

DO YOU MAKE BOLD DECISIONS THROUGH THE CERTAINTY OF CUSTOMER INSIGHT?



Customer led organisations
out perform their competitors
7 times over.

How bold would you be if you
had customer insight guiding you?

SMOKE
CUSTOMER INTELLIGENCE



A defining characteristic of exponentially successful organisations is the ability to win and retain customers on the strength of their brand. A key driver of brand perception is customer experience. Customer experience does not happen by chance. It is no coincidence that companies that are growing and thriving today are putting their customers at the center of their strategy and making bold decisions from the certainty created through customer insight.

Knowledge is power. You do better if you know better.

Whether it be from ongoing transactional surveys or once-off market research projects, understanding your customers is your single biggest competitor advantage. By implementing our Voice of the Customer (VOC) platform, Eyerys, our clients benefit from customer insight by using data to make bold decision to improve customer experience, innovate processes and products and out maneuver competitors.

Understanding their customers has helped our clients to increase improve customer experience, sales and retention, while at the same time allowing them to optimise processes and decrease costs by as much as 18%.

Measuring VOC and using the results to understand your customers will add to your bottom-line. At Smoke Customer Intelligence we are focused on enabling our clients to do just that. Our clients enjoy the benefit of technology that just works, reporting that provides insight and a team of people driven to help them succeed.

“With Smoke CI’s solution we have learnt a great deal about our customers and have evolved our VOC framework to incorporate our employees as well. Our Customer Experience strategy is better, and so our business is better.”

Head of CX at a multinational Pay-Tv group



VOICE OF THE CUSTOMER TO SUIT YOUR BUSINESS

HOW WE GET YOUR CUSTOMER INSIGHTS

TOUCHPOINT SURVEYS



Every time your customer interacts with your business you have the opportunity to delight and understand them. From online purchases, through to claim submission, patient admission, onboarding and service your customers have unique journeys and moment-of-truth. Insight at each transaction empowers you to be better every step of the way.

CONTACT CENTRE POST-CALL FEEDBACK



Often the single biggest customer touchpoint, the contact centre is a key source of both customer satisfaction and insight. Feedback after any customer interaction with the contact centre, via voice, email, SMS or webchat provides insight into agent performance, process and customer experience.

B2B CUSTOMER ENGAGEMENT



With high value, long term B2B relationships, customer feedback from across buyer persona's provides holistic insight into contract health and provides the insight needed to create value and retain contracts. Whether periodic relational surveys or in-depth C-Suite interviews, customer insight in the B2B environment is key driver of customer strategy and a competitive advantage.

MARKET RESEARCH



Brand owners need to understand what makes their customers tick and align marketing activities to these insights. From bespoke research projects that answer specific organisational questions, to ad testing and brand health studies, understanding your customers perceptions help you make bold product, campaign and marketing decisions to position your brand for increased market share and growth.

EMPLOYEE ENGAGEMENT



Customer satisfaction can only be delivered by an engaged workforce and gathering employee feedback offers insight into the employee experience and adds additional depth to customer insights. Ranging from daily dipstick surveys to annual cultural alignment or value chain studies, understanding employee experience creates the insight necessary to improve customer and employee value.

A focused VOC solution **that works.**

We have taken the heavy lifting out of VOC. Eyeris, our Voice of the Customer platform, has been designed specifically to gather customer insights in every way, and at every point, that your business needs the information. Our customers measure metrics that impact business, use our reports to understand what is driving customer satisfaction and are then empowered to make positive changes within their businesses.

Unlike other VOC solutions, Eyeris, makes VOC easy by integrating into your technology infrastructure without the need for development or changes within your environment. The platform has been designed to offer ready-made VOC surveys and reporting but can also be augmented to suit your unique customers and business needs.

“It’s powerful. It’s easy. It works.”

Group Marketing Manager at leading Private Hospital Group



Understand where and why customer expectations are not being met.



Role based reports show every person in your organisation exactly what they need to see to manage customer experience.



Create personalised and targeted training for teams or individuals.



Measure VOC at every interaction that matters, across multiple channels.



Save cost through increased efficiency while creating customer value at the same time.



Recover from service failure rapidly thanks to automated escalations and close-loop feedback.



