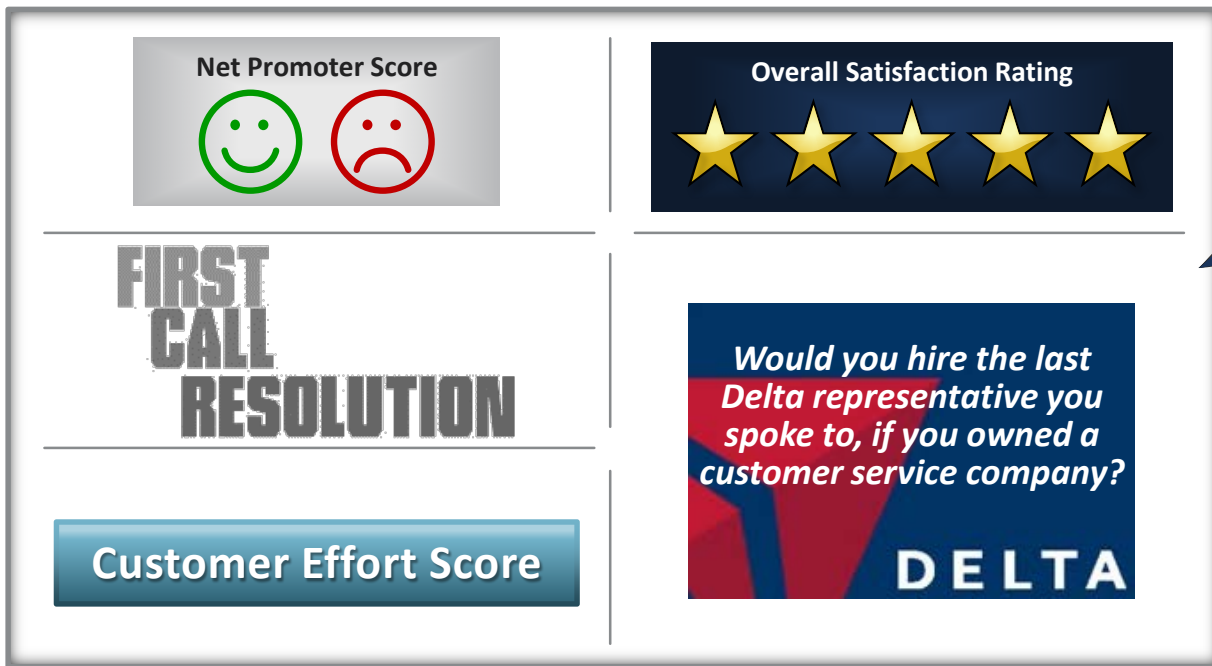
Don't be afraid *to experiment*

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Don't be afraid *to experiment*

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Make great comments a *goal*

Interaction 1

10



Interaction 2

9

Make great comments a *goal*

Interaction 1

10

*"No problems with
the customer
service."*

Rating

Comment

Interaction 2

9

*"The man that handled my call
was absolutely great. He did
everything he could to research
the problem and although
there was no specifics to
address my particular issue, he
was still very helpful. 1 to 10,
he as a 10!."*

Thank You!



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Appendix



To Drive **Performance** >>>>>



10+

YEARS OF CONTACT
CENTER EXPERIENCE

90%

AUTO MANUFACTURERS
AS CLIENTS

16,000

EMPLOYEES

87

COUNTRIES

Proven

Our solution is proven across
industries, countries, languages and
most importantly **over time**.



TESCO

FCA
FIAT CHRYSLER AUTOMOBILES

FedEx
Office

L A Z B O Y

F R E E M A N



USA, Canada, Mexico, Brazil, Argentina, Colombia, Ecuador, Uruguay, Paraguay,
Germany, UK, Italy, France, Spain, Austria, Belgium, Switzerland, Ireland, Poland,
Luxemburg, Netherlands, Portugal, Bulgaria, Czech Rep, Denmark, Estonia, Finland,
Greece, Hungary, Iceland, Latvia, Lithuania, Malta, Norway, Romania, Slovakia,
Slovenia, Cyprus, Sweden, Croatia

inmoment

430,000+

ACTIVE END-USERS

CURRENT VOLUME

~1,000,000

CUSTOMER AND EMPLOYEE
REVIEWS COLLECTED EACH DAY

400+

WORLDWIDE BRANDS

ACTIVELY GATHERING INSIGHTS IN MORE THAN

95 & 40

COUNTRIES

LANGUAGES



Proven

Our solution **scales** to your current needs with the **potential to expand** while accommodating emerging market budgets.



Simple



Your Program?

1

Country

40

2



Languages

24

2

Sites



23

1



Survey
versions

30

1

Organizational
Structures



7



Complex

Proven



Andy Bedsworth heads up the Ipsos **dedicated** contact center team.

10 years

contact center experience

20 years market research
experience

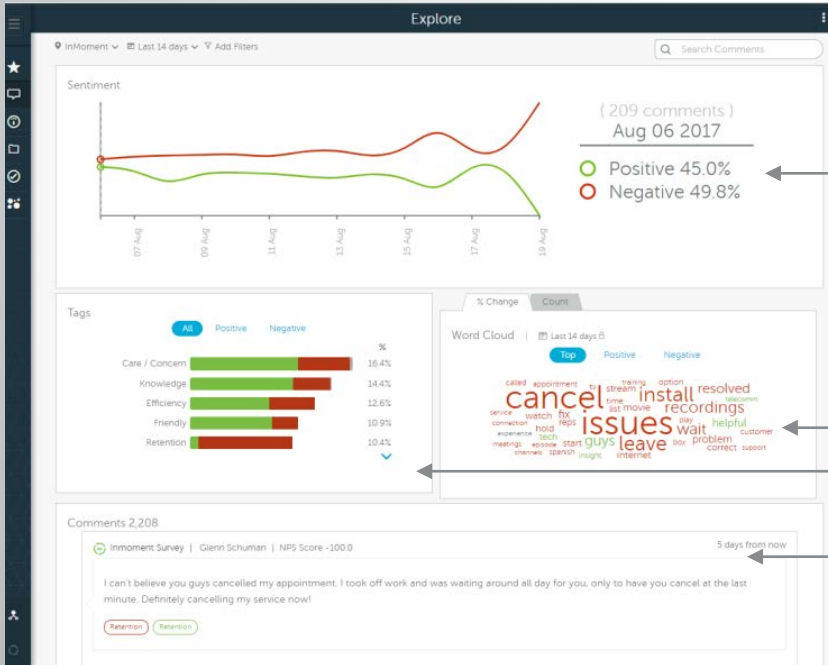
Speaker at professional contact
center events, e.g. SOCAP

Vendor sponsor **Auto Contact
Center** Summit

Cutting Edge

Our solution utilizes text analytics allowing for the state-of-the-art mining and analysis of verbatim responses.

Text analytics allows for the tabulation and scoring of verbatim comments.



The engine measures sentiment of each comment (positive, negative or neutral).

The engine further organizes comments into categories based on phrase usage or customized groupings...both with sentiment incorporated.

Users can read comments to get a deeper understanding based on custom filters they choose.

