

# InTouch

## Customer Experience Management



### Engage

On going monitoring of clients feedback.  
Real time customer feedback



### Correct

Take immediate corrective action using  
customer analytics



### Plan

Customer centric initiatives



### Target

Customer segments with specific  
promotions/programs

### Review Survey Design

Data weighting



### Provide insights on experience

Combine experience with transactions  
and derive insights



### Drivers analysis

Examine the most important drivers of the NPS to  
determine what needs to be improved



### NPS analysis

Analyse scores and provide predictions

