



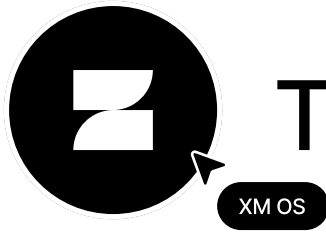
Experience Management Platform(XM)





The Operating System For The Experience- Driven Economy

Our comprehensive, agile, easy-to-use platform is a common framework for entire companies to design and improve customer and employee experiences - and to consistently drive innovation in a world where people demand ever more from products, brands, and experiences.



Two disciplines. One platform.

Zourx is essential for your organization. Providing a unified platform to streamline experiences, insights, and strategies, driving informed decisions and business growth.

Experience Design

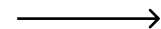


Create innovative products, services, cultures, and brands that set new standards.

Experience Improvement ⁺+

Consistently enhance customer, employee, product, and brand interactions to achieve enduring success.

So, Lets explore and share how to design an insightful amazing experience for your growth.





Unlock Experiences with AI → Drive engagement, and Build Loyalty.



How Zourx works

Zourx provides a comprehensive suite of tools and capabilities for experience management. It allows organizations to collect, analyze, and act upon customer, employee, product, and brand feedback. This enables businesses to gain valuable insights into the experiences of their stakeholders, identify areas for improvement, and drive meaningful changes to enhance overall satisfaction and loyalty.

Listen

engine

Understand

engine

Act

engine



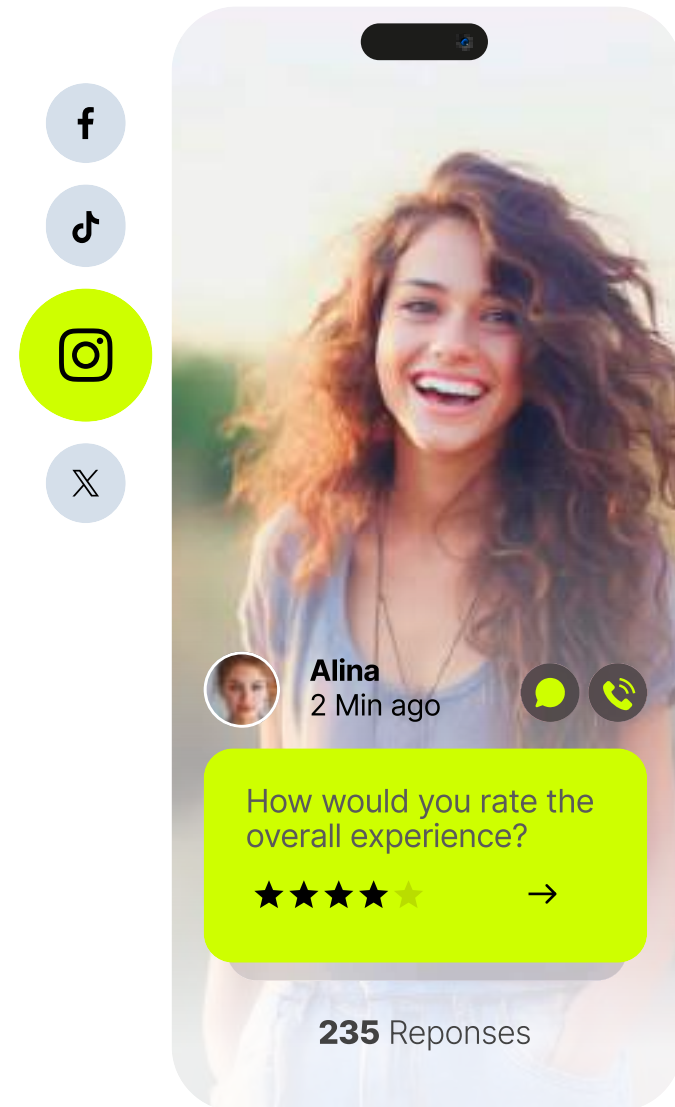
GOAL: REDUCE CHURN IN HIGH LTV CUSTOMERS



→ **Your customers** are sharing valuable insights
are you truly paying attention?

Listen to customers wherever they are

- Run survey and send to target segments using the channels and moments they prefer, to capture a real time feedback and sentiment data.
- Add listening posts anywhere your customers are interacting with your services.

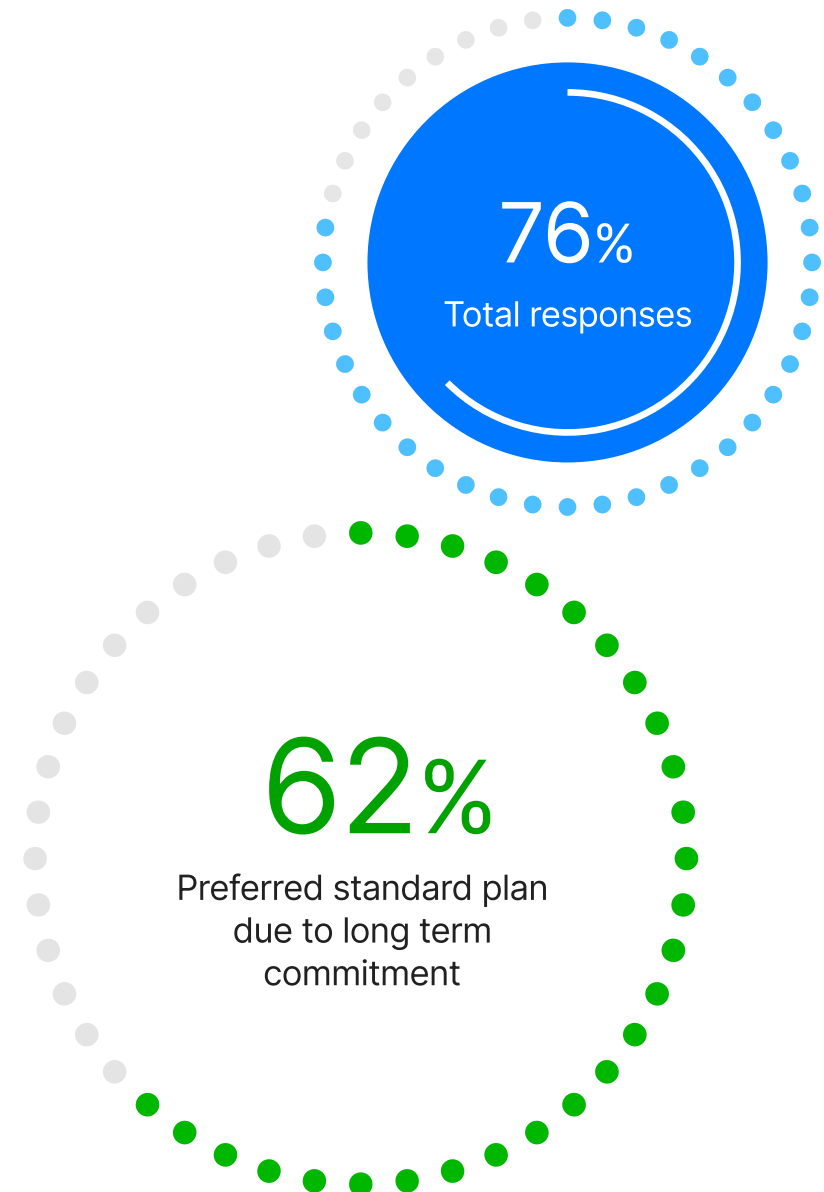




→ **Quickly uncover**
what your customers
and employees are
thinking.

Understand the drivers of
customer experience

Dive deeper into insights through statical reports, predictive intelligence and analytics to identify gaps and problems and share it with managers and teams to know where to focus and what to do.





