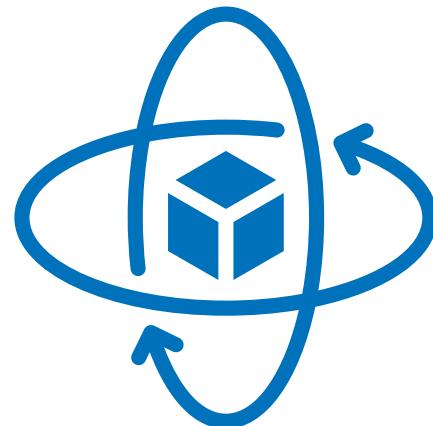




## AD HOC 360 CX

MEASURING THE MULTICHANNEL  
TRANSACTIONAL CUSTOMER  
EXPERIENCE



# Optimise every interaction: Capture your customers' voices in real time.

## What does it measure?

A continuous survey measuring satisfaction at every point of contact with your organization (shop, website, etc.), providing an accurate picture of satisfaction at each key stage of the customer journey.

### Basic Package

- Evaluation of the transactional experience after each interaction, at different touchpoints (multichannel).
  - Overall satisfaction;
  - Recommendation (NPS®\*);
  - CX Index;
  - Satisfactory / less satisfactory aspects.
- Identification of specific levers (service, price, selection, quality, etc.);
- Satisfaction-importance matrix for targeting priorities for action.

### The Extra (Optional)

- Questions tailored to your business' reality.
- In-depth analysis of the impact of new developments and initiatives.



#### What is the deliverable?

- An interactive dashboard, continuously updated, that is accessible to managers and/or other employees in your organization.
- Tactical and strategic recommendations to improve the customer experience at all levels.
- Temporal and comparative monitoring.



#### Why measure the transactional customer experience?

- Continuously monitor satisfaction levels at each point of contact.
- Quickly detect irritants.
- Assessing the impact of new initiatives or changes.
- Make localized tactical and operational decisions (branch, market) and guide the overall CX strategy.



#### How does it work?

- Multiple post-transaction invitation options: email, cash register receipt, QR code, web pop-up, etc.
- Quick start and turnkey project management.
- Automated reports and actionable results on a daily basis.
- Customised pricing based on the number of channels, data volume, frequency of deliverables and number of users of the online platform.

If you have any questions, please write to us at: [Adhoc-CX@adhoc-recherche.com](mailto:Adhoc-CX@adhoc-recherche.com)

Learn more about our solutions: [www.adhoc-recherche.com](http://www.adhoc-recherche.com)

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