



**Practical Customer
Experience Management
for B2C**



10 years of CRM & CXM experience,
29 years in IT business



500
employees



Customers in **30+** countries,
including Fortune 500 companies

ScienceSoft is an international IT consulting company providing
smart CRM and CXM solutions since 2008

Companies that Use Our Software

75% of our **revenue** comes from **1+ year-long** customers

Baxter

MDxHealth



Walmart 

 **Nestlé**



T-Mobile



**TELEKOM
AUSTRIA
GROUP** 



 **RBC
Royal Bank**

 **Eurasian
Bank**



Healthcare



Retail



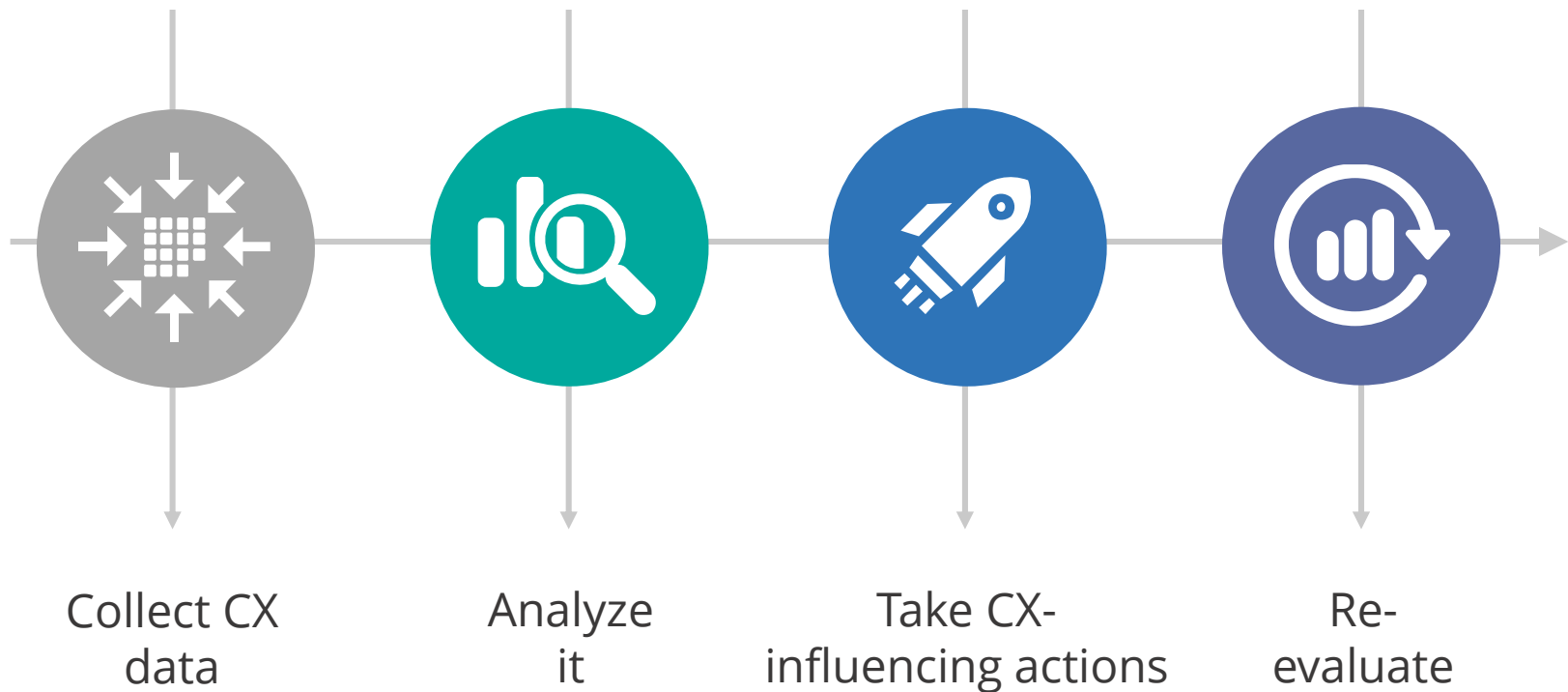
Banking



Telecom



We provide the CRM-based solution covering **all stages** of the CXM cycle:

