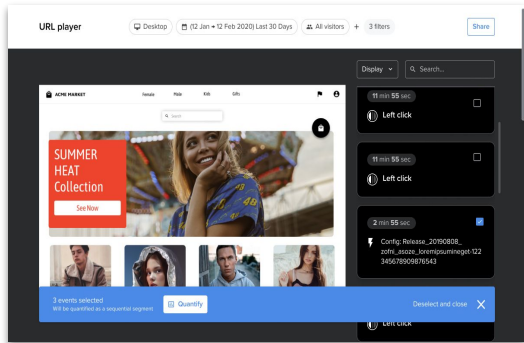


Close the Loop on Customer Feedback and Prioritize Your Highest Impact Digital Experience Improvements



Bring your customer feedback to life with **Contentsquare & Qualtrics** by visualizing what happened before, during and after a customer left feedback. Quantify the impact that digital experience issues are having on your bottom line and plug revenue leaks quickly.

The Challenge

To drive growth, customer experience and marketing teams need to work together to understand the impact that poor digital experiences have on their bottom line. However, teams cannot act on customer feedback if it is not clear why customers struggled and whether it was a common issue or an outlier.

The Solution

Contentsquare and Qualtrics work together to quantify the impact that customer struggle is having on your bottom line, enabling you to prioritize the most impactful customer experience improvements. Visualize your customers' experience to uncover the right solution to the root cause of the problem.

The Benefits

Visualize & empathize with your customers' experience by seeing exactly what issues your customers faced when leaving feedback.

Understand which journeys and behaviors are **driving feedback** most frequently.

Improve response rates by surfacing the **best timing and placement** for feedback solicits.

Uncover the correlation between feedback scores and revenue to **prioritize** the right CX improvements that will drive an increase to your bottom line.

Align the entire team around the issues to resolve.

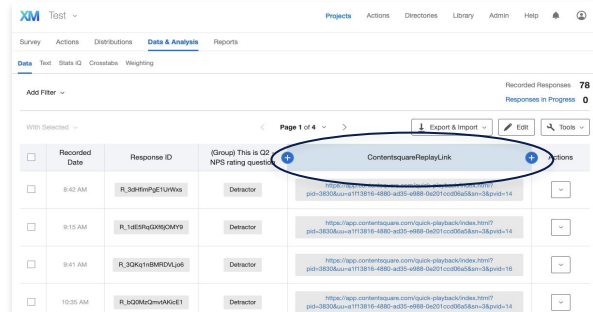
Exponentially **speed up** time to **resolution** and first contact resolution rate.

How Customers Use Contentsquare & Qualtrics Today



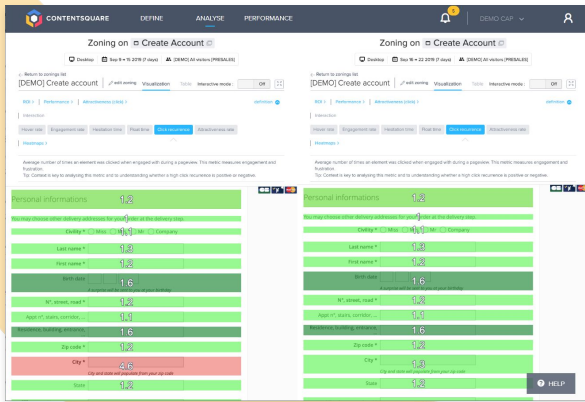
Visualize your Customers' Experiences

In Qualtrics, you simply click on the Contentsquare session replay link to view the individual's experience leading up to feedback and get the full context of their journey.



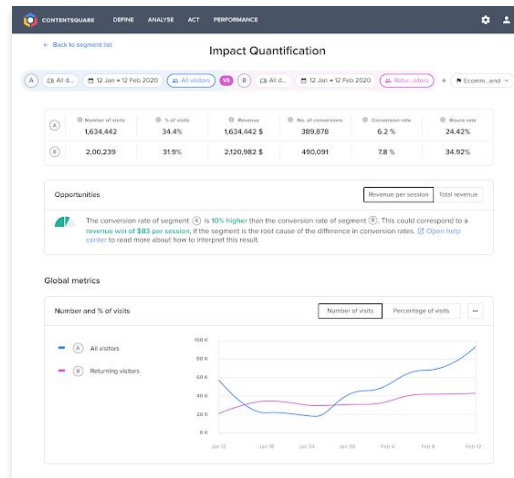
Segment by Feedback Score

In Contentsquare, create a segment for a specific feedback score to understand how happy customers experience the site differently from those with a lower score. Compare experiences side by side and pinpoint issues to specific content elements that are causing confusion or frustration.



Quantify Struggle & Impact

Once you have identified what issues concerned an individual customer, quantify where the occurrence is an outlier (e.g. due to a poor mobile connection) or a widespread issue with a broader impact on your business.



See Journeys Leading up to Feedback

Using reverse journey analysis in Contentsquare, see the most common paths leading up to specific types of complaints.