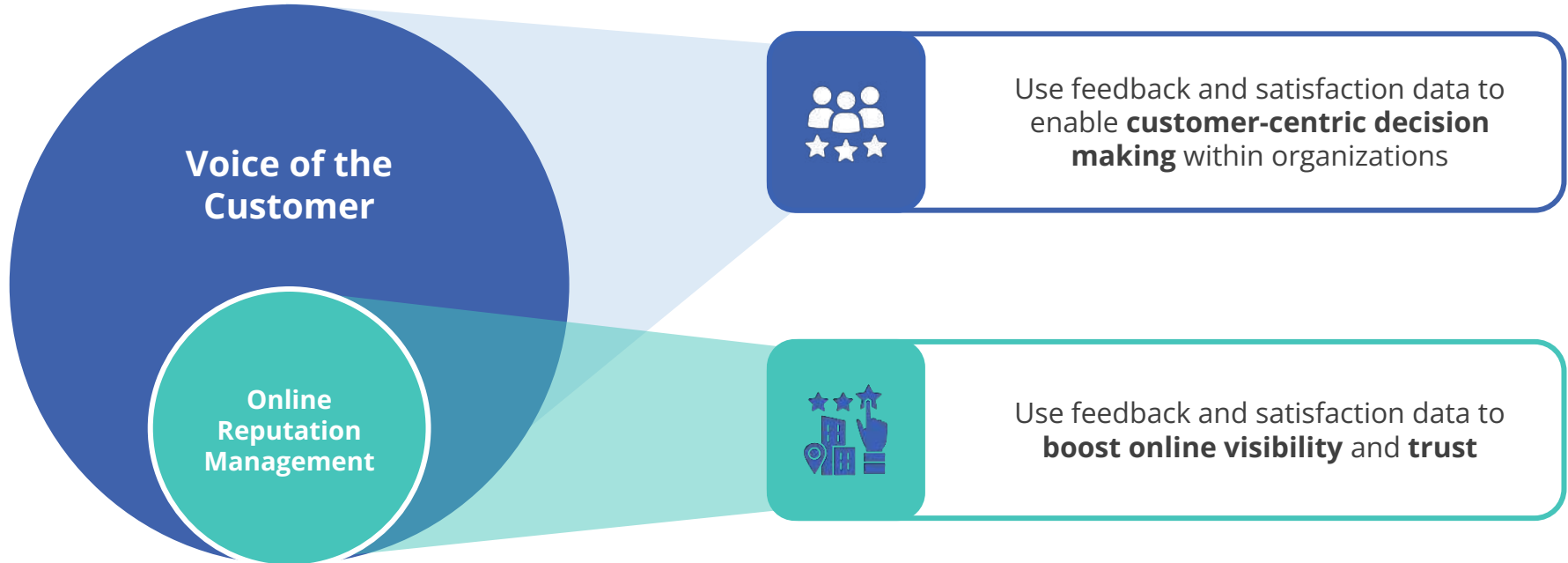


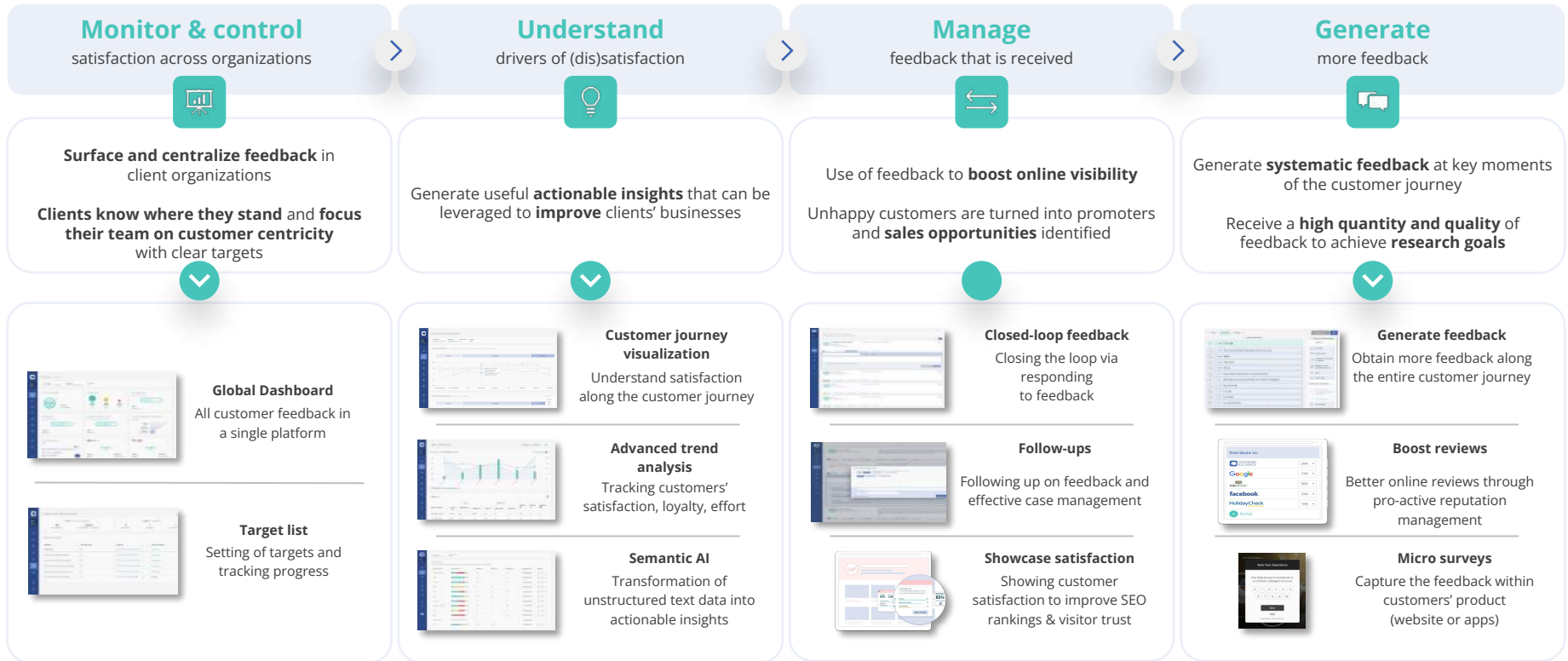
Agenda

1. **Our Value Proposition**
2. Platform Overview

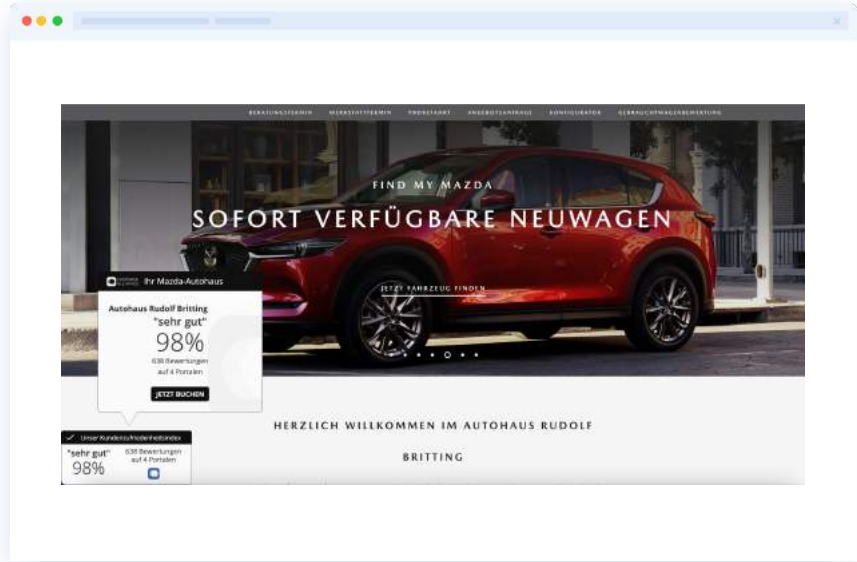
VoC platform with strong ORM



Value proposition: Four simple steps to add value



Mazda Motors Europe




Leverkusen,
Germany


Automotive
Dealerships


+2500
locations


mazda.de

“Compared to our current CEM solution the CA solution offers much more functionality and has a great usability. The possibility of a dashboard login with a central view for all incoming reviews of all locations as well as, the automated notifications for several different recipients are very good features.”

Kateryna Kverel, Felix Gebhart & Marco Nowak
