inQuba

inQuba Customer Experience

Next-generation CX that puts customer feedback at the centre of your business

inQuba Customer Experience allows businesses to create hyper-personalized, omni-channel surveys, collect feedback, close the service recovery loop collaboratively, and truly understand customers and accounts.

# The Voice of Your Customer, at Every Step of Their Journey

In today's competitive business landscape, providing exceptional customer experiences is more important than ever. That's why our market-leading Customer Experience software solution is the perfect choice for businesses looking to deliver outstanding service to their customers. With omni-channel, hyper-personalized surveys at every step of the customer journey, closed-loop service recovery, and deep insights into customer and account behavior, our solution is designed to help businesses of all sizes deliver effective experiences that drive loyalty, satisfaction, and revenue growth.

Hyper-personalized, omni-channel surveys

Your customers are giving feedback all the time.
Measure customer feedback through omni-channel surveys (using inQuba's intuitive graphical user interface), allowing customers to give feedback across touchpoints and customer interactions. Every survey is highly personalized and contextual, driven by the Single View of every customer.
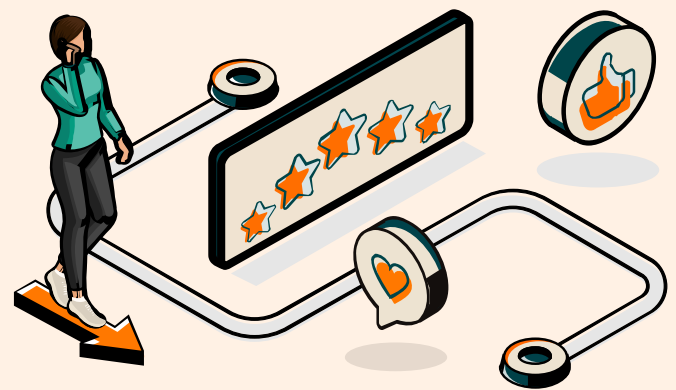
Close the loop, collaboratively

Deliver the right insight to the right person at the right time.
inQuba provides the ability to drive customer support by organizing and prioritizing feedback into channels for different audiences, escalating where necessary. This could be based upon Net Promoter Score, sentiment or themes discovered in customer feedback. inQuba Case Management is a rules-driven escalation and service recovery capability, with configurable SLAs. Today's customer centric business drives brand loyalty and customer satisfaction through SLA-based resolution.

Model & measure throughout your customers' journeys

Your customers' journeys at the center of your CX strategy. inQuba CX delivers the fastest time to actionable insights. Model customers' journeys with experience steps and service channels, allowing their structured and unstructured feedback to be linked to every step of their journey. All customer feedback, whether from surveys or social media, is stored in the inQuba CX data repository, and a high level view with drill-down capability allows for easy insight discovery
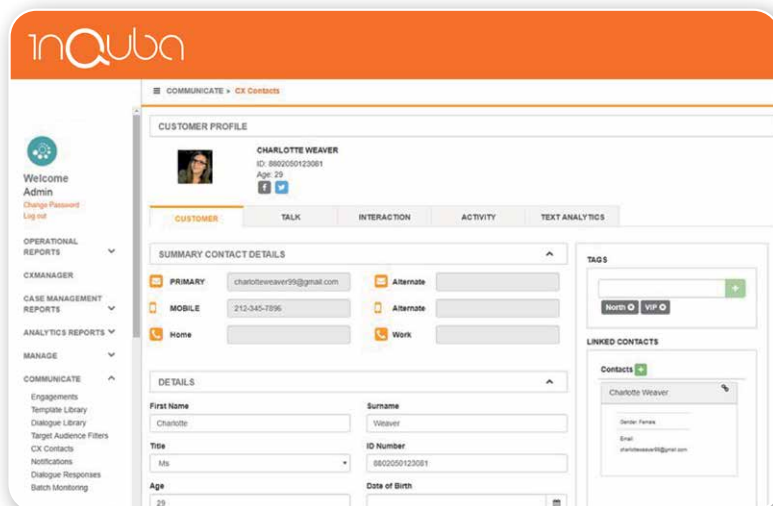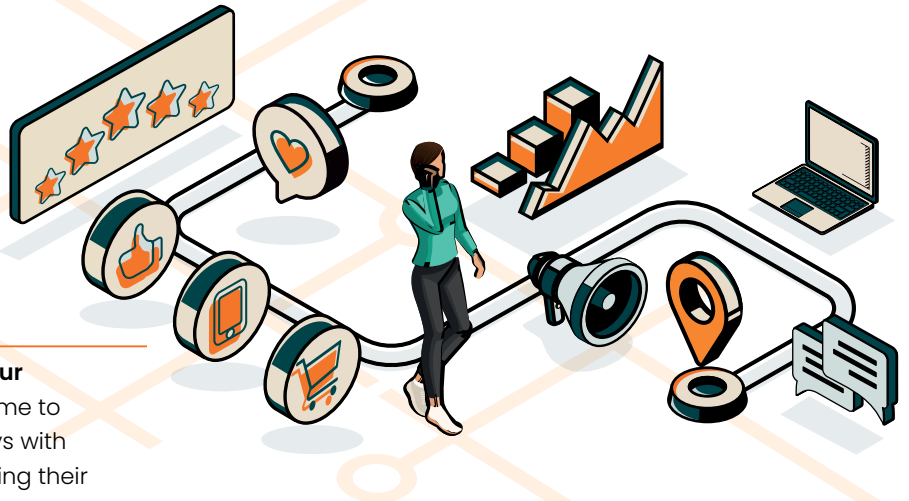
Know your customers & accounts

