

Integrated Experience Intelligence

GEMSEEK'S PORTFOLIO OF SERVICES





WHO ARE WE?

GemSeek is a provider of Integrated Experience Intelligence Services.

We have 200+ experts based across Europe.

Our main verticals:

- ◆ Healthcare
- ◆ Construction, Utilities, Chemicals
- ◆ Finance, Insurance
- ◆ Telecommunications, Consumer

WHAT MAKES US SPECIAL?

We help business leaders proactively address customer needs towards true customer centricity in their:

- ◆ Customer experience
- ◆ Brand performance
- ◆ Products and messages
- ◆ Customer analytics

WHO ALREADY TRUSTS US?





CX Analytics Advisory

Our advisory services teams can help you achieve the optimal integrated experience

Integrated Experience Strategy

We work closely with stakeholders, analyze internal and external data to create an integrated experience roadmap.

Gap analysis

A positive customer experience can lead to increased customer retention, repeat purchases, and advocacy, which can drive revenue growth.

Competitive Benchmark

Benchmark your integrated experience against industry best practices and identify opportunities to differentiate from competitors

Measuring Impact

By quantifying the impact of customer feedback, decision-makers can prioritize investments and initiatives that will have the biggest influence on the customer experience.

Revamp damaged brand Image

Develop a customer-centric culture that aligns with brand values and mission



Platform & Program Advisory

There are **many potential bumps** on the road to the perfect CX program



You don't have the time and resources to setup and manage the CX platform on your own



You don't use the full potential of the platform to meet your CX program needs



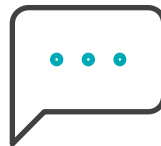
Your platform set up is taking too long; your managed services enquiries are not resolved fast enough, your team is not trained on how to use the platform quickly enough



You don't have any budget left for additional CX software/add-ons



Your resource needs are not met quickly enough or you are stuck paying for extra hours which are not needed



You don't get timely updates from whoever manages the platform, replies are taking too long, and the team is not proactive; they might not be speaking your language



You are having problems with the quality of the platform resourcing and you are losing time, energy and resources fixing issues