The Customer Experience Team
at Mazda Motors Europe



+2 points of increase in NPS in just 1 year



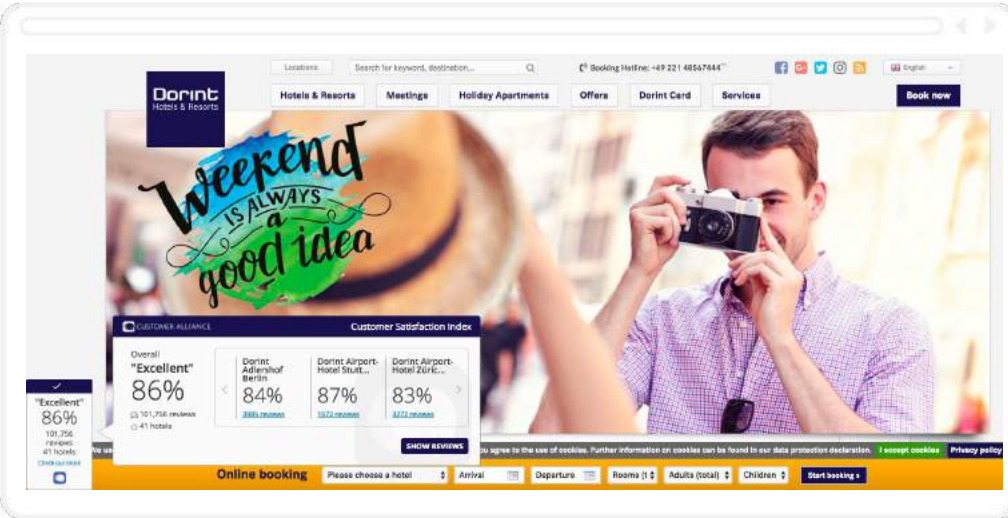
54% of the regional markets have shown an increase in their customer satisfaction score of sale



79% of the regional markets have shown an increase in their customer satisfaction score of service



Dorint Hotels & Resorts



“The solution gives me a great overview of our customer satisfaction scores across all hotel locations and channels. We can easily analyse and report the customer experience to our management and CEO. The competition overview gives us great insights on where we stand and how we can catch up with the competition.”