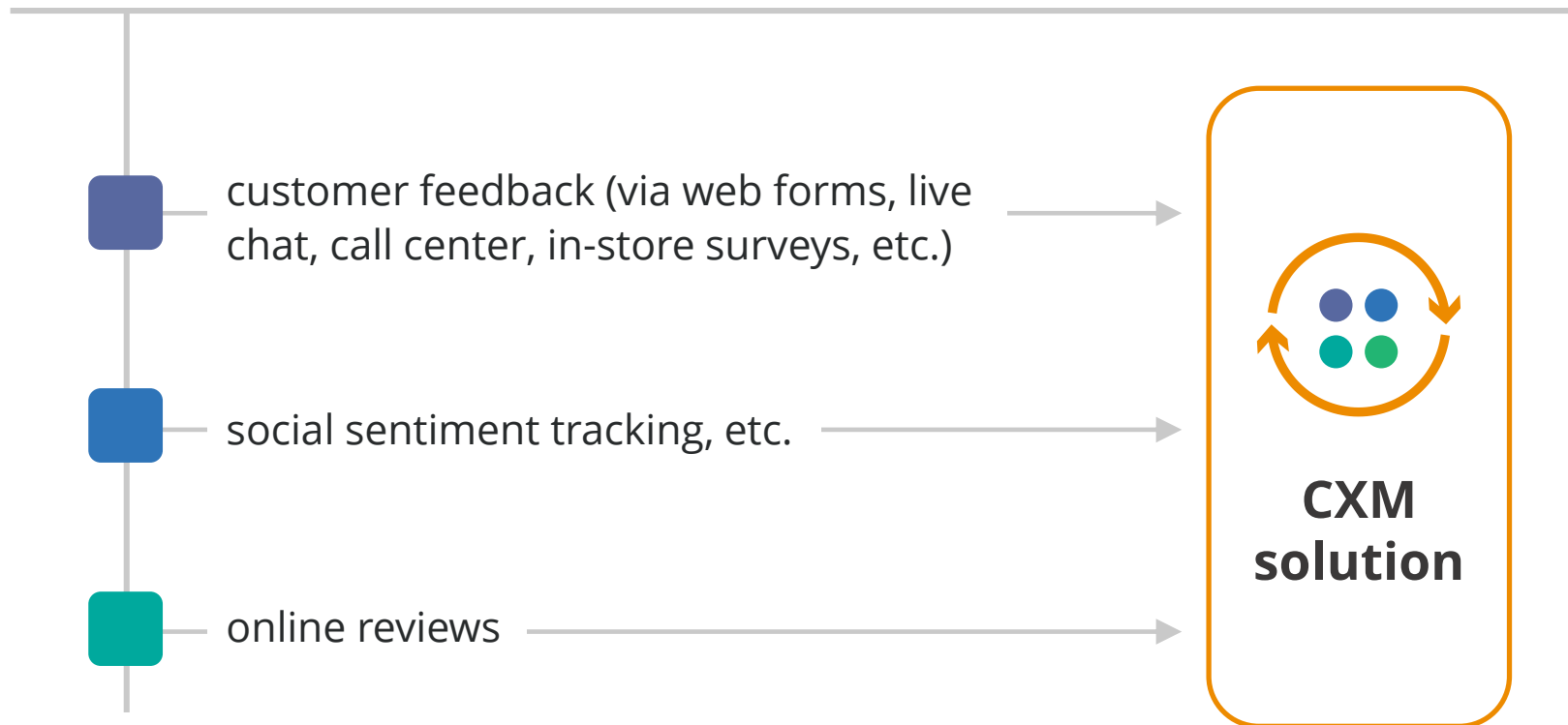


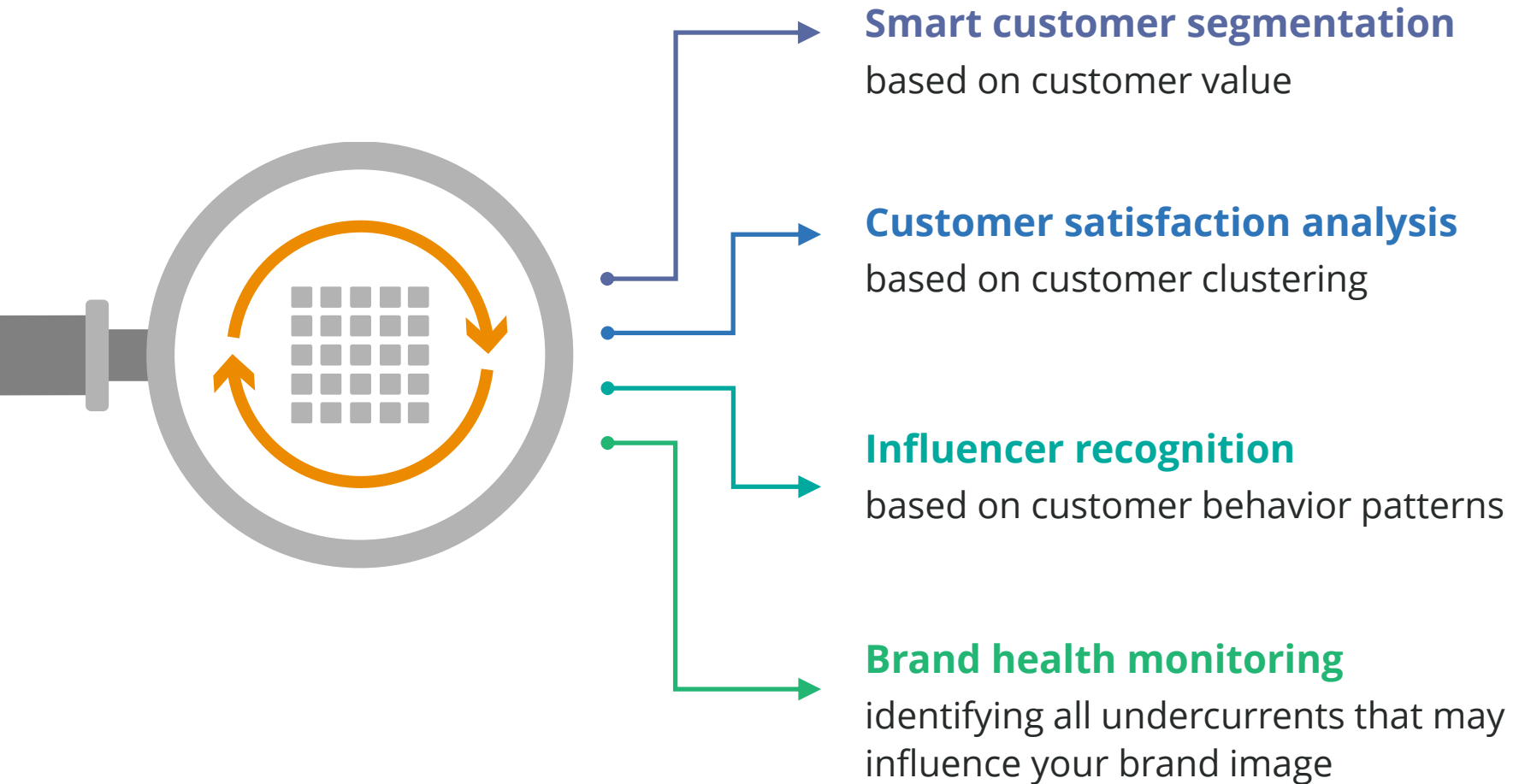
Storing the information about all **customer service failures**



- | | | | | |
|----------------------------------|--|---|--|------------------------------------|
| Wrong invoice sent to a customer | | ! | | Slow e-commerce / self-care portal |
| Missed delivery deadlines | | ! | | Unsatisfactory customer service |
| Lack of customer support | | ! | | Product / service unavailability |
| Missed follow-ups | | ! | | Long queues |
- etc.

