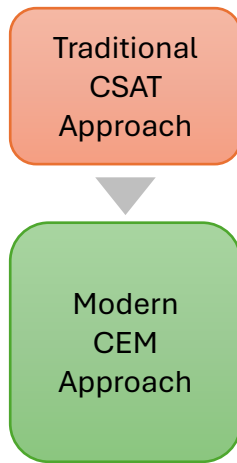


# From “Listening” to “Action”: Ipsos Customer Experience Management (CEM) Solution

As digitalization and AI continue to reshape industries, competition is shifting from products and pricing toward **experience-driven value creation**. Traditional CEM approaches that focus mainly on satisfaction tracking and complaint handling are no longer sufficient to support growth. Leading companies are now integrating multi-touchpoint data and predictive capabilities to **proactively manage customer experience before issues occur**. This allows CEM to directly improve **customer retention, customer value, and operational efficiency** – transforming it from a cost center into a scalable growth engine.

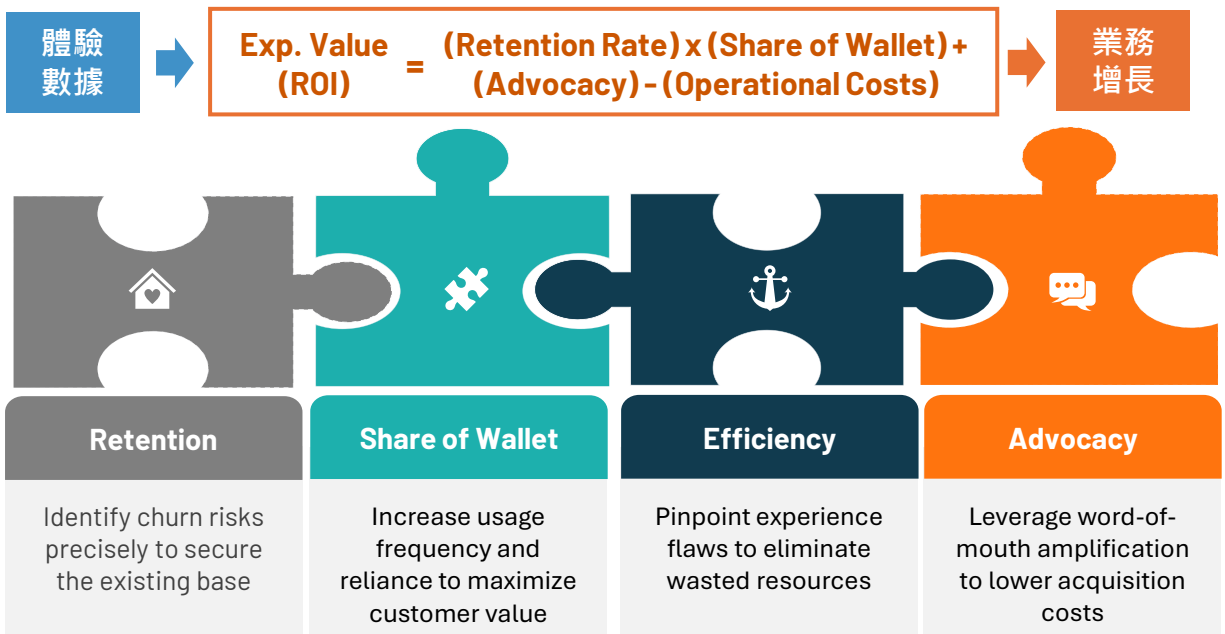
## ❖ Strategic Shift: From Reactive Service to Proactive Growth

- Today’s businesses compete through customer experience, yet many organizations still face three major challenges:
  - **Fragmented data:** Customer information is scattered across touchpoints.
  - **Delayed decisions:** Actions rely on post-event feedback instead of predictive insights.
  - **Unclear ROI:** Experience metrics are often disconnected from business outcomes.



