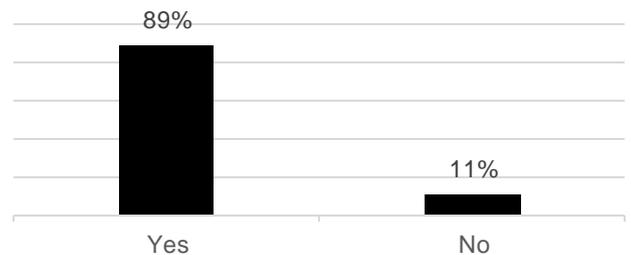


## CUSTOMER EXPERIENCE IN TRADITIONAL CHANNELS

The tools developed by YourCX allow gathering information about offline channel experiences (brick-and-mortar stores, customer service points, etc.) using a variety of methods. You can ask about everything - emotions accompanying the visit, problems and needs, satisfaction with the quality of service, about purchase habits. Such surveys can also be combined with monitoring the ROPO (Research Online, Purchase Offline) effect, i.e. the analysis of the impact of online channel experience (product search, price comparison, etc.) on the decision to purchase in traditional shop or to visit it. YourCX surveys allow also determining the scale of the revROPO effect associated with searching the information offline (e.g. to touch or test a product) and purchasing online.

One of the techniques that support implementation of that type of surveys is geo-fencing. We reach the users when they are in our Clients' or competitors' traditional stores. When the users search the Internet for product information or price comparisons, they are invited to participate in a short survey. As shown by our analyses, an average of 90% of the recipients of that type of survey are correctly identified as customers who are in a traditional shop at a particular time. Due to the fact that geo-fencing accuracy may be low (e.g. up to 200 meters), that form of implementation of surveys is best suited for large-format stores.

### Have you visited today, just visited or are you planning to visit XYZ?



Another form of implementation of that survey is integration of the survey with a mobile app. The users who have recently visited a given store will receive a push notification on their phones, with an invitation to evaluate the experience at that store. If the e-mail address of the user is known (e.g. when logged in to his/her account), the survey can be also sent via email. That method works also for the studies relating to the customer service points where the customers leaves their contact details (e.g. when signing a telecommunication service contract or a holiday travel contract).



THE INTERNET HAS A SIGNIFICANT IMPACT ON OFFLINE SHOPPING DECISIONS - ABOUT 70% OF CUSTOMERS SEARCH THE NETWORK BEFORE VISITING A TRADITIONAL SHOP. THE CUSTOMERS WHO CHECK THE PRODUCTS ONLINE BEFORE BUYING OFFLINE ARE MORE DEMANDING.

## CUSTOMER EXPERIENCE IN TRADITIONAL CHANNELS

Offline experience surveys can also be implemented using QR codes placed on leaflets, posters and even fiscal receipts. Currently, however, increasingly popular is placing special devices in strategic locations, that allow the customers to express their opinions by, for example, touching a button that corresponds to their positive or negative emotions. For more extensive surveys, tablets or touch screens can be used. That method also allows the customers to enter their comments. Data is transferred to the system on a regular basis or in bulk when the device is connected to the Internet. The form of an invitation to participate in such survey may vary - the device may be appropriately labeled and accessible to every visitor, although the visitors may also be invited to participate in the survey by the personnel.



As one can see, there are many forms of carrying out the surveys of customer experience in traditional points of sales and/or customer service points. YourCX makes every effort to ensure that the surveys carried out through that channel are tailored to the Clients' needs, the nature of customers and the specificity of the industry. Each customer experience survey is carefully planned - from strategic and methodological level, to analytics and reporting.

Collecting the evaluations of quality of service, cleanliness, product availability, likelihood to recommend, price sensitivity and other aspects, along with the related information concerning a given traditional point of sale, enables advanced segmentation, comparisons and internal benchmarking. The locations (stores, customer service points) that score lower than average ratings may be subjected to more rigorous analyses, so that any factors that affect customer experience can be correctly identified and effectively eliminated.



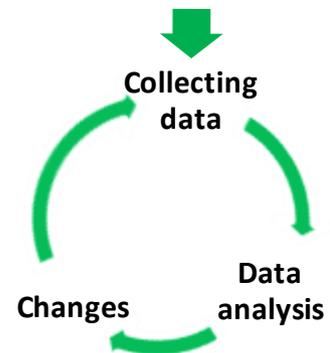
IN THE CONTEXT OF THE ROPO EFFECT AND CUSTOMER JOURNEY, IT IS DIFFICULT TO DEFINE UNIVERSAL RULES TO BE FOLLOWED - MUCH DEPENDS ON INDUSTRY AND COMPETITION. REGULAR MEASUREMENT OF EXPERIENCE, EMOTIONS AND BEHAVIOURS IS OF KEY IMPORTANCE TO ESTIMATING THE ROI.

## CUSTOMER EXPERIENCE IN TRADITIONAL CHANNELS

An example of implementation of offline channel surveys include our actions taken to optimize the customer experience for one of the largest cinema networks in Poland. Each viewer who made a reservation or purchase through online channel receives – after seeing the movie – a survey questionnaire asking for evaluation of the cinema (sound and video quality, courtesy of the personnel, cleanliness in toilets, etc.), and we monitor the experience accompanying the visit (matching of advertisements to the movie, quality of products purchased in the bar, temperature in cinema hall, etc.).



The collected data are carefully analyzed at both the general and more detailed level - at the level of a single visit to the cinema. Internal benchmarks allow evaluate condition of individual cinemas, and comments and opinions make it easy to find the source of the problems. The analyses use also a number of additional information accompanying each completed questionnaire, including the type of ticket or film genre.



At the reporting level, we provide constant insight into both general (indexes, benchmarks, regional and country-level comparisons) and detailed data (comments, opinions, suggestions). Thanks to advanced segmentations and comparisons, it is possible to fully optimize the customer experience and increase the quality of the services provided. Those actions then translate directly into increased satisfaction and likelihood to recommend, boost the whisper marketing, and eventually translate into increased revenue and satisfaction of the customers with their visits to the cinemas.



THE BASE OF AN EFFECTIVE MULTICHANNEL MARKETING CAMPAIGN IS THE ACQUISITION AND USE OF KNOWLEDGE ABOUT THE IMPORTANCE OF EACH CHANNEL IN THE CONTEXT OF CUSTOMER SHOPPING JOURNEY, TAKING INTO ACCOUNT CUSTOMERS' NEEDS AND EXPERIENCES.

### HOW TO GROW YOUR BUSINESS WITH CX RESEARCH?

Decreasing cart drop-offs

Lowering the costs of support and assistance

Maximizing customer lifetime value (LTV)

Increasing both online and offline customer satisfaction

Identifying bottlenecks and technical mistakes

Improving conversion ratio

#### How do we do that?

- We rely on market indicators and on our own unique benchmarks;
- We combine data from all channels, both online and offline;
- We create innovative technical solutions tailored to the needs of our Clients and their specific analytical issues;
- We match the content and appearance of survey questionnaires to brand image;
- We conduct professional market research in cooperation with our Clients;
- We collect a complete set of information relating to the users and their behaviour, including paths, events, sources of visits, frequency of visits, geolocation and full technical data.



We approach each and every CX strategy individually



We analyse our Clients' businesses and group their customers



We provide technical and communication support at all stages



We present regular reports, we provide 24/7 access to the results



We establish benchmarks in cooperation with our Clients



We support process optimization



YOURCX TOOLS ENABLE USER PATHS ANALYSIS WITH FULL CONTEXT OF EXPERIENCES AND EMOTIONS