Thomas Engel
E-Commerce Director



84% CUSTOMER SATISFACTION INDEX




247.000 new reviews



72% Management Responses


**Cologne,
Germany**


Hotel Chain


44 Hotels


dorint.com



Medicover Romania



Project results



61

net promoter
score

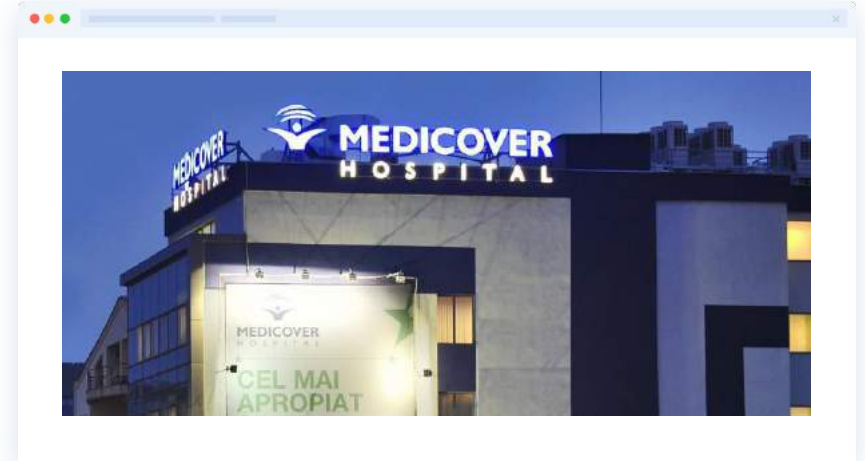


17,388

feedback
responses
generated in first 6
months

Medicover is one of the leading international providers of medical and diagnostic services in Central and Eastern Europe. Medicover's main markets are Poland, Germany, Romania and Ukraine operating a network of 19 clinics.

It focuses on making listening to the Voice of their Customers their competitive advantage. Understanding their patients using digital channels is their number one priority.



Agenda

1. Our Value Proposition
2. **Platform Overview**

OUR PLATFORM

Customer Alliance enables companies to harness the power of feedback

Platform components and core capabilities

Feedback collection

Feedback data collection through relevant channels at key moments of customer journeys



Email



Web app



Review



QR code



Paper form



Tablet



SMS

All-in-one platform

Centralized feedback in one single platform enabling customers to leverage their customer data and receive actionable insights



Dashboards



Trends and regional insights



Semantic and AI analyses



Segmentation and contextualization

Feedback management

Effective harmonization of workflows to work with and manage customer feedback leading to better online reputation and customer satisfaction



Increased online visibility



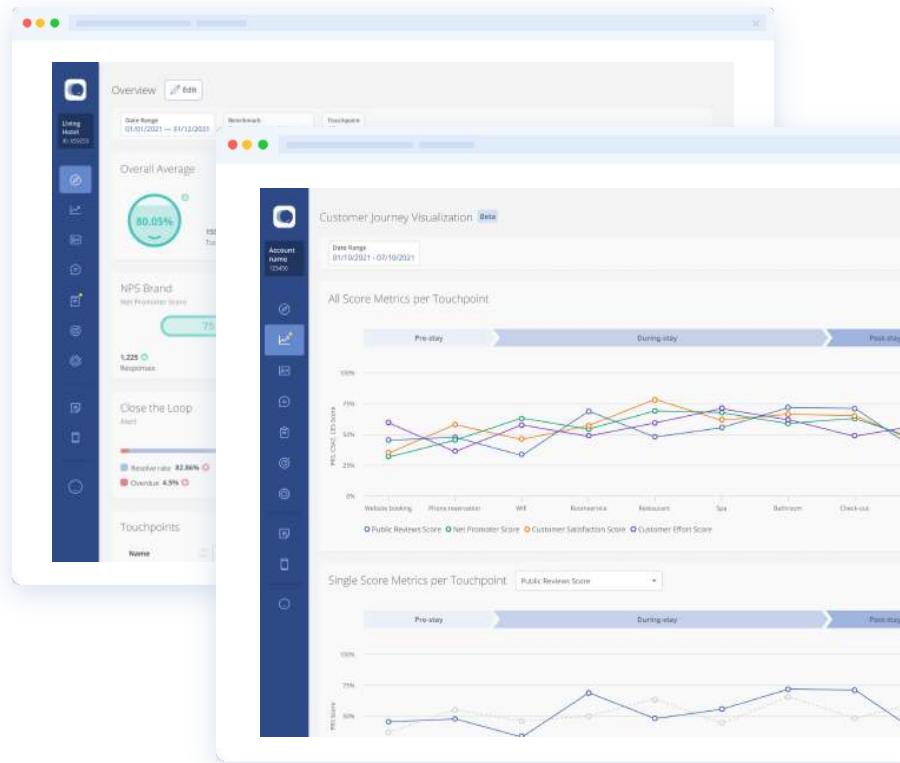
Trust building



Closed-loop



Harmonized workflows



OUR PLATFORM

The platform provides significant and measurable benefits by enabling clients to improve their customer interactions and operational efficiency