Suzan Albert

Customer Experience Manager



If CSAT score lower than 3.0, create task in sales force



Lower CSAT

→ Empower teams to quickly act on feedback

Determine and take the best actions for improvement.

Go beyond insights and build a culture of actions, by trigger actions at every part of organization for improvement and mobilize your team to take action and response to customer feedback.

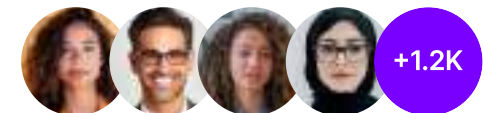
Marketing Team

Sales Dept.

Accounting



Your client has given a CSAT score less than 3.0, Please follow-up within 2 business days



ZOURX^{XM} All in one platform



Customer
Experience



Employee
Experience



Strategy &
Research



Customer Experience





“Your most unhappy customers are your greatest source of learning.”

– Bill Gates

Customer Experience

Software that instantly identifies customer friction and guides frontline teams in real-time to enhance client service. Drive company-wide improvements—across processes, products, and digital platforms—to boost customer lifetime value.

Poor customer experience is costing U.S. companies \$136.8 billion annually due to preventable customer churn.

How to run a successful customer experience program.



Let's agree first, CX programs will vary by industry and particular business goals, however, there are 4 components that are Non-Negotiable.

1. VOC

like a heart beat of any customer experience program, it captures, analysis and reports on all feedback associated with your organization, from this feedback you can identify trends and opportunities to improve customer experience.

2. Customer journey map

It is the key interactions that a customer experiences with your organization, this map plays a significant role in your CX strategy, and helping you understand parts of your customer journey that need to be improved or changed.

3.

CX Leadership coalition

If the VOC program and the customer journey map are the fuel that keeps your CX program running, then your employees are the engine, because they take data and act on it, There should be a cross-functional group of leaders in place to make sure that your CX program is implemented properly, this coalition should includes leaders from every major touchpoint in the customer journey.

4.

Employee experience

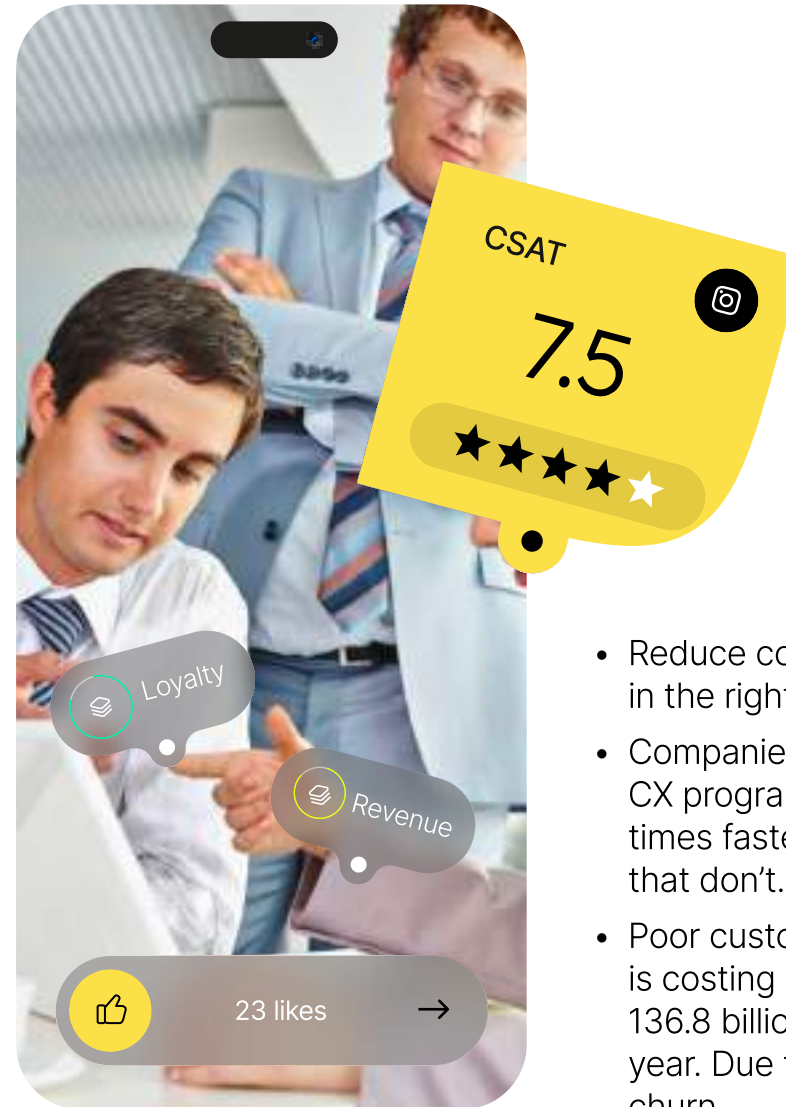
Happy employees cultivate happy customers, your employees should not only have a customer centric mentality, But they also should believe in the brand and the place that they represent, on the other hand A big part of providing a positive work environment is providing the tools that empower employees to do their job properly and insuring every employee can confidently talk to this tool.

Impact



Zourx is essential for your organization, providing a unified platform to streamline experiences, insights, and strategies, driving informed decisions and business growth.

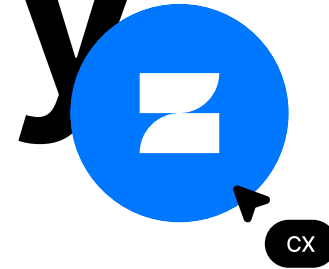
- Drive revenue and customer lifetime value
 - Increase Product, services value
 - Boost customer loyalty.
- Keep close to customers and changing behaviors



- Reduce costs and invest in the right things
- Companies that invest in CX programs grow 2-3 times faster than those that don't.
- Poor customer experience is costing US companies 136.8 billion dollars per year. Due to avoidable churn.

In summary

Companies that invest in CX programs grow 2-3 times faster than those that don't.



Great customer experience is essential for any business, it provides analytics and insights to help you better understand customer behavior and preferences.

This allows you to make **informed decisions** and optimize customer service operations.



Employee Experience





“To win in the marketplace you must first win in the workplace.”

Employee Experience

Turn employees into
→ **Ambassadors**

Software that empowers you to cultivate engaged, high-performing teams, optimize managerial impact, and make data-driven decisions quickly.



Achieve greater success by creating a **workplace** where **happy, engaged** employees drive **meaningful outcomes**.

Gain deep insights into your team's needs and empower everyone—from HR to managers—to take impactful actions that enhance engagement, productivity, and retention.

How satisfied are you with your overall working environment?



I'm very satisfied with the collaborative culture in my team and the flexibility provided by the company."



