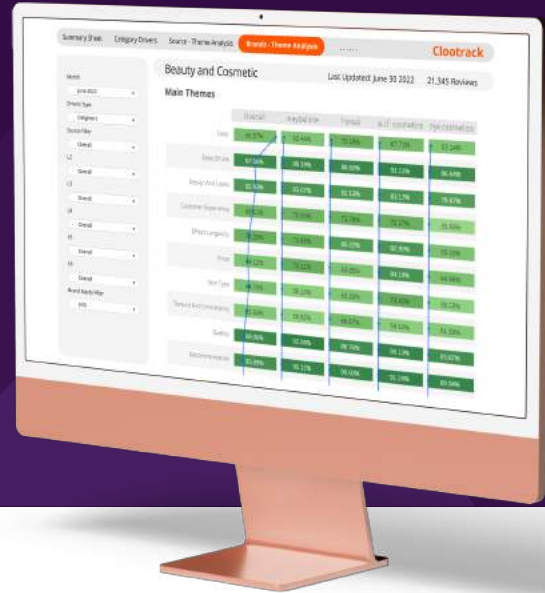




Cloorack

We support CX leaders who are eager to understand the **“why”** behind changing customer experience scores.

~35% reduction in churn
528 team hours Saved in a month



We are a great fit for...

01

B2C/D2C/Online brands with high levels of customer engagement

02

Rely on CX feedback for product and service enhancements

03

Require data analytics to accurately measure customer experience

04

Lack internal resources to effectively perform CX data analysis

Challenges CX leaders face today

- ⚠ Pinpointing the reason for changes in NPS/CSAT/Star rating/CX score is **manual and time consuming**
- ⚠ Current CX analytics platforms in the market **miss out on context, details, and emotional intensity** when scores go down
- ⚠ CX leaders prioritize areas for improvement incorrectly because they **lack the full picture of customer engagements**
- ⚠ Product/service improvements and strategy take a long time to identify because **customer feedback is vague, lacking insight**
- ⚠ It's difficult to align stakeholders due to **a lack of hard evidence** of what consumers are saying



In Cloorack we have found that partner who enabled us to navigate this complex consumer journey and feed us with relevant insights.



When it comes to industry reports, the biggest challenge is where to start and which attributes to look at for your own brand and competition. Cloorack helps identify these gaps and in a scientific manner.

You are in good company

10+ Major Funds | 150+ Brands use **Cloorack**