Today's customers expect to be fully known. inQuba provides tools to interact with each customer as a 'market of one'. Hyper-personalization is driven by the customers' Single View which maintains context, activity, sentiment and important themes. For B2B accounts, visual hierarchies display roles and overall account health.

"We felt inQuba has the most mature solution in the market. Vastly more mature than what we found at their competitors."

Marnitz van Heerden, Hollard Insurance, Manager: Customer Centricity

Hollard.

Key Benefits

Get a single view of customers' feedback

Uniformity and consistency are among the most important factors when making sense of data and information. inQuba CX creates a customer experience model that collates and normalizes all forms of customer feedback, reducing the time it takes for analysts to work through multiple data sources. Social media, customer surveying, complaints, service desk, and campaign-related feedback are all used to create a single view for the organization.

Respect customers' channel preferences

inQuba CX enables companies to use the best channel from a value, response, and cost perspective to obtain feedback from customers. inQuba CX supports WhatsApp, web, e-mail, mobi, mobile USSD, SMS, CATI and person-to-person channels. Our understanding of channel optimization has allowed us over time to achieve unprecedented response rates for our clients.

Initiate a customer-centric culture

inQuba CX deployment is typically followed by a significant shift in organizational behaviour, motivating employees towards customer centricity. Instant real-time feedback, both positive and negative, is a powerful change agent in further motivating employees and driving their service recovery efforts.

Real-time reporting & feedback

Feedback and reporting is done in real-time as the data is collected, enabling the organization to act on customer-related issues when the matter is most relevant to the customer.

Rich Analytics

Rich analytics provides valuable insights into customer behavior, preferences, and pain points. Drill down into channels, segments or parts of the customer journey. This data can be used to optimize processes, personalize interactions, and identify areas for improvement, ultimately leading to increased customer satisfaction, loyalty, and revenue. Text analytics allows for the extraction of themes and sentiment from unstructured feedback. Insights are available through role-based dashboards or are distributed.

Feedback is organized according to the **Value Model**, allowing the business to discern between factors that are economic, experiential, brand-related or functional.

Drive action with real-time results

Measurement that drives actionable insights is the only valuable kind. To this extent inQuba CX provides a powerful escalation and feedback system that prompts the relevant personnel to drive the service recovery of failed customer experiences. SLA's are incorporated to ensure that pre-defined escalations are given the appropriate attention and dealt with in the required time.