John Anderson
Marketing Team



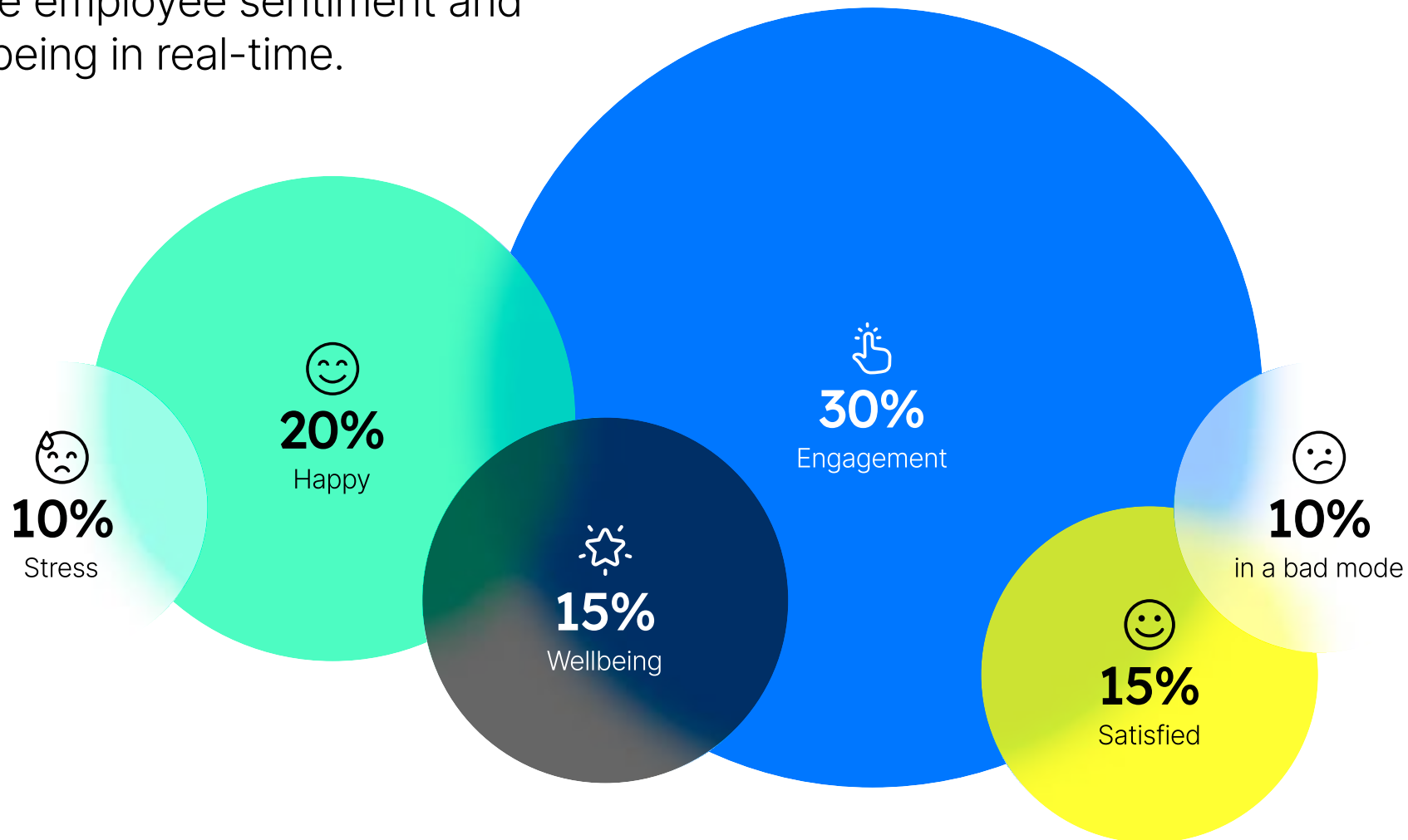
Turn Employee Happiness Into Actionable Insights For Meaningful Improvement.

HR **Analytics:** discover all the interesting figures and trends for every aspect measured.

Listen and improve experiences for every employee. Fix problems before they become part of your culture.

Mood Pulse

Gauge employee sentiment and well-being in real-time.



ZOURX^{XM}

Achieve better results with
happy and engaged employees

ZOURX^{XM}

Empowering the organization
to act on insights from
employee feedback

Prioritizes your convenience

ZOURX^{XM}

build
engaged
and high-
performing
teams

ZOURX^{XM}

Take advantage of
our recommendations

Create impactful **employee experiences** throughout
their journey, from
hiring  **departure.**



Engagement

IT team ▾



New

12 Nov 2024

Please IT respond to the survey
within 10 days at the latest.

Status Urgent



Reminder

12 Nov 2024

kindly reminder to complete the
survey we sent earlier. Your
feedback is incredibly valuable and
will help us improve our services.

Status Urgent





Experience  **Summery** by
Measure the holistic
employee experience so you
can make decisions with
confidence.





Strategy & Research





Transformative research to shape and drive your company's strategy with confidence.

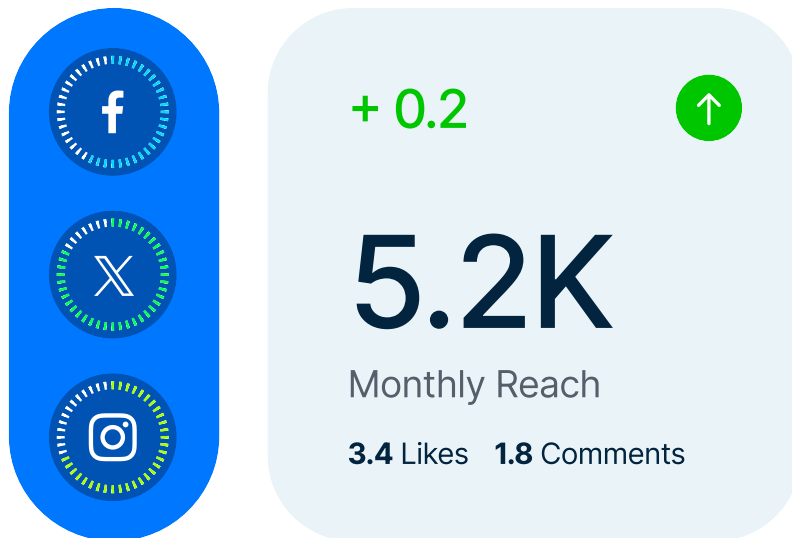
Strategy & Research

Maximize ROI to drive
→ **Business growth**

Software for advanced quantitative and qualitative research, empowering you to create products people love, expand market share, and build lasting brands that drive growth.



Insightful research to shape and elevate your company's strategy.



- Leverage AI-powered insights for better content strategy
- Concept testing
- Usability and ease of use
- Uncover key performance drivers.
- Leverage real-time brand intelligence for actionable insights that drive strategic marketing decisions.
- Brand Sentiment analytics