- **Data Silos:** Isolated touchpoint survey scores.
- **Reactive Remediation:** Action is taken only after a complaint.
- **Cost Center:** Seen as a routine customer service expense.
- **Data Integration:** Combines CX, operational, and internal metrics for full-journey insights.
- **Predictive Management:** Uses AI and behavioral tags to intervene before churn.
- **Growth Engine:** Quantifies experience ROI to drive sustainable business growth.

## ❖ Leveraging Ipsos CEM Directly Links Experience to Business Growth



**“The key is building a continuously operating, closed-loop experience management system, not just conducting one-time surveys.”**

# Ipsos CEM Solution: An Actionable Growth Engine



## ❖ Ipsos CEM Solution: An Actionable Growth Engine

- Move from "analyzing the past" to "guiding the future" via a closed-loop optimization system.
- Ipsos combines global methodologies with AI to **turn insights into business momentum**.

### Continuous Optimization

- Real-time dashboards
- KPI tracking (NPS / CLV / Retention)
- Ongoing enhancement of CX capabilities

### Decision Foundation

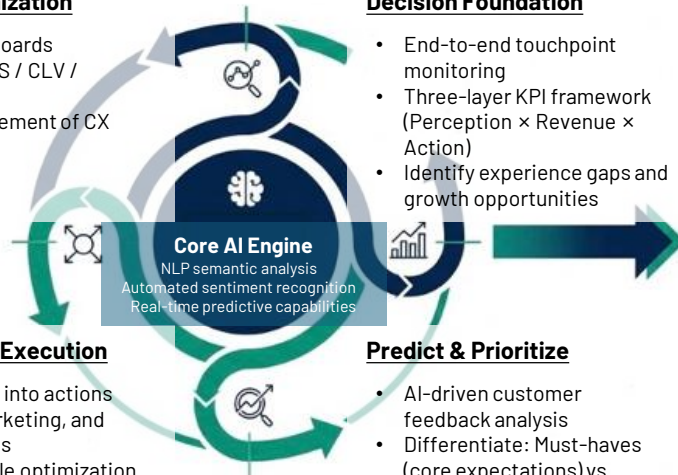
- End-to-end touchpoint monitoring
- Three-layer KPI framework (Perception × Revenue × Action)
- Identify experience gaps and growth opportunities

### Cross-Functional Execution

- Convert insights into actions
- Connect CX, marketing, and operations teams
- Establish scalable optimization processes

### Predict & Prioritize

- AI-driven customer feedback analysis
- Differentiate: Must-haves (core expectations) vs. Delighters (growth drivers)
- Clarify resource allocation priorities

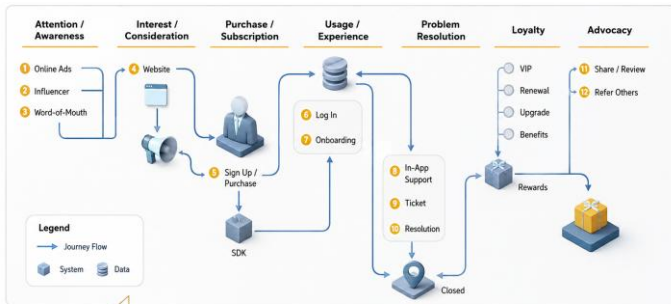


### Key Deliverables:

- ✓ An operational experience management mechanism
- ✓ CX metrics directly linked to revenue
- ✓ Clear decision priorities and resource alignment.
- ✓ Verifiable and sustainable ROI growth.

## ❖ Supporting Scalable and Real-Time CEM Execution

- Using full-journey insights and Ipsos's proprietary agile tools, we transform scattered customer touchpoints into a real-time operational decision system. Centered on the customer journey, we integrate online and offline multi-touchpoint data to dissect key interactions and map out the Moments of Truth (MoT) that impact customer decisions and satisfaction.



**Flexible Survey System** Supports multiple question types and dynamic logic for rapid configuration and iteration.

**Anti-Over-Surveying Trigger Mechanism** Automated triggers and frequency control across touchpoints and channels to ensure data quality

**Data-Driven Decision Dashboards** Consolidates multi-touchpoint data sources, supporting real-time monitoring and multi-level user permissions

For further discussion or inquiries, please contact:



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