

EXP+ Explore

Sitel® Customer Experience Analytics

Connect interactions across touchpoints to reveal the customer's true experience.



Delivering the Insights You Need

Sitel® Customer Experience Analytics leverages insight analytics to connect customer interactions across repeat contacts, order flows, call drivers and satisfaction ratings identifying opportunities to reduce customer effort and improve the customer experience (CX).

- **Increase Loyalty** - Create a best-in-class experience to keep customers coming back time after time.
- **Increase Sales** - Uncover ways to cross and upsell so customers know the value of your offerings.
- **Decrease Effort** - Make it easy for customers to achieve their goals quickly and easily.

Answering the Tough CX Questions



Increasing Efficiency

What is driving **repeat contacts**?

How can I reduce **customer effort**?

Which contacts can be handled via **self-service**?



Reducing Churn

Why are customers **cancelling**?

Which customers have **high-churn propensity**?

What offers will **retain customers** at risk?



Driving Loyalty

What is the **customer journey** across touchpoints?

How can I anticipate needs to **proactively serve** my customers?

What is driving **customer experience (CX) and sentiment**?



Boosting Sales

How can we improve **sales success**?

Which sales **offers are working** best?

How can we align the **right offer with the right customer**?



Advanced Visualizations at your Fingertips

Sitel Customer Experience Analytics offers advanced visualizations that put actionable insights at your fingertips, allowing you to prioritize actions, pinpoint regional patterns, understand Voice of the Customer (VOC) trends and visualize the customer interaction flow and upstream events driving specific outcomes.

Heat Maps

Prioritize actions and customers at risk based on a combination of data factors.

Geo Analysis

Pinpoint regional patterns impacting CX or spikes in contact volume.

CX Experience Maps

Visualize the customer interaction flow and upstream events, driving specific outcomes.

Impact Analysis

Correlate and identify relationships by understanding impact between factors.

VOC & Sentiment

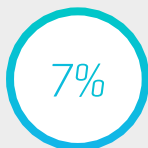
Understand Voice of the Customer (VOC) trends and spikes in keyword themes by feedback channel.

Measurable Results

Improve your CX by understanding the customer experience.



Customer Satisfaction Increase in First 90 Days



Increase in Customer Retention

Source: Sitel Group® Data, 2019-2020

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