Real-time brand Intelligence

Net promoter score NPS

detractor

Neutral

Posit

8

1 2 3 4 5 7 8

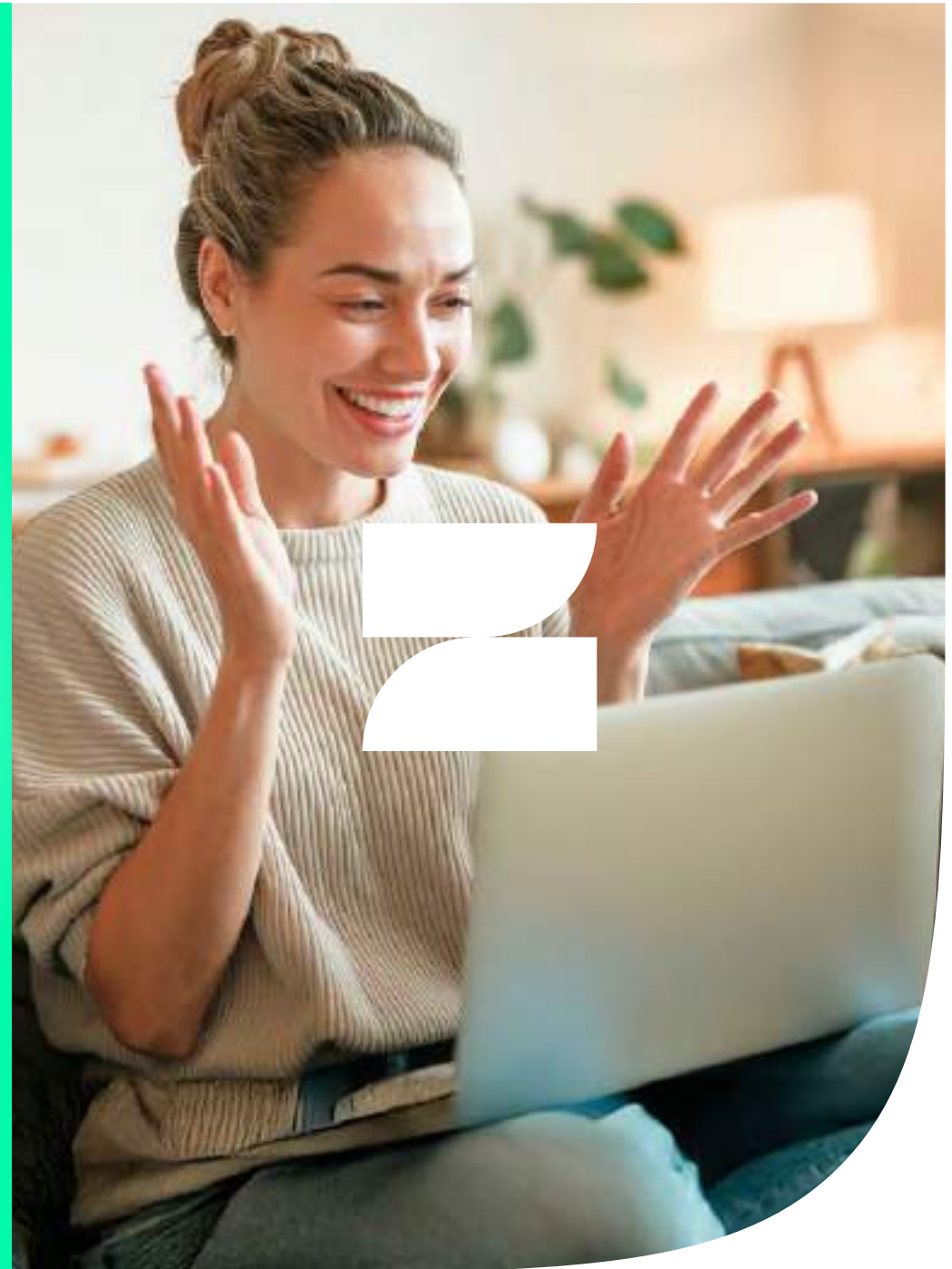
Quality

01

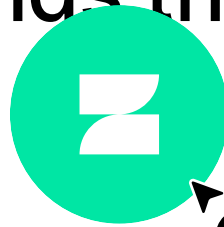
Price

01

mc



Build enduring brands that
accelerate growth.