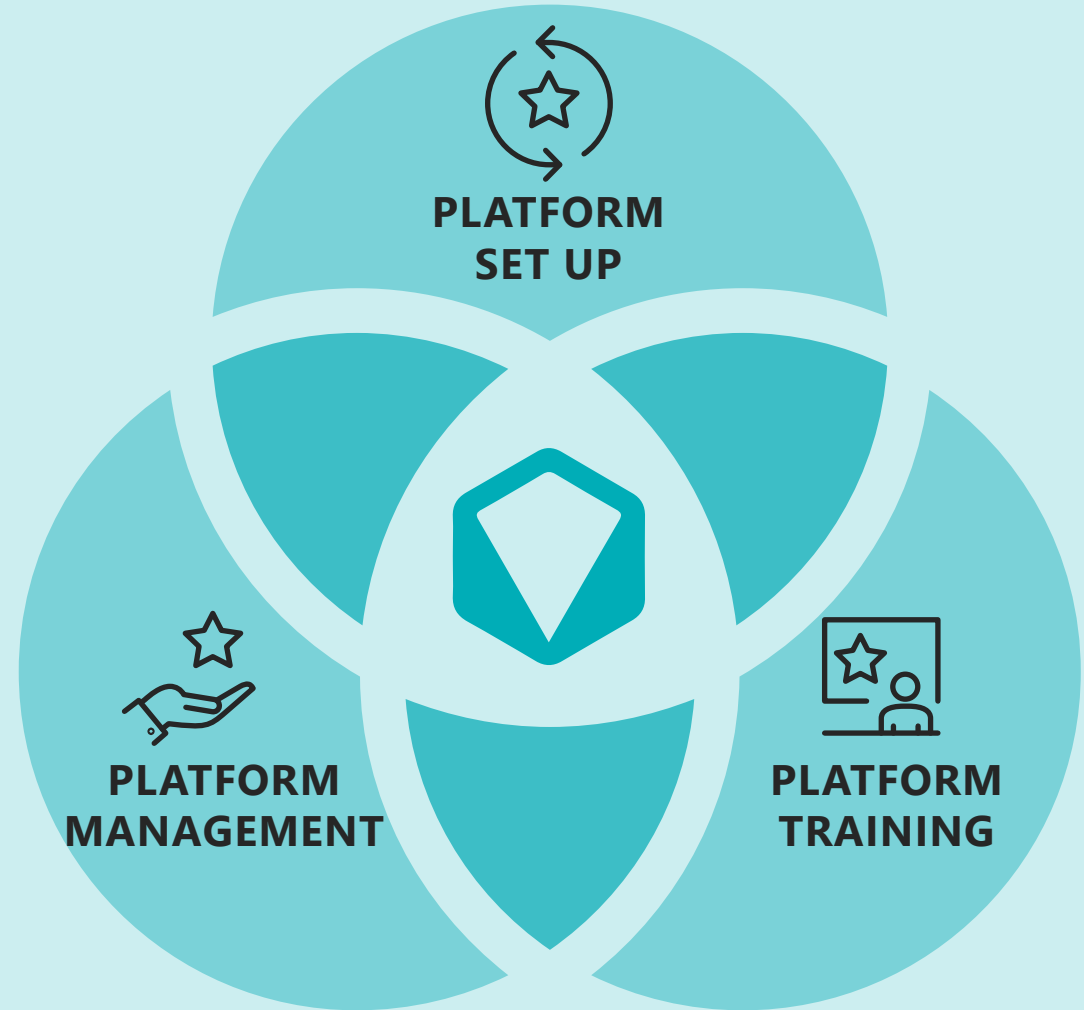


You lack a reliable partner that guides your CX program and knows how best to make your platform work for you

We are here to help you overcome them

We are a full service provider for your Medallia needs.

We know Medallia's portfolio and how its products work in detail so we can migrate, setup, manage your platform and transfer knowledge to your team.



Our team manages every step of a company's CX journey



IMPLEMENTATION/MIGRATION

- ◆ GemSeek does **design** and **configuration** of your Medallia instance
- ◆ We get your **CX platform** up and running **quickly** and **with less resources**



MANAGED SERVICES

- ◆ We **manage** your platform post-launch (survey, data, admin management, etc.)
- ◆ Best practices **guidance**
- ◆ We can **scale** our team **up/down** depending on your current needs



TRAINING

- ◆ We **equip** your team with the toolset to make the most out of Medallia
- ◆ Our certified trainers can **guide** your team become fully self-service



CX Impact Analytics

Linkage of CX-financial KPIs showcases the value and benefits of the CX program

A positive customer experience and higher satisfaction positively influence company revenue, retention rates, referrals, and reduce cost



Understand how CX metrics drive revenue and financial KPIs



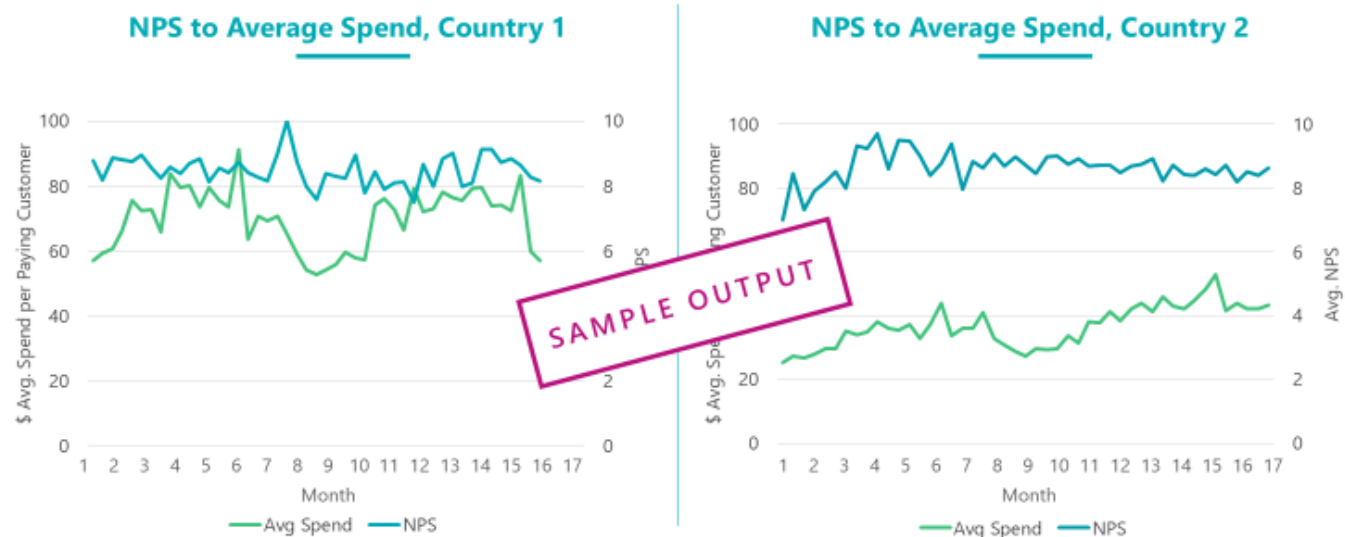
Capture the predicted monetary value of improving CX