Overview of the benefits in using Customer Alliance's platform

Revenue opportunities through cross-sell and upsell



Better understand **customers' needs**



Seize and create **"moments of truth"**



Increase average revenue per client

Higher customer attraction & retention



Gain better **online visibility**



Re-engage unhappy customers



Turn customers into **brand advocates**

Reduced costs



Establish **consistent processes**



Easily **identify and resolve** issues



Grow **loyalty**

Use of VoC platforms leads to measurable improvements in customer KPIs



10 times greater YoY revenue increases



+55% higher customer retention



Reduce customer service costs by **24%**

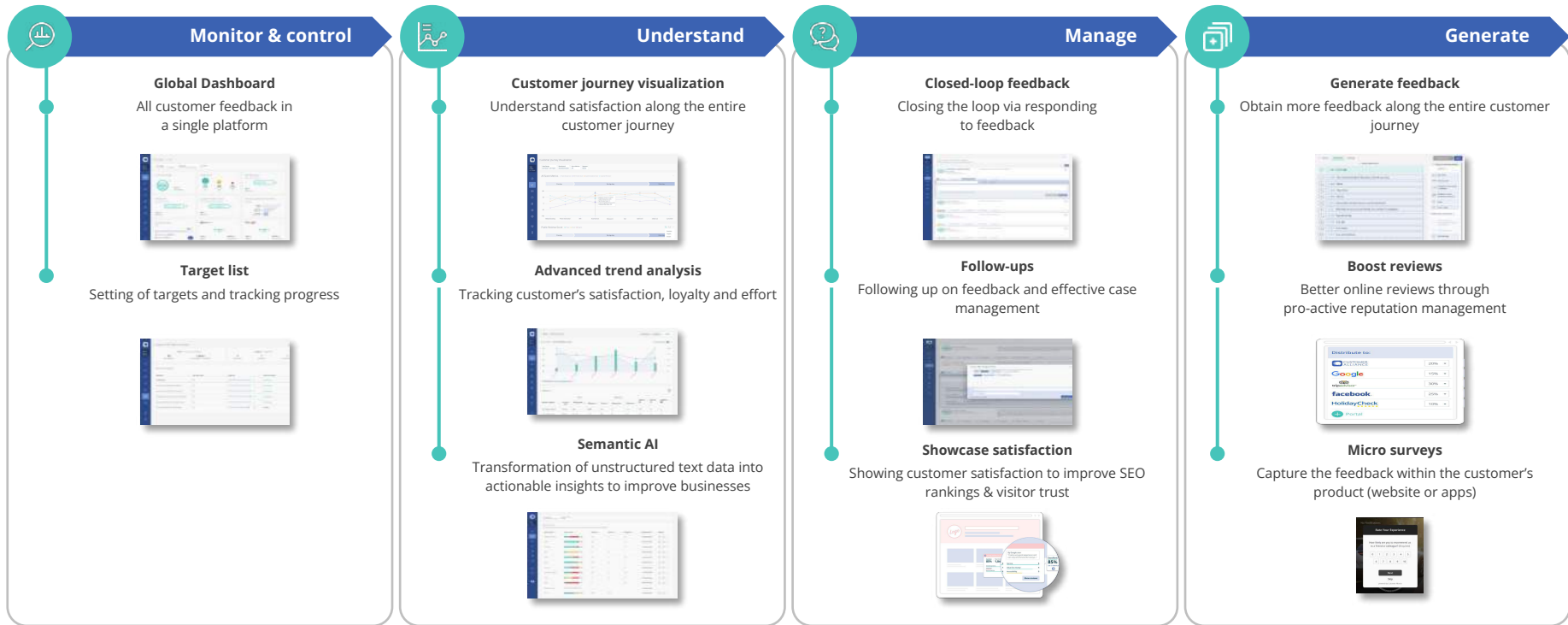


+292% higher employee engagement rates

OUR PLATFORM

Through a balanced set of functionalities and corresponding features, customer feedback can be used to improve customer satisfaction and online visibility

Overview of Customer Alliance's platform functionalities and features



OUR PLATFORM

Centralize all feedback sources in one platform via role-based global dashboard...

Detailed overview of features by functionalities



Monitor & control

Understand

Manage

Generate

Global Dashboard

All customer feedback in a single role-based dashboard



Real-time feedback analytics

Centralize, surface and monitor **customer satisfaction data across all sources**



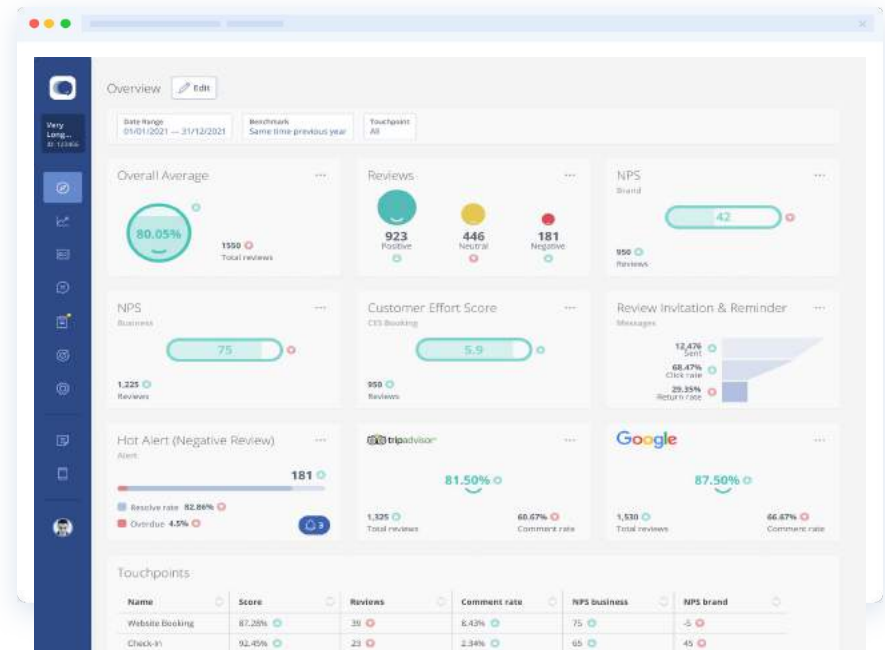
Group and cluster data

Analyze data as needed - on country, region, city, locations, touchpoint level etc. Identify low performers vs. top performers