Brand Analytics

98



12.3

12.3

Brand reputation

24



11.32

35.23

Brand Momentum

24



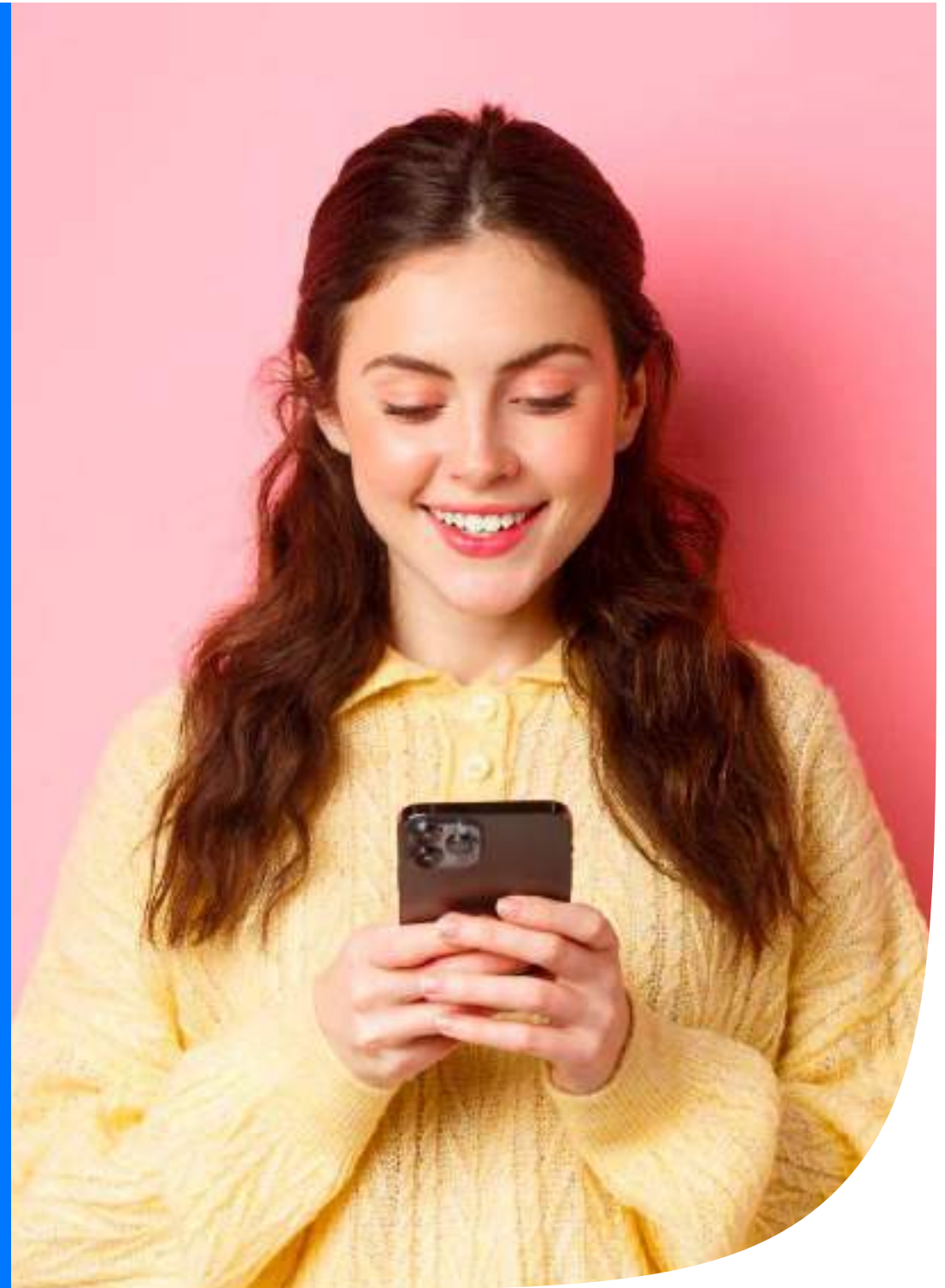
11.32

35.23

insights



Social media management





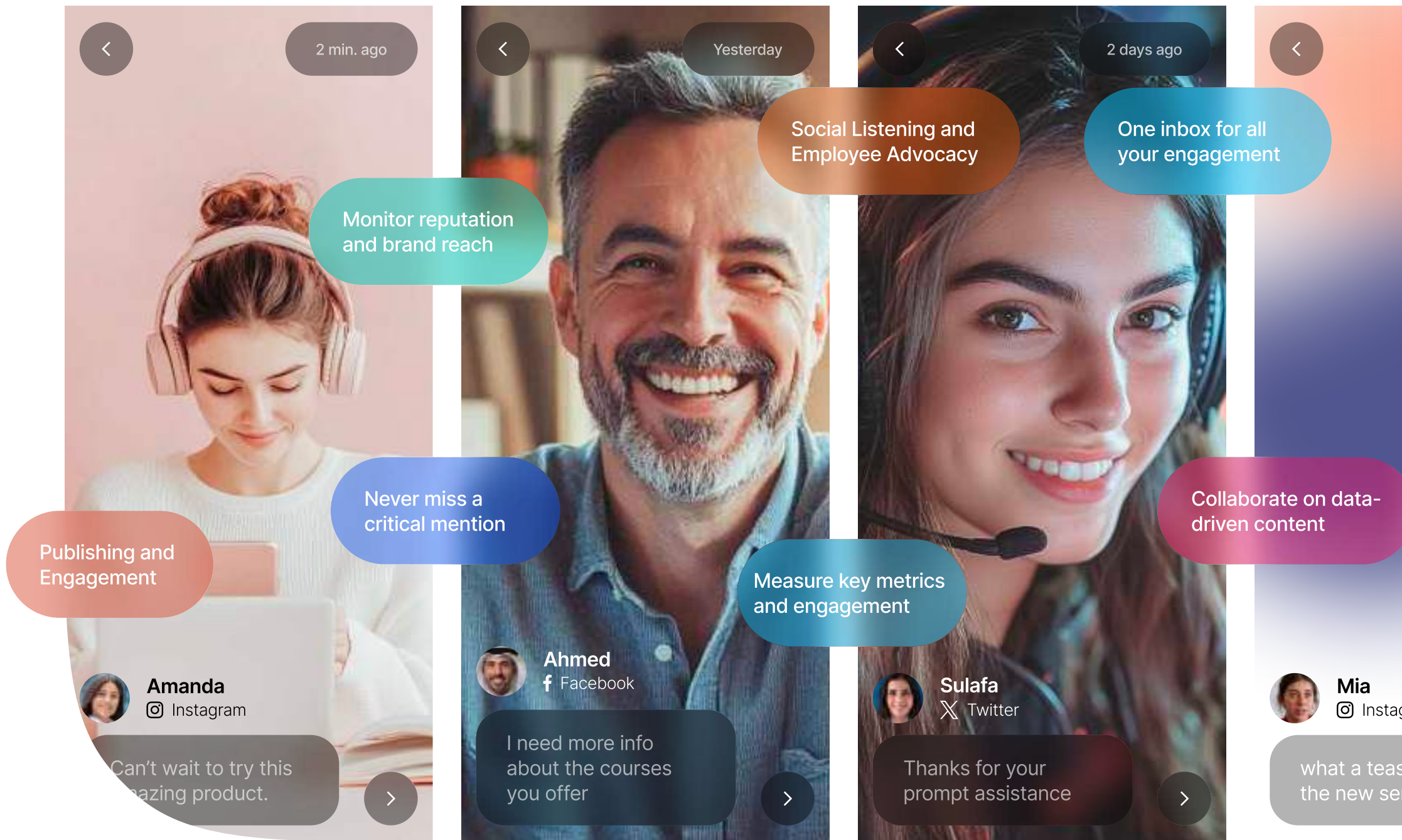
Enhance audience engagement, and drive impactful results across all your platforms.

Social Media Management

Enterprises maximize performance and productivity with

→ **Zourx Social**

Zourx Social empowers enterprises to effectively manage social media across multiple brands, teams and geographies.



2 min. ago

Monitor reputation and brand reach

Publishing and Engagement



Amanda
Instagram

Can't wait to try this amazing product.



Yesterday

Social Listening and Employee Advocacy

Never miss a critical mention

Measure key metrics and engagement



Ahmed
Facebook

I need more info about the courses you offer



2 days ago

One inbox for all your engagement

Collaborate on data-driven content



Sulafa
Twitter

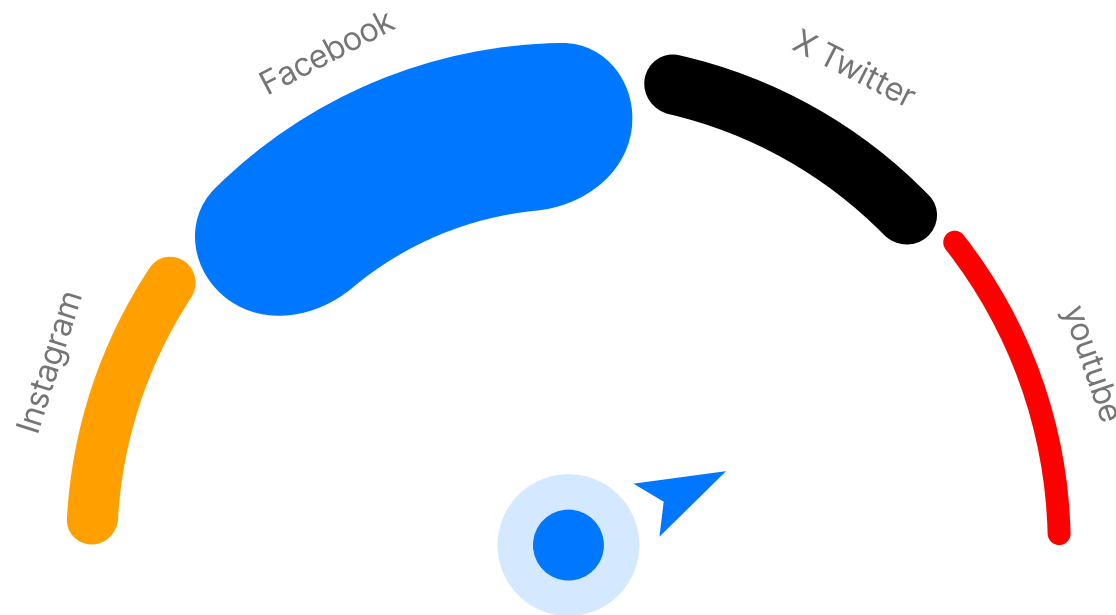
Thanks for your prompt assistance



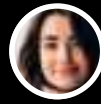
Mia
Instagram

what a treat the new se

A unified platform designed to simplify and optimize the management of your business's social media presence.



Advanced functions to **manage and enrich** your social presence



Aline B.

 Via Facebook



"Recently visited your store and had an absolutely wonderful experience!"

Share it with leadership

Sentiment: **Positive**

 Suggested Actions

please advise

AI

Generate reply

INNOVATIVE AI, BUILT TO GAIN TRUST.

Advanced AI designed to uncover meaningful insights for your business, customers, and employees. Our AI-powered solutions analyze extensive data to reveal key trends, preferences, and opportunities for growth.