Proactive gathering of customer satisfaction information from **all available sources:**



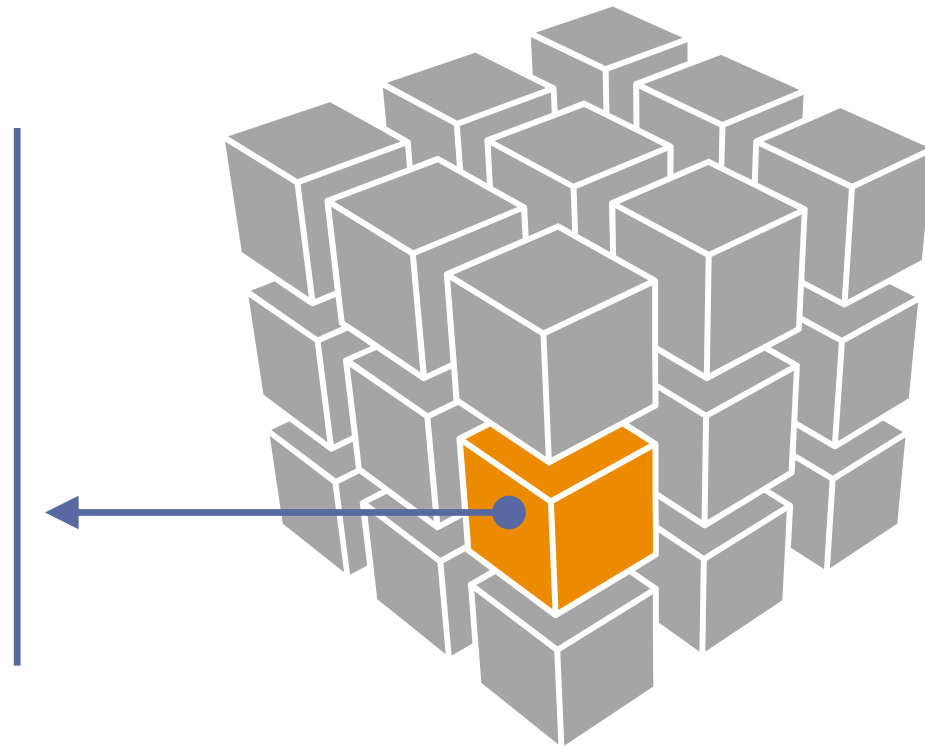


Comprehensive analysis of specific customer clusters defined by their demographic, psychographic, geographic and more criteria

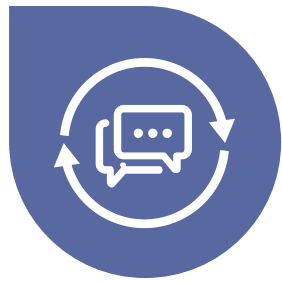
*Women,
Aged 35-40,
Dallas area*

*Average customer
satisfaction rate:*

47.3%



Take Actions: Customer Engagement



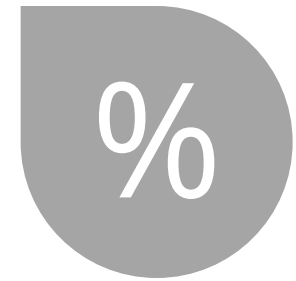
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Personalized
communication
management

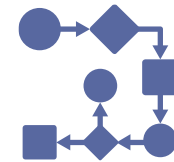
Influencer
relationship
management

Post-sale
customer
engagement

Customer
loyalty
management

1

Interactive, automated workflows for:



Preventive actions

targeting trends that may influence the brand image

Immediate actions

sending the first apology letter, giving a discount, etc.

Long-term actions

opening new locations, introducing new quality policies, hiring more staff, etc.