Actively manage experiences with dialogues

Any interaction with a customer is both an opportunity to collect information as well as engage the customer, ensuring the best possible experience. The functionality of inQuba Engage takes client interaction to the next level, allowing for highly personalized messages based on the context of a series of events associated with the customer or the feedback from a survey. These two concepts are then combined in dialogues which allow for an interactive dialogue to occur independently of a client experience measure.

Key Benefits

Uncover the relationship between employee performance & customer experience

Premised on the ability to collect large amounts of data within the context of specific events, inQuba CX enables organizations to tie employee performance back to customer experience and customer feedback measures. All data collection is built on statistically relevant research models.

Digital-first, cost-effective data collection

inQuba CX's multi-channel support has greatly improved our ability to collect data. Using e-mail, web and mobile phones we are able to collect volumes of data that far surpasses the traditional forms at a fraction of the cost of traditional methods.

Reliability & flexibility through research models

Using our team of expert market researchers, we develop (for each client) a true research model. This includes data sampling and quotas for the business requirements along with the statistical correlation providing the highest levels of reliability in the data collected. inQuba CX also has the flexibility to model the pre-existing research model of a client, should it be preferred.

Secure Access

inQuba CX has been designed to meet the needs of enterprise clients. To this end it clearly segregates the duties of setup, data reporting and active management of customer queries. The platform models the organizational structure and this same structure is the basis for access control to the platform. The organizational structure then allows different parts of the organization to view the area that they are authorized to view and manage.

Enterprise-ready

While inQuba CX's intuitive user-interface and menu driven setup make it ideal for small to medium sized CEM programs, the platform has been designed primarily with the large/multi-national enterprise in mind. Enterprise features include powerful organizational modelling, support for multiple CEM models that can be used across multiple programs/divisions, CEM model templates, multi-tenancy, auto-generated analytics and powerful multilayer report distribution, granular escalation rules, SLA and queue driven escalation and feedback management, all delivered on a highly scalable architecture.

Scalability when you need it most

inQuba CX has been architected to manage even the most demanding requirements of large/multi-national enterprises and Telco customers. The solution makes use of a service orientated architecture that allows for the scaling of the application across multiple physical or virtual servers. The result is an application that can easily scale depending on the unique needs of the implementation.

Key Features

Feedback and escalations

inQuba CX's feedback and escalation system allows each person to see feedback that pertains to them and also allows managers to manage feedback groups. The feedback system is a single source of all customer feedback pertaining to an area or employee.

Reporting

inQuba CX reporting accommodates for various audiences and applications:

Real-time reporting

Near real-time reports based upon data-availability.

Auto-generation of reports

Reports are auto generated and updated automatically based on changes in the dimensions and other underlying constructs of the CEM Model. For instance, organizational structure changes, question changes, campaign changes etc.

Custom reporting

Reports can be customized for various layers within an organizational hierarchy. Various internal audiences, from call centre agents to executives, require different views. Reports are accessed through secures log-ins.

3rd party integration

Elements of the reporting can be published to other systems such as benchmarking widgets on a CRM system.

Graphical user interface

The intuitive graphical user interface allows business users to design and test surveys according to their corporate identity and design principles. Surveys can be easily organized within a program repository and edited when needed.

Text analytics

Text analytics allows for the analysis of unstructured feedback from surveys, social media and other verbatim text. Text analytics extracts themes and sentiment from high volumes of feedback, associated them with customers, channels or parts of the customer journey.

Modelling & research flexibility

The inQuba model includes a true research model (including journey, quotas and volumes) within the platform, designed and deployed by our team of market research experts.