Benchmarking of harmonized data from different sources

- Digital surveys
- Paper surveys
- Review portals (e.g. Google, Autoscout24.de, Booking.com, Jameda etc.)
- In-web and in-app surveys⁽¹⁾
- Other feedback data



Note: (1) Release date in April 2022

OUR PLATFORM

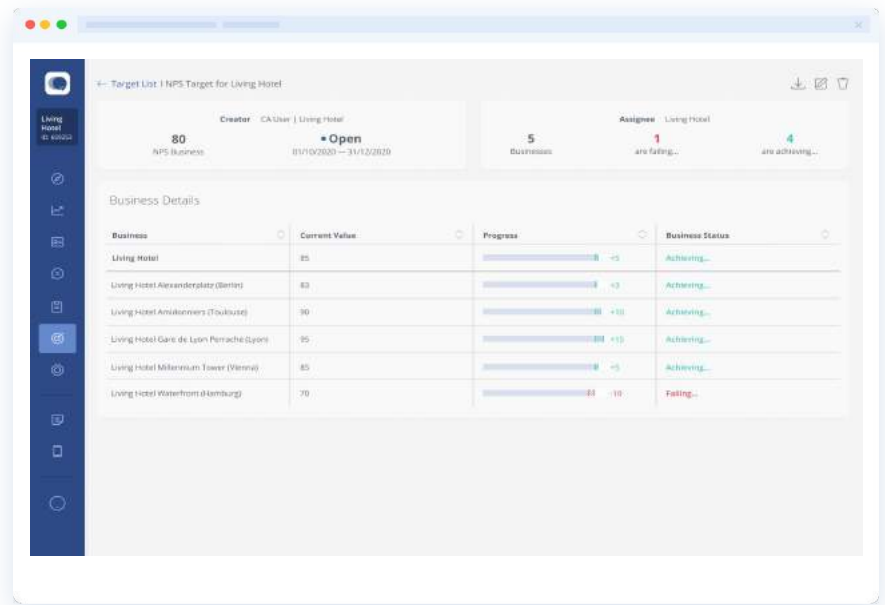
... while being able to define clear targets to focus teams on customer centricity, with ability to track KPIs in real time

Detailed overview of features by functionalities



Targets
Setting of targets and tracking progress

- Set time-bound** targets for KPIs like NPS, CES, CSAT & response rates and many more
- Oversee **targets company-wide** and on an individual level all-in-one place
- Implement a performance driven culture and **track target achievement**



OUR PLATFORM

Visualization of relevant KPIs at different stages of the customer journey to enable deep understanding of customer effort, loyalty and satisfaction at each touchpoint



Customer journey visualization
Understand satisfaction along the entire customer journey



Systematically generate and analyze structured feedback along the customer journey



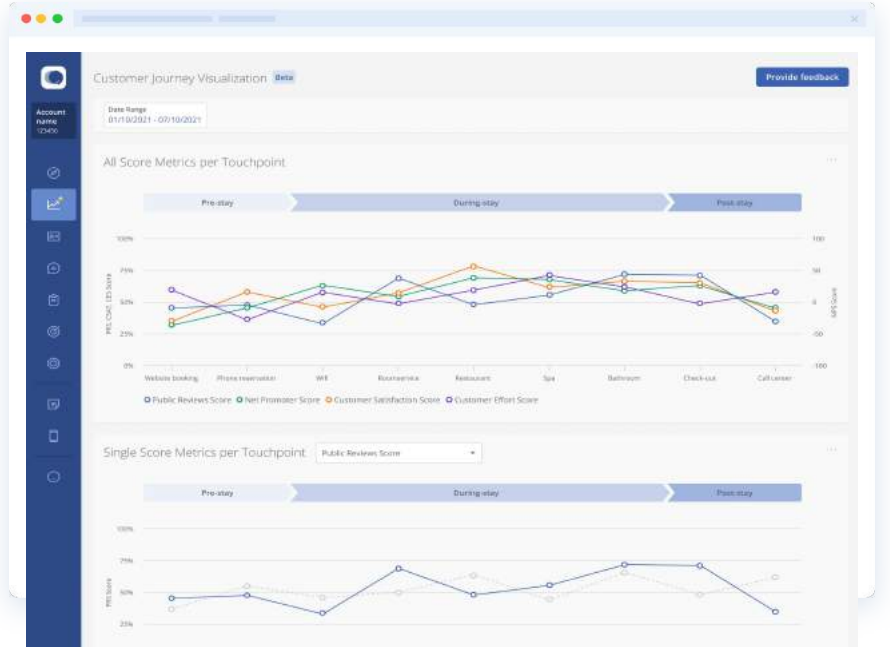
Gain **understanding how effort, loyalty and satisfaction evolve** at each stage of the customer journey



Recommendations at a glance on how to improve at which point of the journey



Design your **customer journey with multiple touchpoints**, time-sequences and pre-, during- and post event communication triggers




OUR PLATFORM

A variety of metrics can be measured through the platform to provide an accurate understanding of customer satisfaction levels across different touchpoints




Customer satisfaction metrics
Tracking of a variety of customer satisfaction metrics



NPS
Net Promoter Score

Likelihood of friends and family recommending a service provider


Get a glance of how loyal your customers are



CSAT
Customer Satisfaction

5-point scale measurement of performance at key moments of customer journeys


"Here and now" reaction to a specific situation



CES
Customer Effort Score

Difficulty for customers to complete certain tasks

The effort to complete a process



PRS
Public Review Score

Aggregated score from online reviews

That is how I am rated online

OUR PLATFORM

Customer Alliance's AI can transform unstructured text data to gain industry-specific actionable insights to improve business performance