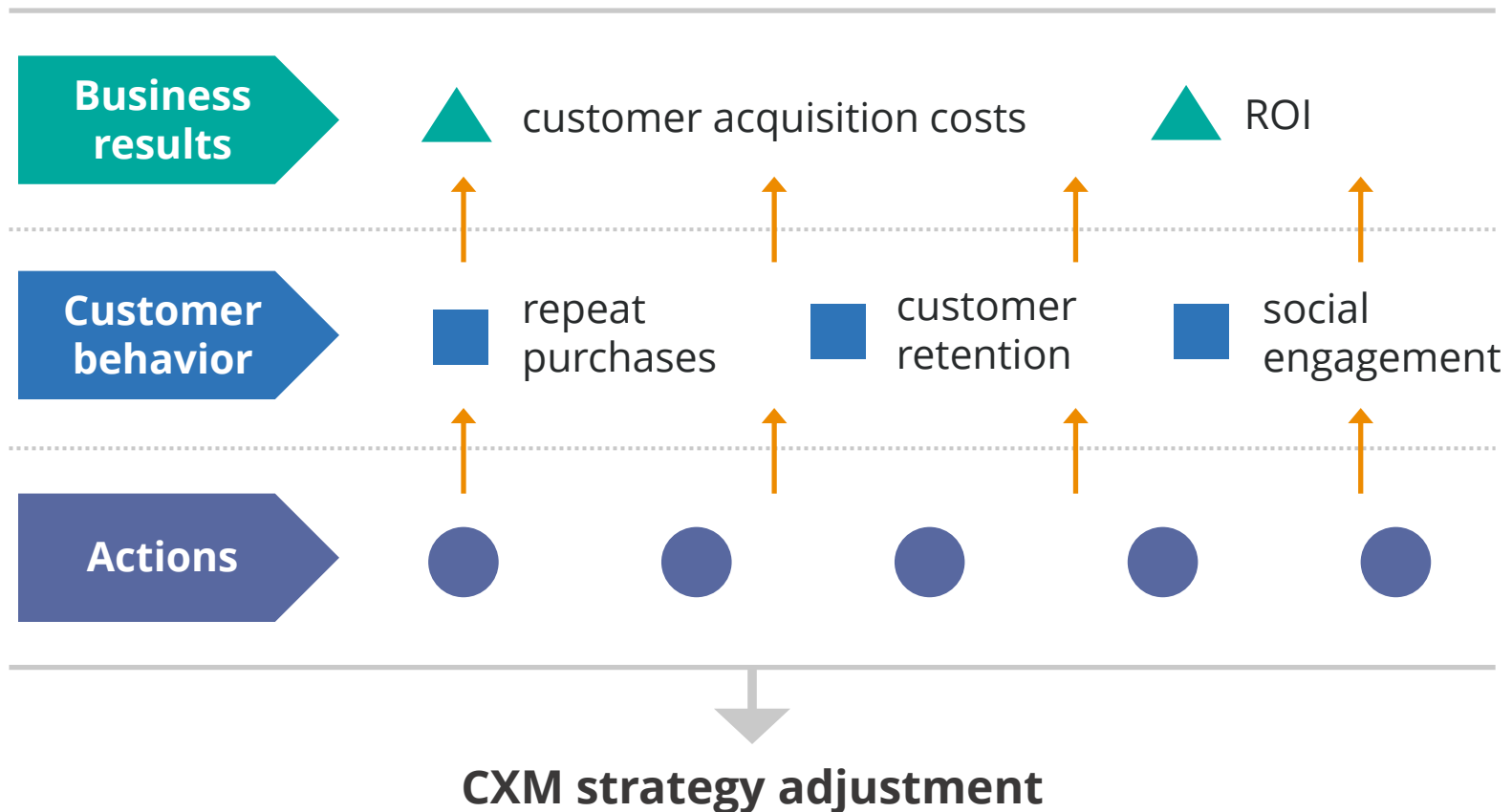
2

Cross-department collaboration



Communication platform which brings together all staff members to discuss particular cases

Dynamics and cause-effect analysis of the following metrics:



VoC

Data analysis

Data collection

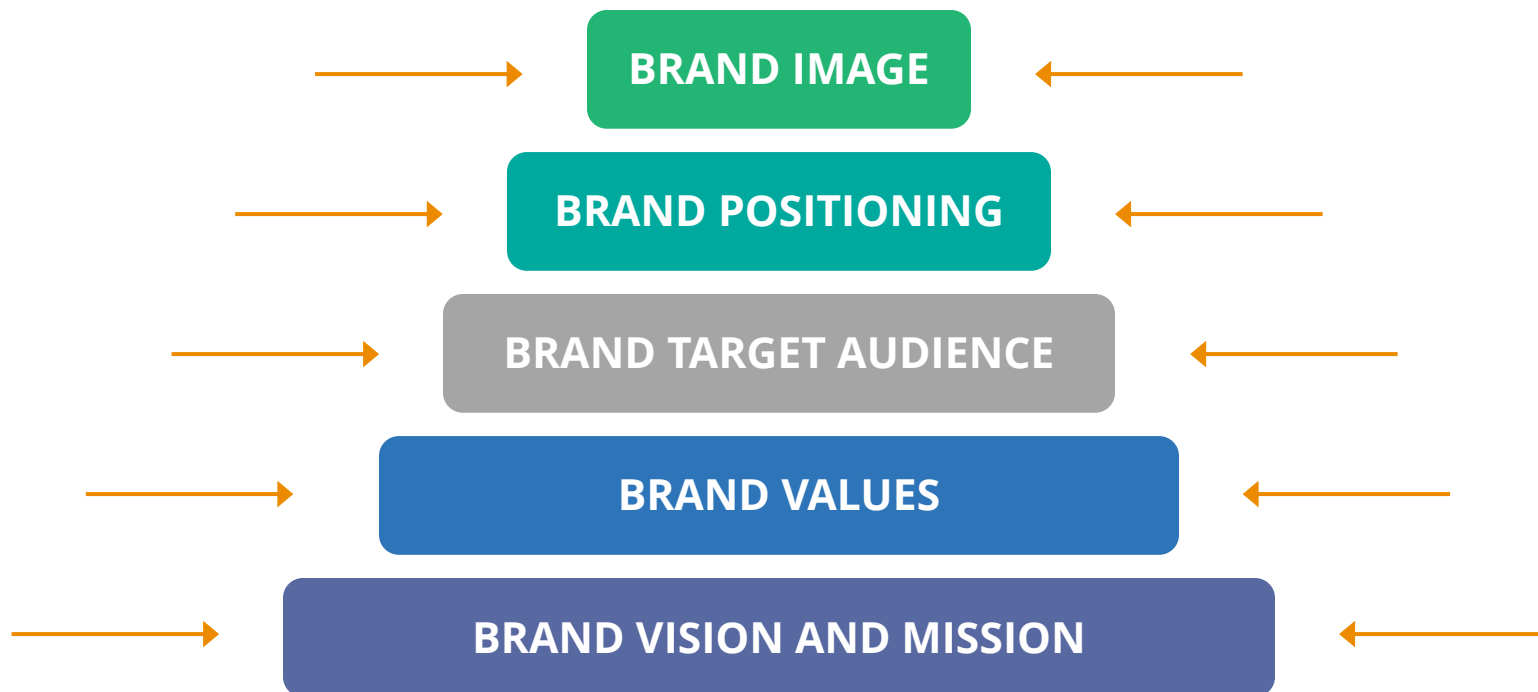
Actions

VoC

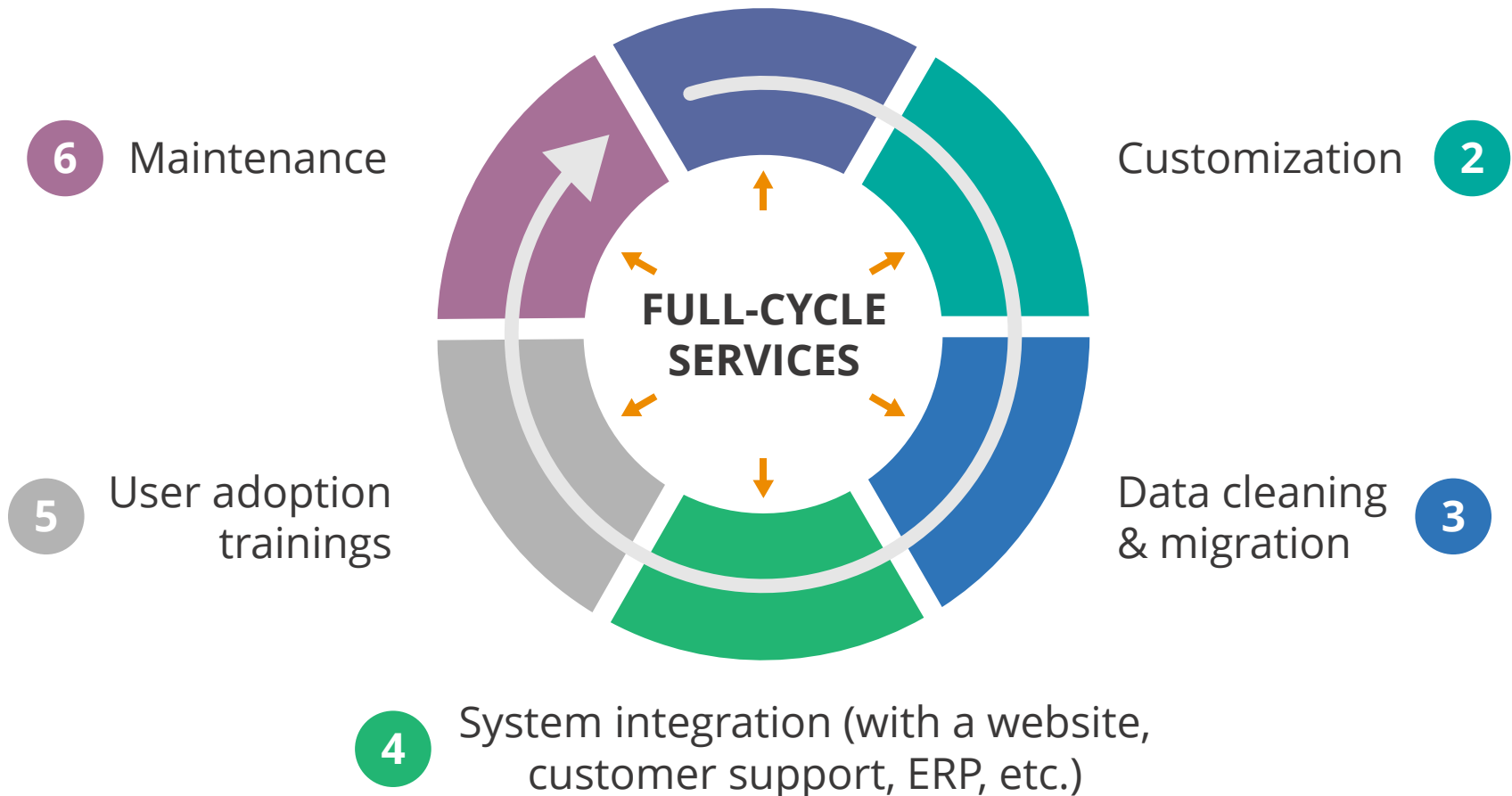
Business results

- 17 stores show lower satisfaction across multiple CSRs
- Their sales per sq. ft. is lower too
- Attempts to attribute it to the assortment and OOS
→ no correlation
- Field audit scheduled
- Long queues found
- Corrective measures planned for 8 stores
- Corrective measures tracked
- Corrective measures done for 5 stores
- Customer review: customer satisfaction increase among clients in the stores affected by improvements
- Sales per sq. ft. shows year-over-year growth

We believe that in B2C it is vital to implement customer experience management at the brand level, not at the one of the entire company.
To provide the **appropriate CXM solution**, we take into account:



1 Business analysis & conceptual roadmapping





On-premise solution

or

Cloud solution

Brand Health Monitoring for an FMCG Company



Customer



FMCG company that has 8,000 brands and over 400 factories around the world and operates in over 80 countries



Solution



Analytical solution that collects survey data and processes it to reveal the full potential of brands, shifts in market share as well as to predict what to expect after altering brand positioning



Tools & Technologies



ASP.NET, DevExpress, REST, Web UI, Chart controls

Loyalty Program for a Media Company



Customer



Solution



Online media company with 1,300 employees, 5 mln readers and around 350,000 corporate subscribers



Loyalty program module of MS Dynamics CRM for tracking the order history and management of promotion campaigns for **over 5 mln readers**



Tools & Technologies



MS Dynamics CRM, .NET, WPF, MS Reporting Services



Field Audit Mobile App



Customer



European company offering mobile quality assurance tools to clients in the food industry, healthcare and retail