Solidify the importance and value of the CX program across the organization

Capture the relationship between CX and financial KPIs as proof towards value

Business level NPS-to-Average Spend by customers and correlation levels show that there is a positive relationship between customer satisfaction and financials



See the relationship between CX and financial success

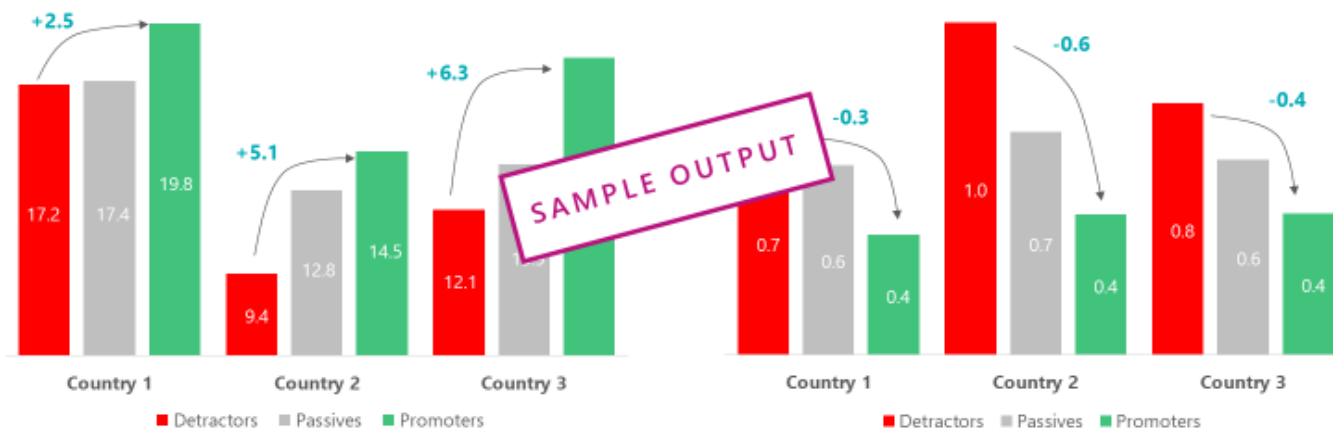
Use data to showcase the impact of CX on financial results to receive organizational buy-in for CX initiatives

Understand which CX metrics drive revenue and what their impact is

Customer spending patterns vary by segment and market. NPS is a 50% better predictor for financial success than CSAT in [country 1] and a 40% better predictor in country 2]

Average Number of Orders (12 month period)

Average Number of Returns After Trial Period



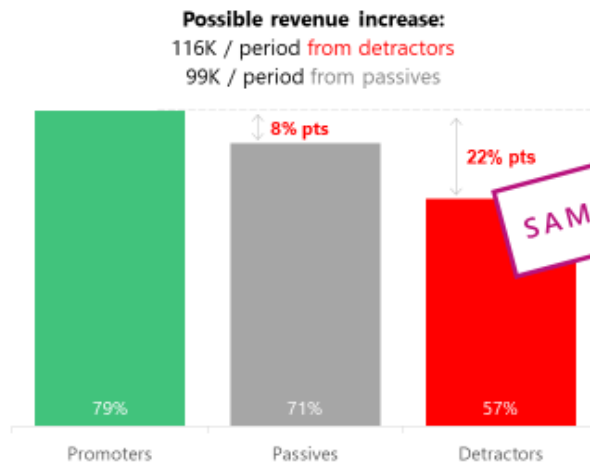
Learn which of your CX metrics is greatest predictors of success

Understand where improved CX can have the biggest impact: which markets, segments, and groups of customers

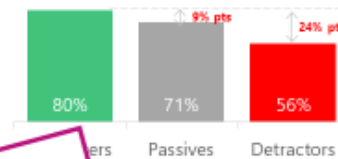
Tap into unrealized pockets of revenue by improving the experience of customers

On average, promoters spend 22% more than detractors and passives. Respectively, 8% pts and 22% pts more. There is potential for revenue increase if [company] converts detractors and passives into promoters.

Average Share of Wallet, Overall Business

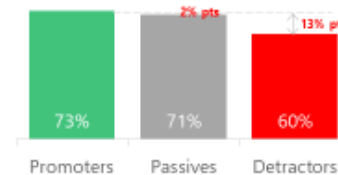


Average Share of Wallet, BU 1



Possible revenue increase:
54K / period from detractors
57K / period from passives

Average Share of Wallet, BU 2



Possible revenue increase:
62K / period from detractors
41K / period from passives

GemSeek

SAMPLE OUTPUT

Prioritize customers based on their financial potential. *Discover* untapped opportunities and address groups at risk.