Semantic AI
Transformation of unstructured text data into actionable insights to improve businesses

The AI builds precise and powerful industry-specific algorithms



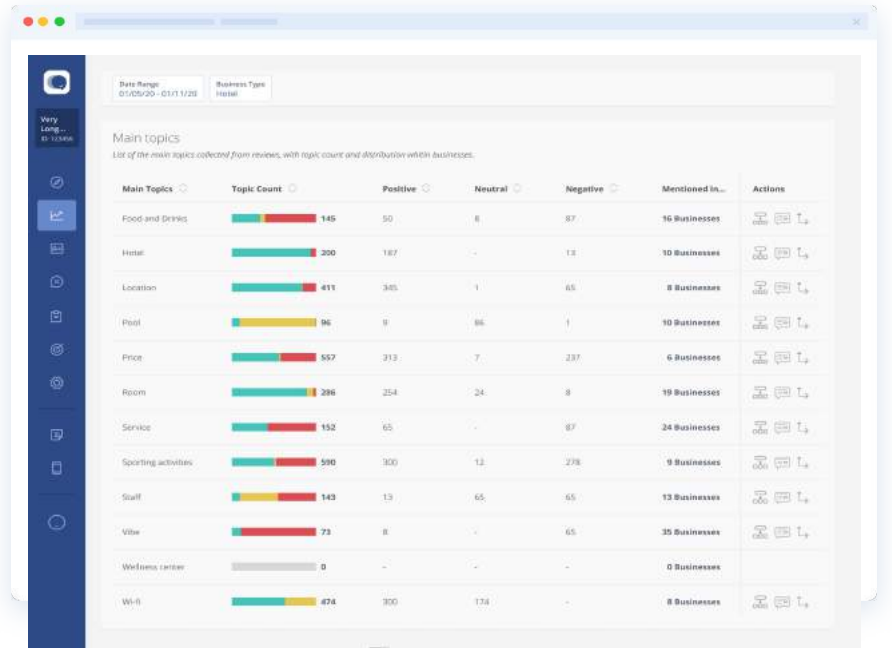
The algorithms enable **cutting edge AI topic clustering** technology



The AI groups complex text data into **industry-specific** categories **across languages and locations**



The AI **understands sentiment and transforms complex text** into actionable insights



OUR PLATFORM

Integrated closed-loop feedback processes enable direct responses to feedback including winning back customers via built-in private messaging

