



CXPro Solutions



Sure, you want your customers to buy. But closing a sale is just one part of long-term success. Every interaction with your organization adds or subtracts from the perception customers have of you. Watching sales numbers isn't enough. Understanding what makes or breaks an experience is essential.

ALL-AROUND INSIGHT FROM CUSTOMERS THEMSELVES

Customer Experience (CX) is measured throughout your relationship with customers. What do they think of your marketing? Do they have a positive interaction with your staff? Are they satisfied after a purchase? Are they talking about you in social media? Allegiance has created an overarching software solution called CXPro that allows you to answer these questions.

GET CLEAR INSIGHTS WITH A LOT LESS WORK

Allegiance will implement survey and other feedback systems that let you reach out to customers, or make it easy for them to bring comments to you. CXPro is far more time and cost-efficient than traditional surveys, focus groups, and compiling responses from disparate systems.

- Gather both solicited and unsolicited feedback
- Save time and costs with pre-made surveys
- Consolidate customer comments from the social sphere
- Cut through qualitative data with text analytics

MORE DATA IN ONE PLATFORM MEANS MORE MEANINGFUL INSIGHT

Because all our tools work on a single platform, you can compare results, tie them with your own operational data, and take guesswork out of strategy decisions.

- Bring existing CRM, ERP, HR and other databases into Allegiance
- Match customer experiences to staff, locations, promotions, etc.
- Map initiatives from feedback to key business outcomes
- Show ROI through measured performance improvements

MAKE CUSTOMER EXPERIENCES SEAMLESS AMONG CHANNELS

Insight isn't helpful unless everyone can understand and act on it. A CXPro solution takes the feedback you receive, turns it into meaningful reports, distributes it throughout your organization, and helps you get everyone on the same page.

- Uncover best practices everyone can use
- Easily distribute results with push reports
- Compare your best week's metrics with your worst week
- Unify your team's efforts