ZOURX^{XM}

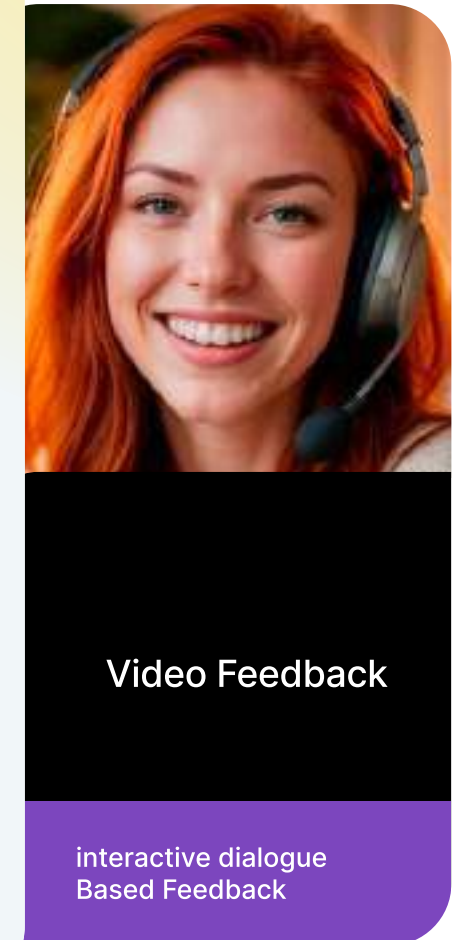
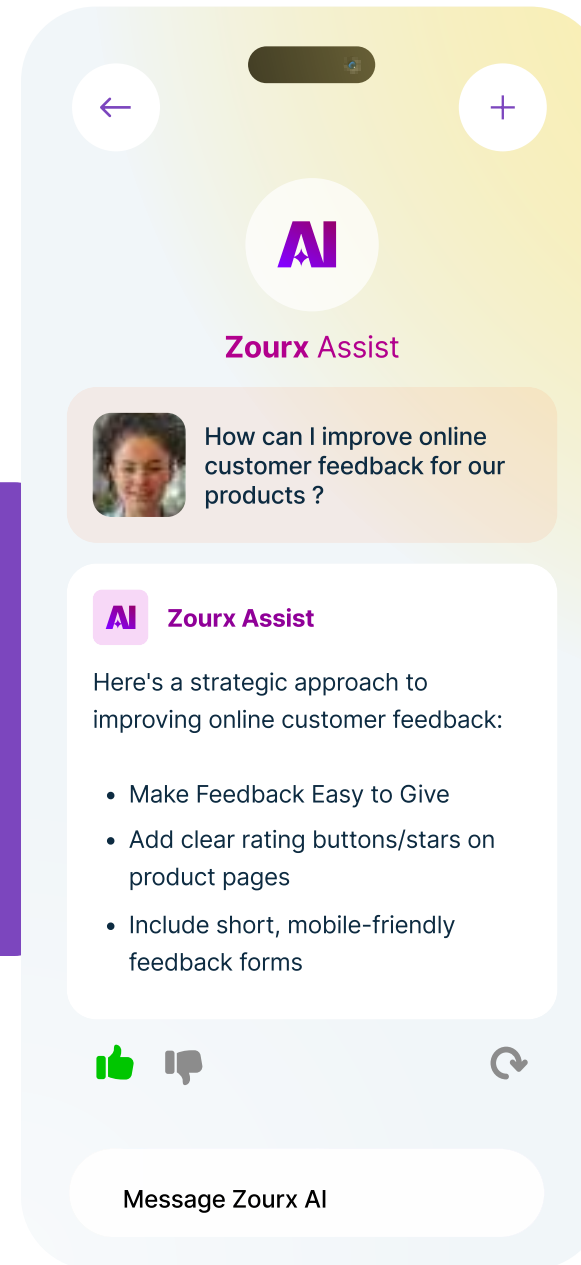
Unlock insights and recommendations with text analytics.

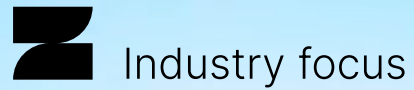
AI
Manager
Assist

ZOURX^{XM}

Customer
Service Assist

Your personal data
and insights are
securely  **saved**





Solutions

Enterprises, Medium business, Small business

Zourx is an innovative platform designed to help enterprises manage and optimize the experiences they deliver to their employees, customers, and stakeholders. By leveraging cutting-edge technology and actionable insights, Zourx empowers businesses to stay competitive in an experience-driven economy.

Regardless of industry, Zourx XM ensures successful adoption through comprehensive implementation support and ongoing assistance. Our industry specialists work closely with each organization to customize the platform according to their specific needs and objectives



Zourx XM empowers organizations across diverse industries through data-driven insights and strategic analytics



Government



Healthcare



Technology



Real-estate



Education



telecom.



Insurance



Travel &
hospitality



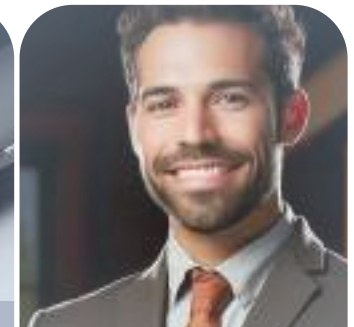
Retail



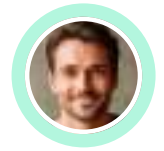
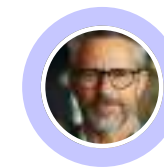
Financial
Services



Automotive

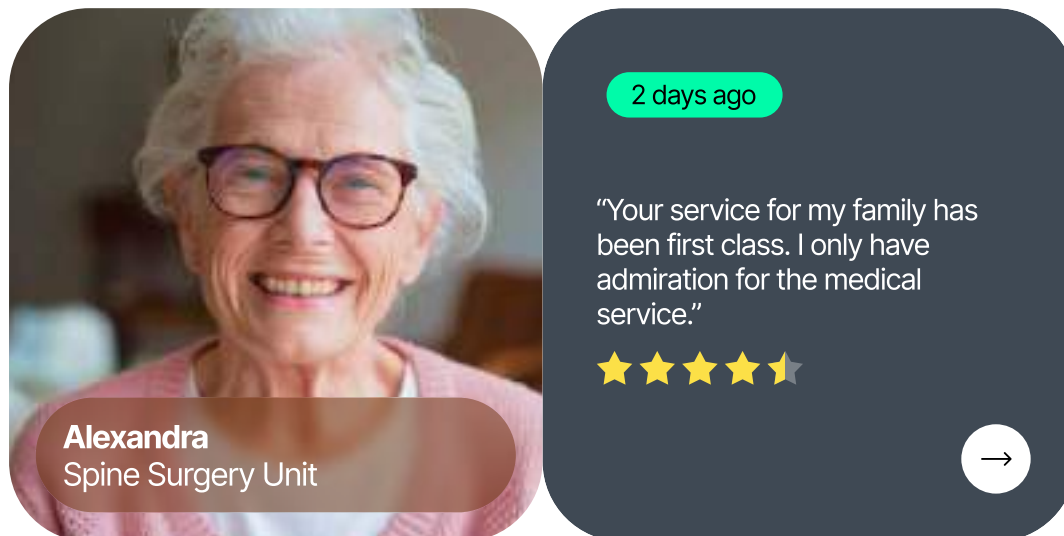
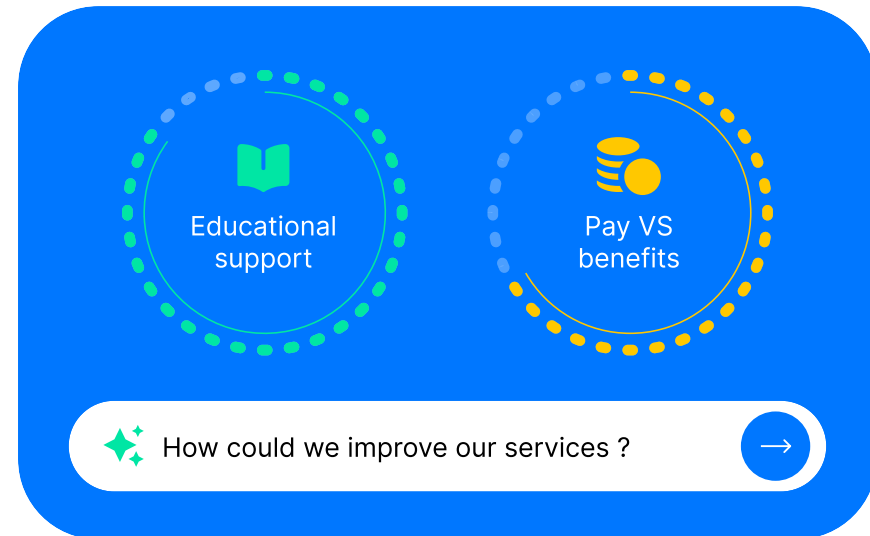


Personal
Services



Education

Zourx XM empowers institutions to create exceptional learning experiences. Our platform helps educational institutions transform student engagement by continuously monitoring and improving the learning journey. From tracking student satisfaction to optimizing course delivery, we provide comprehensive insights that drive academic excellence.