Develop an action plan informed by data and a more holistic view of your current and future customers.



Digital Experience Analytics

Picking Medallia for your enterprise experience solution is a great choice. What if it could be even better?

Imagine you can make **Medallia Experience Cloud** even more powerful with all the digital data you have in stock?

With access to **real-time data** through **Medallia Digital Experience**, you can gain a deeper understanding of your customers and personalize interactions accordingly. You can have better results in **customer satisfaction**, increased **loyalty**, and ultimately, higher **revenue**.

Digital Experience Analytics

DXA works with organizations of all types to drive conversion, sales, loyalty, and deeper engagement faster and at scale

- ◆ Score and understand every session
- ◆ Automatically prioritize issues
- ◆ Visualize root causes to act quickly
- ◆ Drive conversions and deliver experiences at scale



The only analytics software in the world that can identify, score, and prioritize every online user experience



ANALYZE AND SCORE

Medallia Digital Experience Analytics analyzes and scores every online experience to identify key patterns of behavior, prioritize areas in need of greatest attention, and visualize root causes of experience issues.



EQUIPPED TO INVESTIGATE

DXA's tools then get to the root cause so you can troubleshoot, validate hypotheses, and find the fastest path to resolution.



ADDITIONAL VALUE

DXA creates additional value by integrating its extensive experience data with your web analytics, testing, and feedback/engagement tools, so you can make better decisions faster.



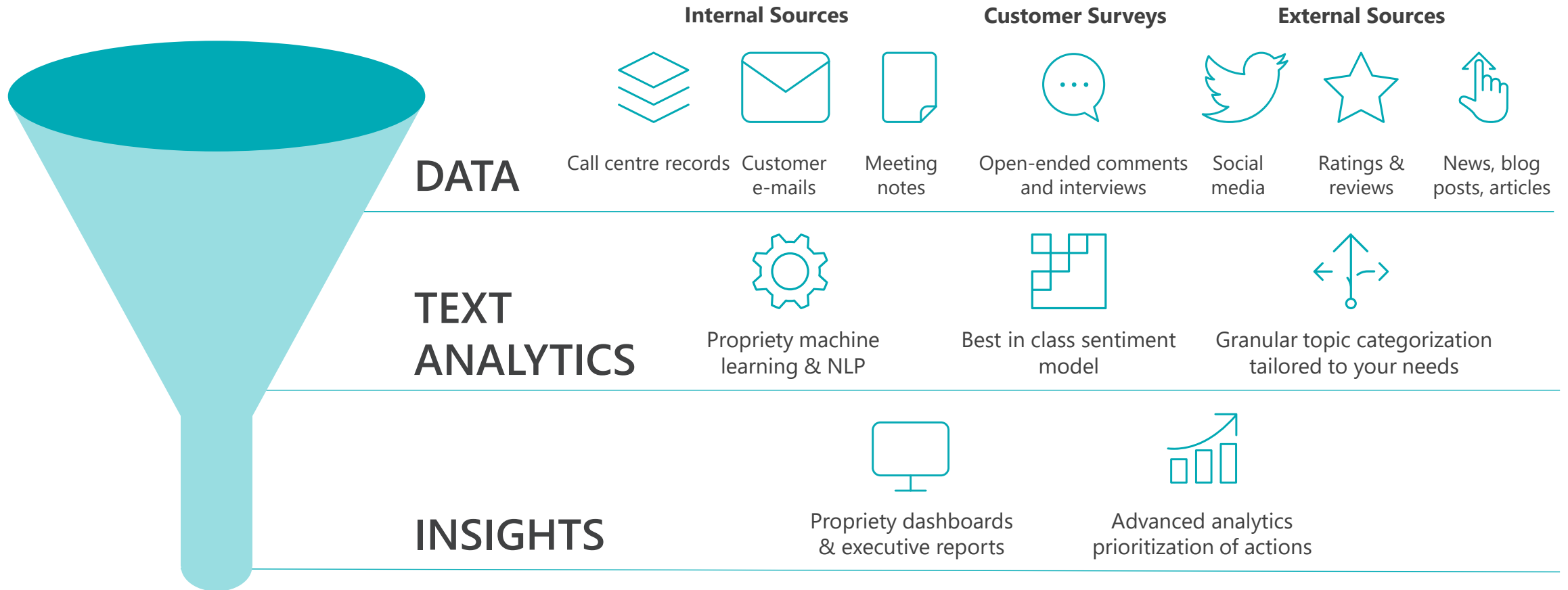
DEEPER ENGAGEMENT

DXA works with organizations of all types to drive conversion, sales, loyalty, and deeper engagement faster and at scale.