Solution



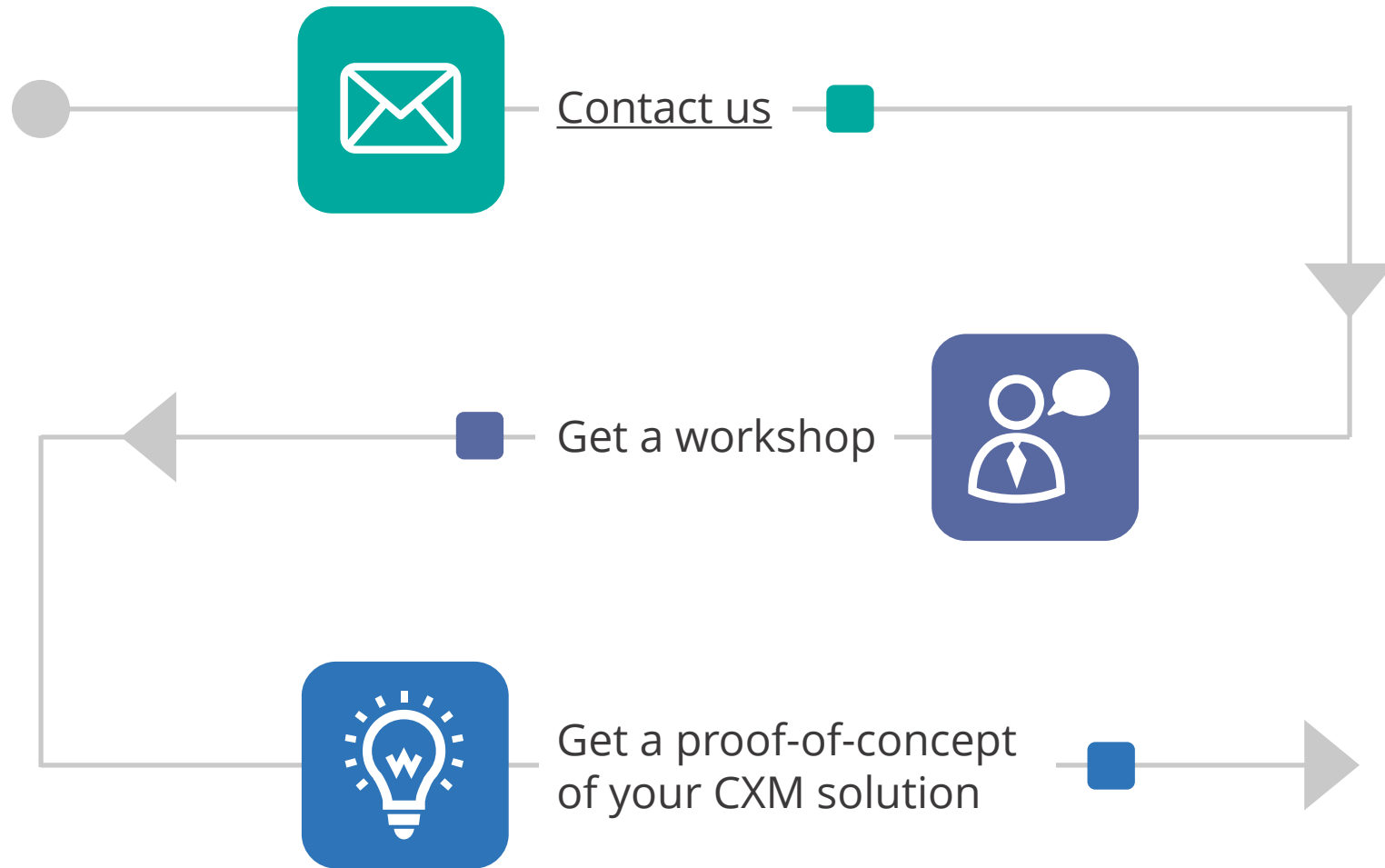
Mobile app which allows brand managers to assess customer service on the spot. The solution powers the regional branches of Burger King, KFC, Friday's and many more



Tools & Technologies



Windows RT, WinRT, C#, XAML, SQLite for WinRT



Let's Keep in Touch!

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Learn more about **CUSTOMER EXPERIENCE MANAGEMENT IN B2C**
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