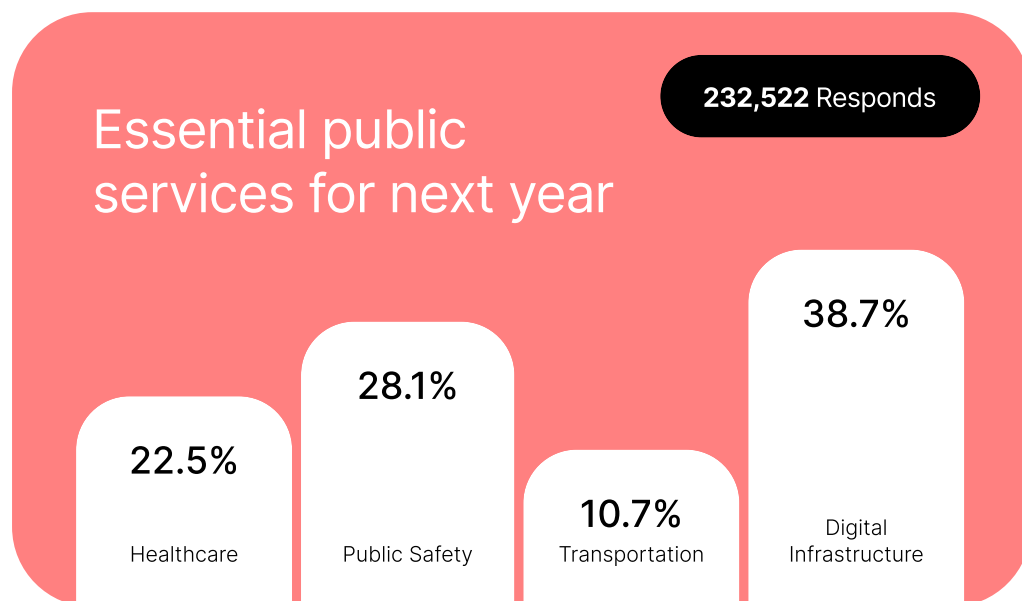
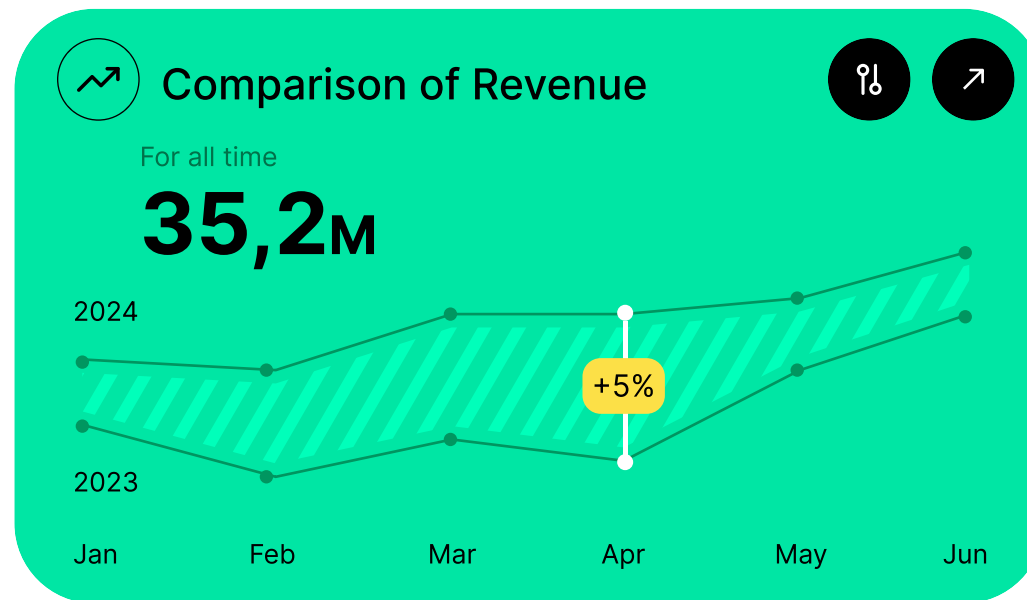


Healthcare

Zourx XM delivers crucial insights that enhance care quality and operational efficiency. Our platform enables healthcare providers to capture and analyze patient feedback across all touchpoints, from appointment scheduling to post-treatment follow-up. This comprehensive view helps identify improvement opportunities and optimize the patient journey.

Financial

In the financial services sector, you can better understand the experiences you deliver to streamline operations and boost customer loyalty and retention. From complaint management and voice of the customer programs to improved contact centers, customer experience, and more, our solutions are specifically designed to meet your operational and financial goals.

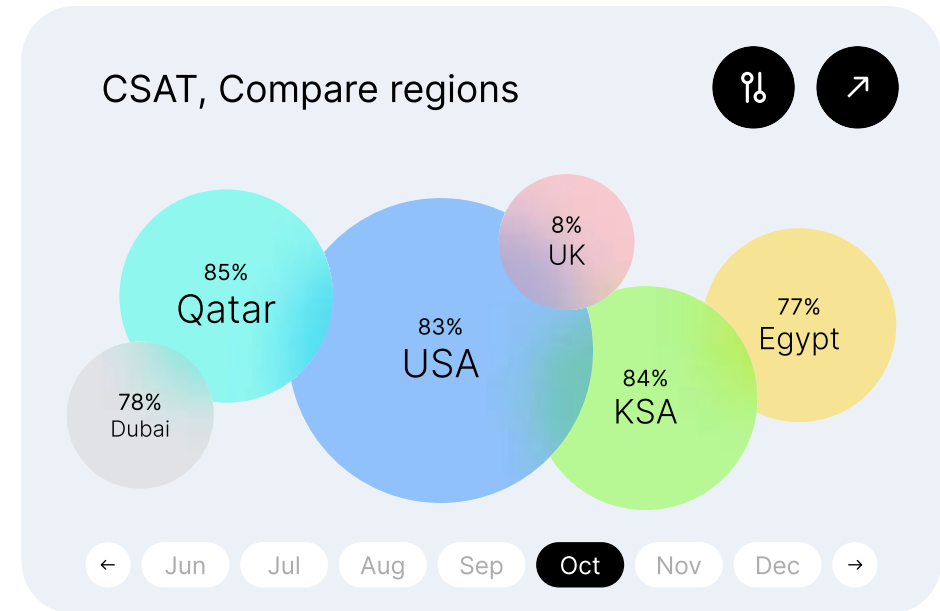
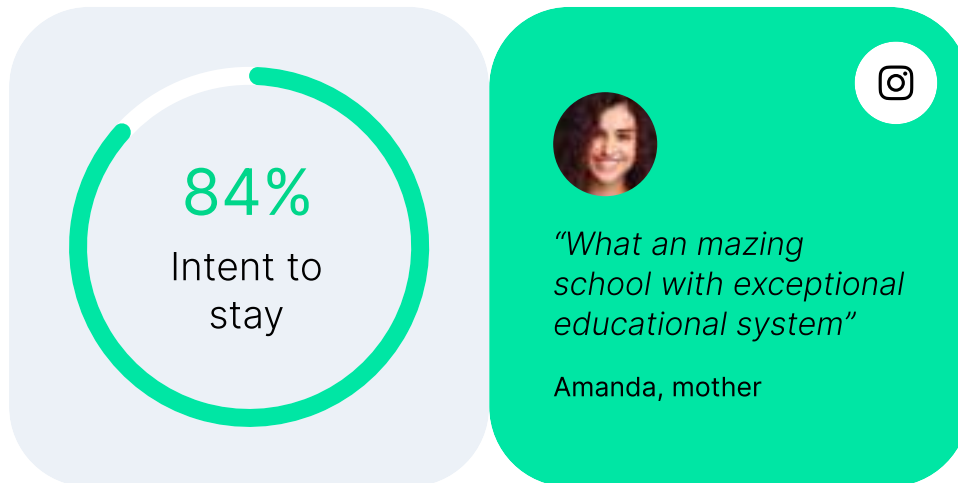


Government

Design effective services, programs and policies with XM. Create outstanding experiences that build trust and enhance community engagement by putting people at the heart of every public sector experience. Collect feedback across touchpoints and journeys, streamline workflows and automate processes to continually improve the experience for your community and employees.

