

# Experience Management Platform (XMP)



experience.com



Every day, your customers and employees have experiences with your brand. The 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.

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.

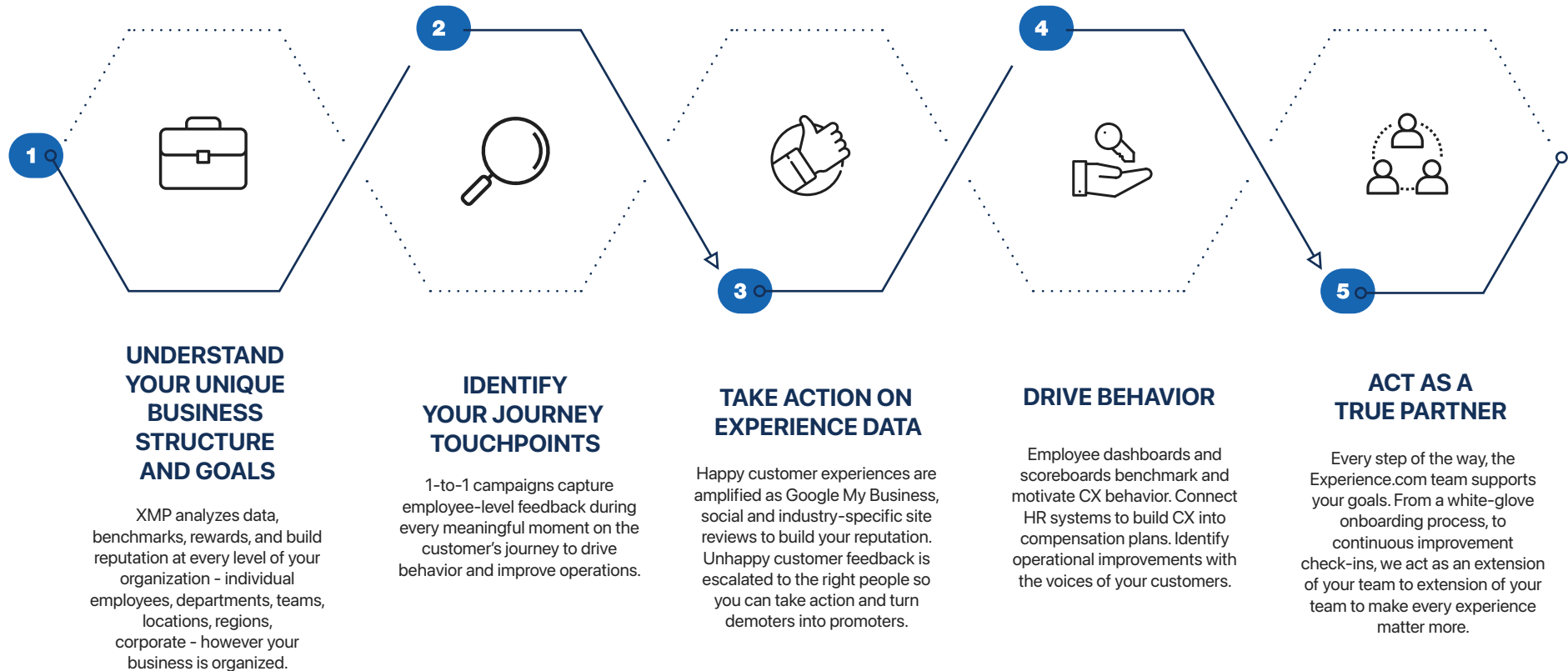
- Create the world's best customer and employee experiences
- Drive operational improvements and cost reductions
- Understand journey-specific pain points
- Improve your brand reputation and search rankings
- Build employee engagement and CX ownership

*Brands will win the future by improving CX and EX at the moment experiences happen. We help you do it, in real time - to make every experience matter more.*



# the Experience.com process

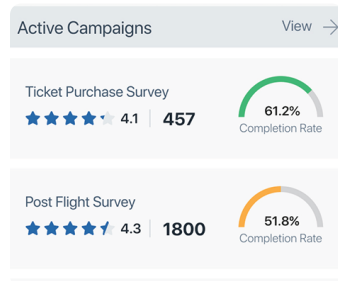
Capture customer experience, employee experience, or product experience - or all three.





# XM Platform

The Experience Management Platform (XMP) makes it easy to collect and analyze feedback, drive employee behavior, improve customer experiences, and power business outcomes with automation. The power of the platform core is the ability to replicate your business structure and hierarchy, so you power every tier and individual in your organization with experience data, analysis, benchmarks, reputation, and behavior.

