



WELCOME TO THE FUTURE OF EXPERIENCE MANAGEMENT!

We are excited to partner with your organization to help you deliver the world's best experiences with the Experience Management Platform (XMP). As a new user to the platform, we are excited for you to collect customer experience data, use that data to create loyal lifelong customers, and generate new reviews to power your personal brand and reputation.

HOW DOES THE PLATFORM WORK?

Your clients will be sent automated surveys during the important points in their customer journey. These survey emails will be personalized - with your name and photo. Based on their responses, the smart survey campaigns can send alerts if they are unhappy, so your team can take action, or ask them to share their great experiences as reviews on the sites where leads are looking for you (including Google My Business, social sites, and industry sites). Those reviews are also added to your Experience.com Profile Page, consolidating important information about your services, location, and building brand trust with voices of your customer.

When you log in to the platform, you will see your comprehensive dashboard. Your dashboard shows the status of all of your survey campaigns, your ratings, a dashboard that benchmarks your CX performance against your peers, and all of the great reviews generated by your customers after outstanding experiences. You can access your reviews, surveys, and experience data with one login.

WHAT BENEFITS CAN YOU EXPECT?

The power of the platform gives you the data you need, in real time, so you can improve experiences immediately to create loyal, happy clients, understand how your CX performance stacks up against your peers, and boost your referrals and new leads with reviews on the sites that matter. Sharing information about your customer experiences on your Experience.com profile and other sites helps with your marketing efforts to attract new customers, with reviews to build trust and power search results - so leads find you at the top of the list.

Users tell us using the platform helps them:

- Generate high survey response rates (our clients see 54% of their surveys completed, well above industry average)
- Understand more about your customer journey and their feelings about your interactions so you know exactly how to build loyal customer relationships
- Tell customers they matter and you care about their experiences
- Use the voices of your customers to generate reviews that automatically publish on the sites where new customers are looking for your services
- Power their reputation and marketing efforts with boosted SEO and profile pages
- ...and more! We want to hear what you think about the platform - so let us know!

Our team is here to make sure you are getting the most value from the platform and that your onboarding is seamless. If you have any issues or something doesn't look right, reach out to our team at support@experience.com and we will be in contact right away.