Travel & Hospitality

In travel, delivering remarkable moments is essential. Utilize real-time analytics, intelligent insights, and AI-powered solutions to address experience gaps for customers and employees, achieving transformative outcomes and fostering enduring relationships.



K-12

Zourx XM enables schools to evaluate satisfaction, address key challenges, and nurture alumni relationships. It helps schools enrich the learning experience and adapt their offerings to meet the priorities and expectations of their core stakeholders —K-12 students. With Zourx AI, you can look forward to:

Automotive

Deliver personalized experiences that drive brand loyalty. focuses on understanding and improving the experiences of customers, employees, and other stakeholders throughout the entire automotive lifecycle from pre-purchase research to post-purchase service



**Adnan**New
 Facebook

"While prices are slightly higher than fast fashion retailers, the quality justifies the **cost**. The store's loyalty program offered a 10% **discount** on my first purchase, which was a nice bonus."

Quick Reply Zourx Assist

Retail

Revolutionize the retail experience. Build customer loyalty by providing personalized experiences, tailored recommendations, and outstanding service across all channels, powered by motivated staff who deeply understand their customers.

ZOURX^{XM} For all enterprise teams



Customer Center

Helping you create transformative contact center experiences that minimize churn and cultivate steadfast loyalty from your customers.



Market Research

Eliminate redundancies, cut costs, and accelerate time to value with a unified, modern platform for all your research needs.



Human Resources

Comprehensive view of employee experience, your team can identify key drivers of engagement and take targeted actions to drive significant improvement.

Unlock the full potential of your data  with Zourx's seamless integration capabilities.

Integrations



salesforce



Ensure that the perfect blend of real-time feedback and actionable insights is always at your team's fingertips, integrated into the daily tools they rely on.



Zourx's end-to-end experience management offers a **comprehensive** set of features that enable businesses to  effectively manage and track feedback progress over time.

These features ensure timely responses, drive continuous improvement, and provide deep insights into customer and employee experiences. Key capabilities include:



Provided solutions

On cloud version

On premises version



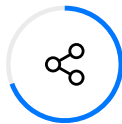
Provided Questions

43 different types of questions

Simple handling for complex questions

Massive questions bank (questions templates)

matrix, drill down, key driver,..



Share Everywhere

Web collector

Email invitations

SMS collector - invitations

Social media collector

API collector

Others



Survey Creation

Using AI

Different types (Normal Survey, CX & EX)

Create from scratch

Create from existing surveys

Use template



Advanced Reports

Filtering responses

Custom views

Questions summary

Individual responses

Data trend

Map

Customers

Responses Comparisons.

Key driver analysis

Revenue Impact



Dynamic Dashboard

Configurable dynamic dashboards

Different types of widgets like:

Gauge Chart

Scorecard

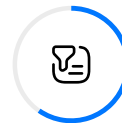
Heat map

Demographic

Text IQ Bubble Chart

Simple Chart

Rich Text Editor



Filtering Dashboards

Adding Page Filters

Adding Widget Filters

Adding Metric Filters

Locking Filters

Others



Dashboard Notifications

Threshold notifications

Relative Check



Ticketing

Changing the Ticket Status

Assigning Tickets to Users, Teams, or Groups

Expanding and Collapsing Tickets

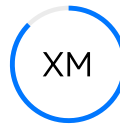
Assigning Priority

Root Cause

Ticket Summaries

Sub-Tickets

Others



XM directory (Contacts)

CX Directory

Mailing Lists

Samples

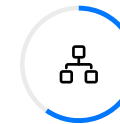
Segments

Distribution

Each Customer details

Deduplication

Others



Hierarchy

Upload employee structure. Into Zourx

Parent-Child hierarchy

Level-Based hierarchy

Ad-hoc hierarchy

Hierarchy Units

Assigning tickets depending on hierarchy structure

Others



Customers Journey

Defining Your Journey Stages

Configuring Dashboard Data for Journeys

Creating a Journey Chart Widget



Social Monitoring & Engagement:

Manage Social Channels/Accounts:

Unified Social Inbox

Filter Unified Social Inbox

Sort Unified Social Inbox

Others



Social Publishing & Scheduling:

Create & Schedule Posts

Create & Schedule Posts - Twitter, facebook,
instagram, youtube and TikTok

Calendar View

Manage Campaigns

List Campaigns

Monitor Sentiment

Brand Insights



Social, Analytics & Reporting

Facebook Performance Report

YouTube Performance Report

LinkedIn Performance Report

TikTok Performance Report

Instagram Performance Report

Post Performance Report



Roles

Admin - Manage the predefined Roles

List Custom Roles

Add Custom Role



Users

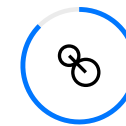
Users list

Invite/Add User

Teams list

Add Team

Others



Workspaces

Default Workspace

Add multiple workspace



Nonfunctional requirements

High-performance level with a truly short response time.

Scalability to support the growing number of workspaces and users

Usability

Data Management

Maintainability

The platform must support multiple languages for global enterprises.

Others



Benefits

Zourx is a cutting-edge platform designed to help enterprises create, manage, and optimize exceptional experiences for their customers, employees, and stakeholders. By integrating advanced analytics, AI-driven insights, and seamless automation, Zourx enables businesses to deliver meaningful interactions that drive loyalty, engagement, and growth.

With a focus on personalization, scalability, and actionable insights, Zourx transforms raw data into strategic decisions, empowering enterprises to stay ahead in an experience-driven world. From improving employee satisfaction to enhancing customer loyalty, Zourx ensures every touchpoint adds value while streamlining operations and ensuring compliance with industry standards.





Build customer relationship

Zourx XM empowers you to build meaningful customer relationships and reimagine engagement strategies.



Strengthen customer loyalty

Boost customer retention, drive conversions, enhance upselling opportunities, grow revenue, and cultivate lasting customer loyalty.



Understand your customers better.

It provides insights into customer behavior and performance, enabling actions that create meaningful impact



predict future needs

Analyze data from customer interactions with your brand or services to uncover valuable patterns and insights.



Enhance The Overall Experience.

Proactively resolve issues and enhance the overall customer experience.



improve efficiency

"Zourx XM helps optimize the efficiency of your services."



Unlock The Full Potential Of Zourx XM

Benefits



Accelerate your response time.

Address customer inquiries and complaints faster and more effectively.



Make data-driven decisions.

It helps you make more informed decisions.



Change customer behaviors

Stay connected with customers and influence their behaviors.



Instant decisions.

Empower marketing, sales, and service teams to make real-time decisions.



Cut costs.

Minimize operational costs and invest in what matters most.



Uncover customer values.

Zourx XM helps you identify high-value customers.



The operating system for the experience-driven economy



It helps you analyzing data from people' interactions with your brand or services, so you can identify patterns and predict future needs.

Start with Zorx XM

Email: info@zourx.com
Phone : +974 70966090
www.zourx.com