Text Analytics

From unstructured text to insights: we cover multiple open text data sources





Solution VOC

Our VOC propositions validate the needs and requirements of the market



Validate the needs and perceptions of your target audience to get the maximum out of your solutions, messaging and launches



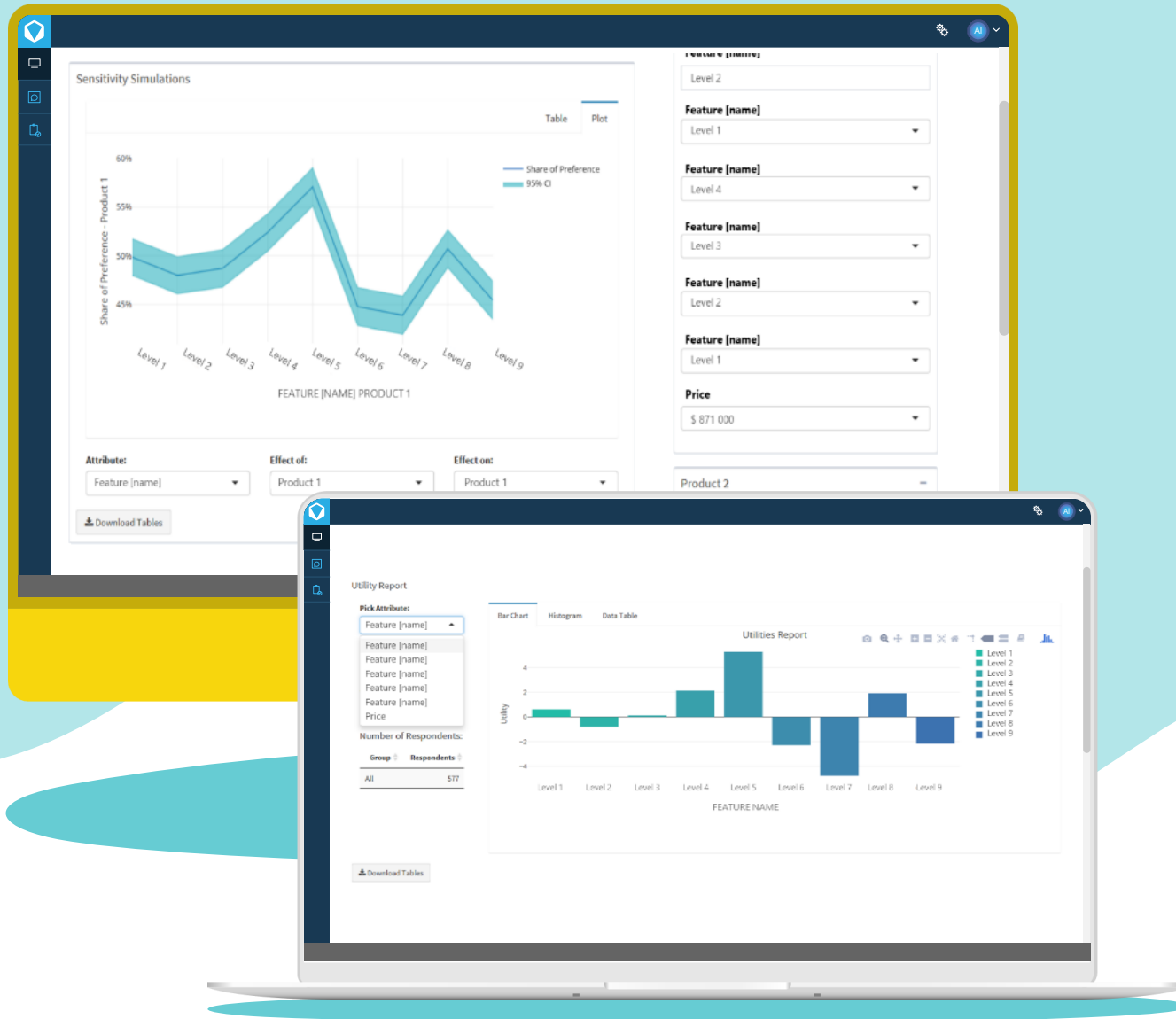
Capture the absolute truth and minimize bias with a double-blinded approach and anonymity of the respondents and the study sponsor



Avoid over-engineering, time and investment waste in solutions or propositions that are not useful or practical to your target audience

GemSeek's intuitive market simulator

empowers you to build a solution, measure price elasticity and preference in a simulated competitive market environment.





And more!
