

introducing **experience.com**

brand book



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who we are



introducing Experience.com

Make Every Experience Matter More.

Amazing experiences create customers for life, and poor ones destroy brands and businesses.

Poor customer service experiences cost businesses more than \$75 billion per year¹. More than 51% of customers end their relationship with a company over one bad customer service experience. As Warren Buffett famously said, “It can take 20 years to build a reputation and only five minutes to ruin it.” Even worse? The average American customer tells 15 people about each poor customer experience², damaging a brand’s reputation. Companies struggle to understand what went wrong - often sending long form surveys that go unanswered, well after the opportunity to impact the experience in real-time has passed.

The good news? Seven out of ten customers say they’ll pay more to work with a company that provides great experiences, and increasing customer retention rates by 5% increases profits, on average, by 25% or more³. Many companies will cite that 32% of buyers will walk away from a brand after just one bad experience, but don’t help solve the problem. Rather than waiting for one bad review that can ruin your reputation, you need to understand real-time experiences.

That’s why Experience.com has built the most effective, most impactful experience management platform available anywhere. We know that 70% of the customer’s journey is dictated by how the customer feels they are being treated, so we help businesses capture and operationalize experience data in real-time, to ensure that every experience matters more.

¹ NewVoiceMedia, Serial Switchers, How Bad Customer Experiences Cost Brands Billions, 2018.

² American Express, Global Customer Service Barometer, 2017.

³ Bain and Company, Prescription for Cutting Costs.



experience management platform (XMP)

Every day, your customers and employees have experiences with your brand. The initial challenge is to easily capture that experience data at the moments that matter, tied to the right people and processes. The bigger challenge is to drive meaningful change from that data.

Introducing XMP, a platform that sets a new standard for experience management technology.

XMP reinvents how companies capture the experiences of customers and employees, at the right moments, act on those experiences, and broadcast those experiences to build social proof and drive profit.

Combine the power of the platform with our team of Experience Experts and you have a program that's built to turn customers into fanatics and employees into advocates.



the Experience.com process

Capture customer experience, employee experience, or product experience - or all three.





data in motion drives behaviors

Experience data is automatically collected at the moments that matter. We help you build the right campaigns to capture the right data from the right experiences - by connecting to the operational systems you already use to track your business. Sale closed? Post-sale campaign triggered. Home loan application completed? Loan application campaign triggered, customized with the face and name of the loan agent. New employee? New hire process evaluation campaign triggered. Each experience is unique, so each campaign is built to ask the right questions and drive the right behaviors, without the manual effort.

Experiences are amplified to build your reputation. Happy customers and employees are asked to broadcast their reviews instantly on industry, review, and social media sites to build social proof (on average, our customer data shows each review created is shared 9x). Escalation workflows help you turn demoters into promoters - with the data you need to take action. All of that data from each tier of your organization fuels overall company growth, while boosting individual employee-level reputation. Win locally, grow exponentially.

Experiences drive behaviors. Because the platform is built to match your org chart with player-integration, each employee's CX performance data is shared, analyzed, benchmarked, and used in leaderboards to motivate. Each employee can login to see their stats - and how their ratings compare to others in the organization. The Experience Platform connects with your HR system, so you can incentivize and reward excellent customer experiences. Launch employee campaigns to capture and improve their experiences. Happier employees = happier customers.

The result? Better customer experiences, engaged employees, brand reputation and visibility, and data to drive your business. Insights into outcomes - every experience matters more.

That's Experience.com



platform features

The Experience Management Platform (XMP) contains the core XMP Platform and the following platform features.

campaigns

Automate experience surveys (customers, employees, products) sent during key touchpoints (via integrations via POS, LOS, CRM, etc.) and unique workflows that escalate negative feedback and request review generation/sharing after positive feedback.

Key value points

- Impactful experience data tied to the most important touchpoints, tied to direct employee/customer interactions
- Humanized, engaging, fully customizable surveys with advanced skip/conditional logic
- Campaign workflows to request and share/amplify reviews for happy customers, escalate negative feedback

Note:

We are rapidly deploying new XMP features. Coming soon – monitor, chat, journeys, AI, and more!

reviews

Generate and share new reviews from happy customers and employees and consolidate all reviews from Google, social media, and industry sites (like Zillow, Clearurance, Glassdoor, Indeed) in one place. View, reply, escalate, or share reviews all from one dashboard.

Key value points

- Increase online reputation, consumer trust, and star ratings with new, automated, verified reviews
- Consolidating all reviews in one place (profiles) helps improve search results
- Reviews dashboard lets you take action on your customer feedback from one place.



platform features (cont'd)

listings

Manage one "source of truth" to keep all instances of your business location listings up to date across online directories (including Google My Business) and a comprehensive dashboard to track data accuracy.

Key value points

- Accurate data across hundreds of online directories, social, and search sites for future customers
- Consistency improves local search results and visibility (ex. locations mapped to corporation all with their own listings in GMB)
- Easily update business information like temporary hours/closings, services provided, and more from one place

monitor

Track your team's social media accounts connected to your company pages to flag certain phrases/words that could reflect poorly on your brand or cause issues with industry compliance requirements.

Key value points

- Automated alerts escalate to the right people in your organization
- Immediate flags help avoid costly reputation issues or fines
- Workflow triggers provide opportunities for coaching



platform features (cont'd)

workforce

Drive engagement with employee campaigns, automated at key points in the employee journey, and drive happy employees to leave reviews on key recruiting sites like Glassdoor and Indeed to drive reputation.

Key value points

- Understand your employee experience at every point of their journey
- Build social proof and boost reputation on key recruiting sites
- Identify areas of improvement to keep your most important customers - your employees - engaged and motivated

profile pages

Custom individual employee profile pages listed on the Experience.com directory capture and share information and aggregate reviews, and are indexed to link to your company tiers.

Key value points

- Reviews and agent/individual information aggregated on one page
- Individual pages map to your organization's structure - team, location, regional, corporate organization, etc. (we build this for you!)
- Experience.com professional profile pages are HTML-friendly to boost SEO and amplify reviews



about us



We believe that experience is everything. Amazing experiences create customers for life, and poor ones destroy brands and businesses. That's why Experience.com has built the world's most impactful Experience Management Platform (XMP) with features to drive operational and behavioral change, in real-time, during the moments that matter. XMP delivers impactful business outcomes including increased customer satisfaction, brand loyalty, online reputation and visibility, as well as improved employee engagement, and compliance - making every experience matter more. Founded in 2015 as SocialSurvey, Experience.com is headquartered in San Ramon, Calif. and backed by SavantGrowth (fka Kennet Partners), Silicon Valley Data Capital, Tri-Valley Ventures, and Wilson Sonsini Goodrich & Rosati. For more information, visit www.experience.com or call +1 (888) 701 4512.

experience.com

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