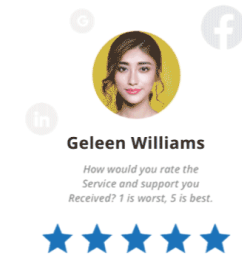


## Campaigns

Automatically capture customer experience data through smart survey campaigns, to analyze and act in real-time.

- Personalized survey campaigns launch automatically at key interaction points
- Smart surveys measure 1-to-1 experiences with employees or products
- Conditional workflows request and share reviews or escalate negative feedback to take action in the moment, before the experience is over
- Campaign “blueprints” based on industry journey points and CX/EX best practices

*(XMP personalized surveys have 54% completion rate on average compared the industry average 26%)*



## Reviews

Amplify new reviews from customers and employees on social and directory sites. Track and manage all 1st and 3rd-party reviews in the reviews dashboard.

- Connect your social and directory sites to prompt customers to leave reviews on their Profile and amplify those reviews across third party sites
- Filter by reply status, start count, review source, employee, department, location and more
- Flexible login permissions enable the right people to take action on reviews (reply, flag, escalate)
- Showcase your reviews on your website with the reviews widget

*(XMP customer reviews are shared to nine different sites on average)*



Leaderboard			
Rank	Admin	Score	
1	Michael Joe	986	
2	Emma Stone	888	
3	Andrew	865	
4	Alex Hendry	801	
5	Jessica Hug	791	

## Workforce

Drive journey-based and pulse campaigns for your most important customers - your employees. Empower employees to access and analyze their CX performance data, motivate with scoreboard and benchmarks, and link CX performance to compensation.

- Automate employee campaigns to understand and impact employee experiences
- Prompt new reviews on key recruiting sites like Glassdoor and Indeed
- Recognize top performers and integrate CX performance with compensation plans

*Rewarded, engaged employees are more likely to stay with your company - and provide better experiences to your customers.*

	Facebook	✓ Published
	Bing	🔄 Pending
	FourSquare	⚠ Authorize
	Yelp	✓ Published
	Where To?	✓ Published

## Monitor

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

- Automated alerts escalate to the right people in your organization
- Immediate flags and escalation workflows help avoid costly reputation issues or fines
- Create opportunities for coaching

*Don't let an employee's bad day hurt your brand!*





**Joy Schneckloth**

Quad Cities, Iowa and Illinois

Mortgage

★★★★☆ 4.97

491 Review(s)

## Profiles

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

- Reviews and agent/individual information aggregated to build social trust
- Individual pages map to your organization's structure - team, location, regional, corporate organization, etc.
- Experience.com professional Profiles are HTML-friendly to boost SEO and amplify brand reach

*Show off your great customer experiences and build social proof*

Locations Agents	
Locations	Type
Edward Jones - Orlando FL	Organization
Edward Jones - California	Region
Edward Jones - San Francisco	Branch
Edward Jones - San Diego	Branch
Edward Jones - San Dimas	Branch
Edward Jones - Rosemead	Branch
Edward Jones - Solana Beach	Branch

## 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) with a comprehensive dashboard to track data accuracy.

- Accurate data across hundreds of online directories, social, and search sites for future customers
- Consistency improves local search results and visibility (ex. individual locations are mapped to enterprise brand)
- Easily update business information, like temporary hours/closings, services provided, and more, from one place

*Manage listing data for your corporate offices, branches, locations, individual practitioners/agents so they are all connected.*



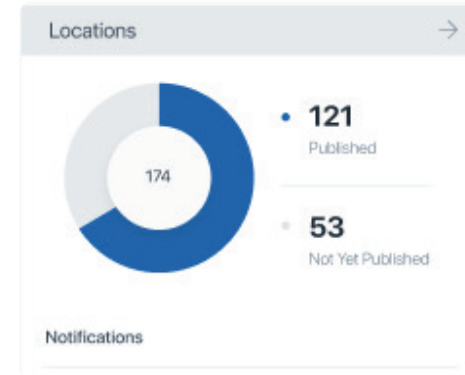
**Albert Flores**

Submit Survey



## Experience Services

Our expert team partners with you at every step - supporting your business goals with custom survey campaigns to drive key outcomes, providing ongoing support and periodic experience audits. From whiteboarding sessions and white glove onboarding, to hierarchy development and custom workflows, our goal is to empower you to make every experience matter more



## Integrations

Connect to your HR and people management systems to integrate CX behavior with compensation and rewards, connect to social and industry sites to publish reviews and win locally, and so much more. We are constantly adding new partners to our integration library.



# experience.com

For more information, visit [www.Experience.com](https://www.Experience.com) or call +1 (888) 701 4512.