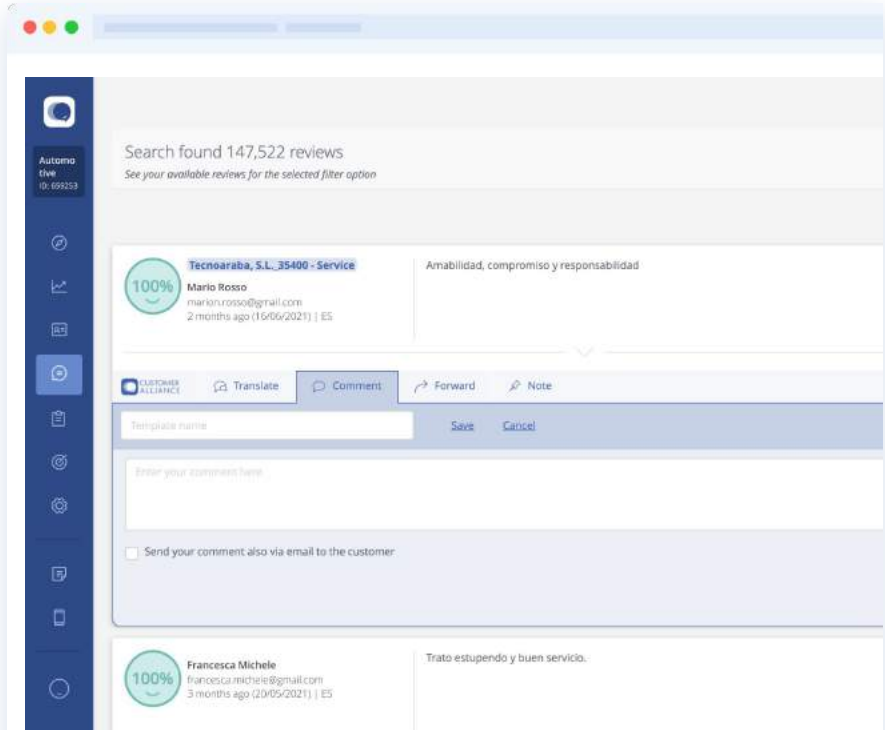


Closed-loop feedback
Closing the loop via responding to feedback

Respond to all feedback from one place and handle complaints successfully

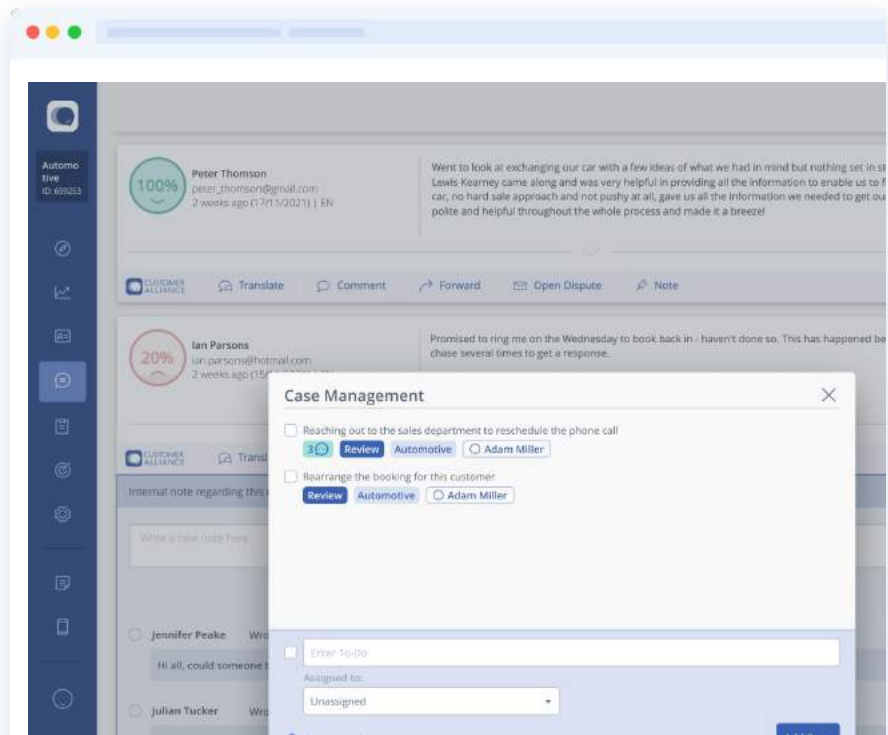
Easy follow-up with template functionality for quicker responses

Complaint/dispute process allows private messaging to unsatisfied customers. Increase customer engagement and win back unhappy customers



OUR PLATFORM

Effective case management through integrated setup of workflows and business rules for complaint management and tracking of cases and actions



- Manage**

 - Generate**
- Follow-ups**
Following up on feedback and effective case management
- Setup **workflows and business rules** for complaint management
- Create and assign **hot alerts** to respective person in charge
- Track cases and actions** to improve customer satisfaction
- Follow-ups to **check and measure the actual increase** in customer satisfaction (“follow-up impact”)

OUR PLATFORM

Customer satisfaction can be shown on website to grow SEO rankings and visitor trust via easy-to-use integration of widget



Showcase satisfaction
Showing customer satisfaction improves SEO rankings & visitor trust

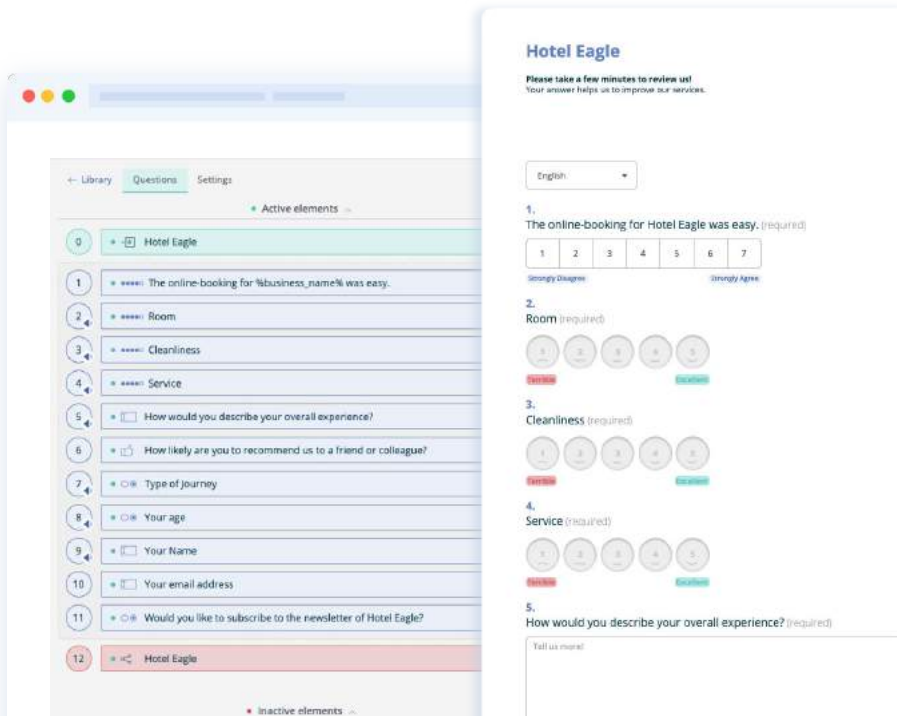
Use of reviews to **build up trust on website** to increase conversion rates

Easy widget integration. No matter the device or operating system, website visitors will be able to see customers' reviews

User-generated content for websites via integrated reviews. **Boosting of Google star ratings** ("rich snippets") and search engine optimized profile

OUR PLATFORM

Flexible ad-hoc surveys enable companies to generate more feedback at each stage of the customer journey



Generate feedback
Obtain more feedback along the entire customer journey

Easy-to-use **Survey Editor**

Design of a survey via drag & drop

Use of conditional- and sub-questions to **build dynamic surveys**

Use various question types for **open / closed** as well as **quantitative / qualitative**

questions
Build your own **multi-language surveys including integrated pre-translation functionality**

Optimized survey design ensures industry-leading **return rates (23 to 50%)**

OUR PLATFORM

Generate reviews on review portals to increase businesses' online visibility



Distribute to:

- CUSTOMER ALLIANCE 20%
- Google 15%
- tripadvisor® 30%
- facebook 25%
- HolidayCheck 10%
- Portal

