QuantumMetric

qualtrics^{XM}

Deluxe uses a modern CX tech stack to operationalize feedback

deluxe®
trusted business technology

"My CX tech stack has allowed me to transform and scale my CX program across the company, accelerating faster innovation with faster learning."

— **Kristi Olson**, Digital Customer Experience Manager, Deluxe Corporation

Transform you business with a modern CX Stack

Adobe Launch provides conversion rates and other pertinent business and marketing metrics about your website.

Qualtrics provides the rationale for these metrics through direct customer feedback.

Quantum Metric provides the bigger picture of how these metrics and feedback impact overall business performance through automatic quantification and analytics.

Salesforce Service Cloud enables customer engagement through human and digital interaction.

Web analytics
Adobe Launch

Customer feedback
qualtrics.^{XM}

Experience analytics
QuantumMetric

Call center
salesforce
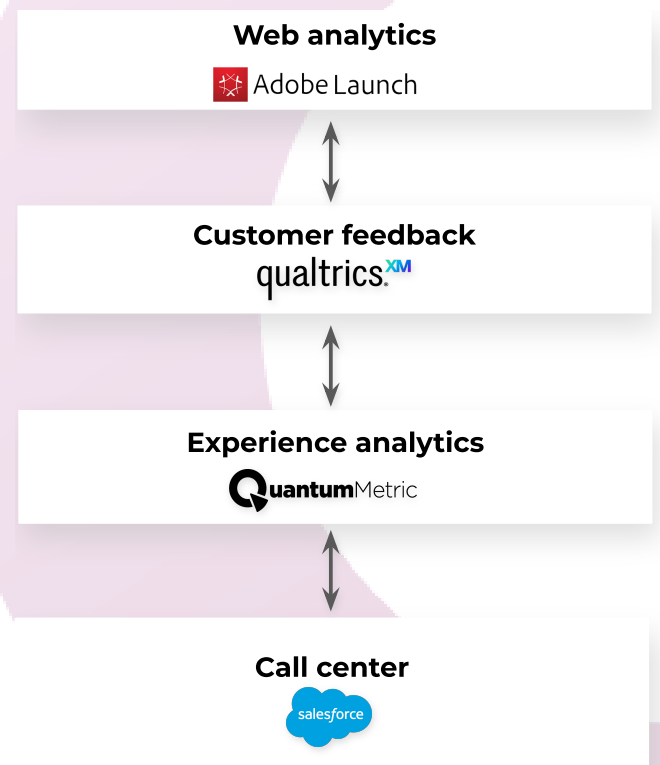
Bi-directional integrations among these solutions will take your CX program to the next level. Prioritize actions with direct customer feedback by automatically quantifying the impact on your most important segments.

Top use cases enabled by a modern CX tech stack

Visualize customer feedback
Watch a Quantum Metric replay for all VoC responses from an email alert or within your Qualtrics dashboard.

Quickly analyze feedback score segments
Compare experiences for detractors vs. promoters from Qualtrics and deep dive into the why from Quantum Metric's VoC Metrics dashboard.

Tie business metrics to performance
Given Quantum Metric's superior out-of-the-box error and performance tracking, import data into Adobe and integrate with business and marketing dashboards for better deep dive analysis. It also assists increased data democracy.

Tie feedback scores to conversion rates
Like Qualtrics data into Quantum Metric, better understand Experience or NPS metrics and how it impacts conversion.

Refine tune business impact analysis
Tie actual purchase data (conversion and order value) from Adobe into regression modeling from Qualtrics for a more precise business impact analysis (instead of asking a self-report question "Did you purchase today?" and using average order value). Track campaigns within VoC for segmentation.

Empower call agents with VoC and associated replay links
Digital Customer requests can be contacted in VoC (intercept) with a ticket created in Salesforce including a Quantum Metric replay link. The call center agent becomes more proactive when closing the feedback loop. Known customer requests can be contacted in VoC when a new case is created in Salesforce with Qualtrics data (includes demographics/firmographics) included.

Engage proactively with customers
Trigger Salesforce chat window or Intercept popup with Quantum Metric alerts at known frustration points for customers (e.g. after receiving same generic error twice in a Billing page).

Easily implement closed loop feedback
Salesforce ticket is closed post sales call which automatically triggers Call Center Touchpoint survey to customer.