Measurement variables (quality dimensions) can be built at each point of the customer journey. Multiple models can be constructed off a singular platform enabling businesses to effectively collect information across several programs. Flexibility allows businesses to design and apply their own research models where required. Additionally, an organizational model is used to link roles and personnel to relevant points in an experience journey. This creates the appropriate levels of responsibility for customer experience within an organization.
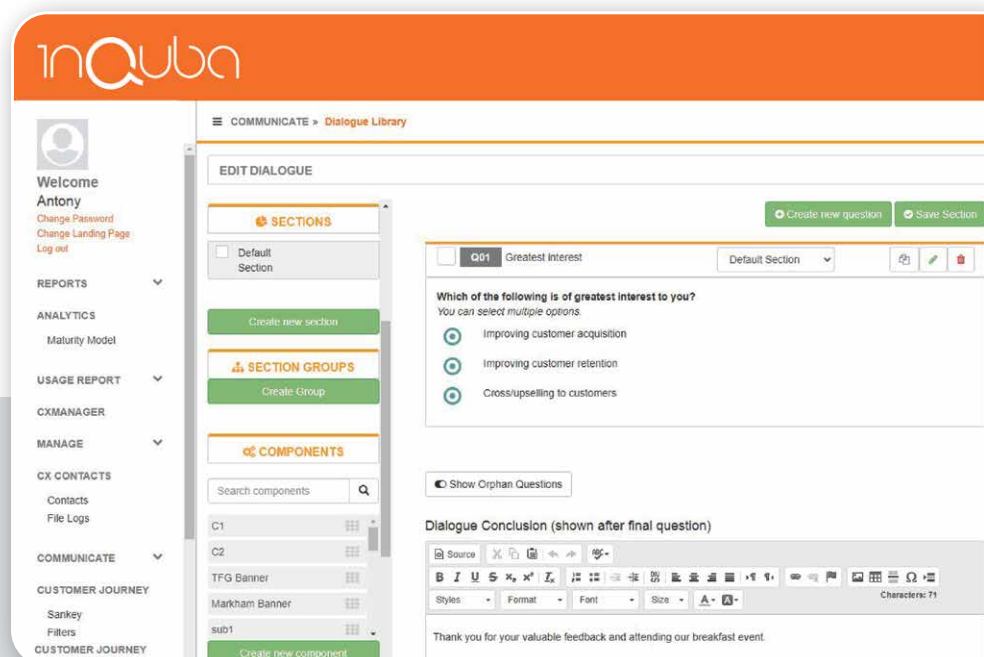
Key Features

Communication design

Questionnaire formats

inQuba CX supports multiple formats of questionnaires and/or dialogue formats, from free text to option selection and grid type questions.

Dynamic survey generation

Surveys can be dynamically generated based on the occurrence of an event and even further within that, based on certain customer or even event dimensions.

Dynamic question generation

Rules can be used to dynamically generate questions based on the response of previous questions. This is valuable when limited customer information is available and the organization needs to collect information before being able to survey or converse with a particular customer.

Escalation rules

Rules can be set up to escalate feedback to predefined groups of people or individuals based on the business requirements. This can be used to rectify underperformance or highlight exceptional performance. This is also used to highlight and close the gaps during campaigns.

Template Design

Templates are incorporated to ensure that organizations' brands are kept intact and allows for the customization of templates for specific events within the customer experience journey.

Communication management

All relevant surveying and dialoguing communication is managed within the inQuba CX platform, including:

- Customised messaging based upon customer profiles and rules
- Reminders based upon non-response or pre-defined times
- Tracking of survey responses
- Management of timing in terms of public holidays, etc.
- Survey expiration after a defined period
- Dynamic quota management based upon quotas achieved

Omni-channel communications

inQuba CX supports mobile USSD, SMS, WhatsApp, email, CATI, mobi, face-to-face and IVR channels for communication and collection of customer-related feedback.

Handling multiple data sources

inQuba CX easily manages diverse and large data sets in order to provide a unique view of customer experiences against the customer journey.

About inQuba

inQuba is a next-generation Customer Journey and CX SaaS platform for analysing and optimising customer acquisition, retention, conversion, channel and customer cost-of-ownership strategies.

inQuba uses diverse data sets, advanced analytics and AI to provide deep insights into customer journeys, customer behaviour and the customer experience. Using these insights and its proprietary methodology inQuba tests and optimises the effectiveness of execution, servicing and customer engagement strategies towards ROI goals.

inQuba is highly rated by leading analysts Gartner and Forrester as a high-innovator customer journey platform. The company has clients across the US, UK, Africa, and APAC with a focus on financial services, insurance, telco and retail industries.

| JM | CX | CM | SM | EN |