- SMS
- Beacon
- Email
- Tablet
- QR-code
- Web-app
- Invite

Boost reviews
More and better online reviews through pro-active reputation management

Generate reviews on review portals according to your own online reputation strategy

Direct Survey

45%

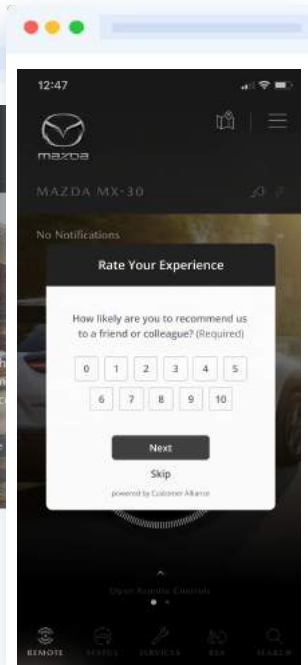
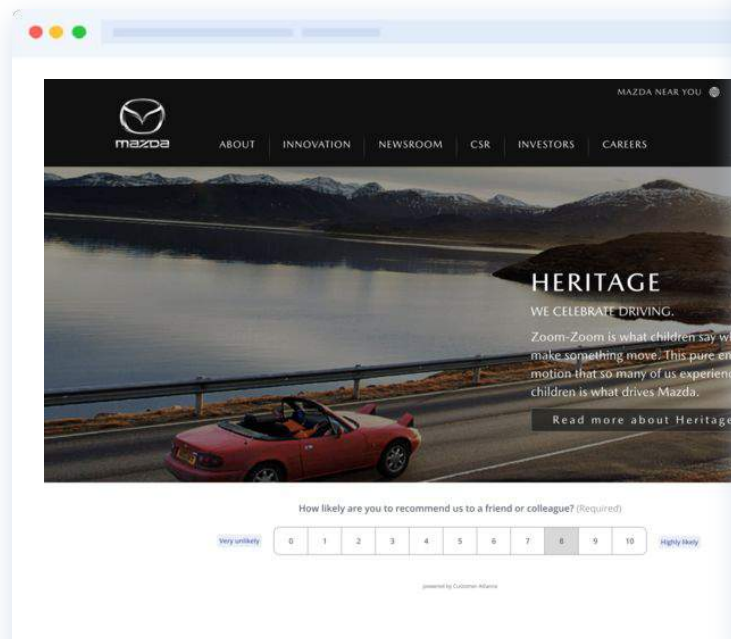
CUSTOMER ALLIANCE

Survey on open review sites

- 30%** Google
- 13%** TripAdvisor
- 12%** jameda

OUR PLATFORM

Flexible ad-hoc surveys enable companies to generate more feedback at each stage of the customer journey



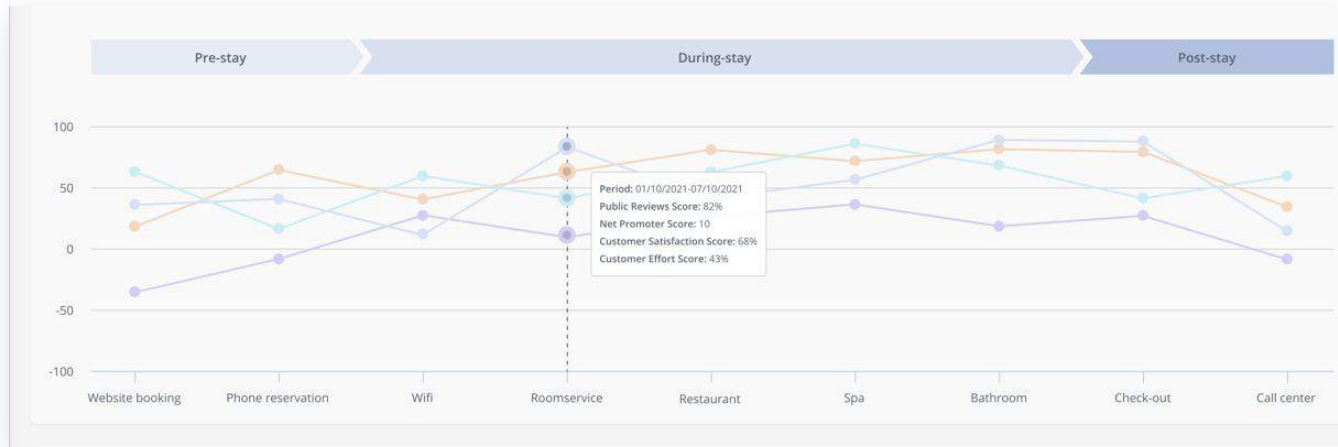
Micro Surveys
 Capture the feedback at the moment of truth within the customer's product (website or apps)

- Optimize digital experiences with customer feedback
- Capture and analyze feedback from real-time visitors
- Easily integrate micro surveys on websites
- Native In-App surveys

Note: Micro surveys will be launched in Q2 / 2022

The emotional journey

Understand how **effort, loyalty and satisfaction evolve at each step of the customer journey.**



Satisfaction via CSAT

Measures how well you are doing at key moments of the customer journey on a 5 point scale. CSAT looks at interactions, products, or events.



Loyalty via Net Promoter Score (NPS)

NPS measures loyalty and suggests the likelihood of creating an advocate for your brand or your organization.



Effort via Customer Effort Score (CES)

Measures the difficulty customers face with the organization's services. How difficult is it for customers to complete certain tasks?



External review portal scores

Oversee your overall rating on major review platforms like Google.

How multiple touchpoints improve your guest journey