Plug-and-play Eyeris into your telephony and CRM systems without any disruption to your IT infrastructure.



Customise your VOC programme to reflect your customer experience goals.



Improve process, products and performance by gaining insight into what matters to your customers.

THE SMOKE CUSTOMER INTELLIGENCE APPROACH TO GATHERING CUSTOMER INSIGHT



GATHER

- Pre-designed, statistically sound surveys measure exactly what was intended;
- Automated real-time feedback notifies your team of low scores in under a minute;
- Multi-channel surveys engage your customers via their preferred communication channel;
- Trigger surveys at each touchpoint or interaction that matters across your organisation;
- Integrate with all major telephony and CRM systems without disruption.
- Ready to use platform that can be self-managed or fully supported.



MEASURE

- All recognised metrics (NPS, CSaT, NES) can be gathered per touchpoint, customer, product, service for deep insights;
- Sentiment analysis translates verbal responses to measurable data;
- Individual and aggregated data enables flexible VOC reporting to suit your needs;
- Overlaying secondary data brings your customer feedback to life;
- Bespoke reporting and analytics give you all the information you need.



REACT

- Depth of data enables both strategic and tactical reporting for customer insight from every angle;
- Experience recovery tools enable the management of individual cases;
- Automatic escalation and close-loop feedback retain all activity within a single system;
- Root-cause analysis helps uncover real customer pain-points.



DIFFERENTIATE

- Data visualisation and analytics, gives you a clear picture of your customers;
- A decade of experience helps you differentiate through Customer Journey Mapping, CX strategy input and CX training;
- Answer unique business challenges through Market Research
- Industry tool-boxes gives you all you need to gather customer insight correctly right from the start.

VOC technology working for you

Eyerys is the core of our business.

Our versatile survey platform integrates into your existing technology to give you robust, real-time Voice of the Customer data.

Flexibly deployed into all major telephony and CRM systems, Eyerys is a secure customer feedback platform that guides, measures and offers compelling insights into your customer experience in a way that encourages action.



Native integration into telephony, CRM and Business systems



Multi-channel
(SMS, email, IVR, webchat, social media)



100% secure & compliant data collection



Multi-language



Customisable



Flexible deployment
(Cloud, on-premise or hybrid)



Self-managed or turnkey



Enterprise solution



“Customer experience is the new battleground. At Smoke Customer Intelligence we know the art of this new war.

Our customers benefit from our tools, technologies and strategies that enable their customer experience. When we partner with a customer, we relentlessly pursue victories for them by being alert to their, and their customers, needs. We turn what their customers say into meaningful insights that can be actioned.

We enable a more customer-centric world, one brand at a time”



Andrew Cook, CEO Smoke CI

Smoke Customer Intelligence

We are a technology company that enables our clients to make bold decisions that improve their businesses by providing them a way to gather, analyse and act on customer experience data. Our customers achieve this by embedding our proprietary platform, Eyeris, into their business to survey their customers after each interaction or transaction, or using our technology and expert team to conduct market research studies, thus gathering real-time results and deep insights that can be acted upon.

Eyeris is a multi-channel survey platform that has successfully been used in industries ranging from telecommunications to retail and financial services. We initiate over 190 000 000 million surveys per annum, across every continent. With more than 60 000 agents and 15 000 touchpoints measured, we are big enough to handle enterprise requirements and passionate enough to help emerging businesses grow. Customers using Eyeris have seen benefits that include improvements in customer experience, product innovation, brand positioning and employee performance all translating into top line revenue.

We focus on two things; firstly, ensuring our technology offers the best customer insight and VOC solution possible, and secondly, ensuring that our customers are enabled with insights and data that create measurable impact in their organisations.

Through a partnership with Smoke CI our customers have the data, the insights and the support they need to make bold, customer-led decisions that transform their customer experience and improve their businesses.

An organisation that listens, will win. An organisation that uses the data gathered to make bold changes, will win. An organisation enabled by Smoke CI, will win.

**START LISTENING.
START WINNING THROUGH
CUSTOMER EXPERIENCE.**
**GET THE OPPORTUNITY OF INSIGHT
BY PARTNERING WITH SMOKE CI TODAY**

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