



Buyer's Guide

CX Software

How to Select Customer Experience Management (CXM) Software for Your Team

Today, the quality of Customer Experience (CX) is the most reliable indicator of success.

The race for customers is no longer about features and functions; it is about experience and relationships. Companies that want to build better relationships with their customers communicate more frequently with them and invest time and effort in areas that truly matter, such as the golden moment of unpacking and the golden hour of the first use.

Regardless of how customers get in touch with companies, they should always receive information that is tailored to their needs. Customer experience describes any contact a customer has with a company, its products, or services. The customer's subsequent assessment of this experience is the basis for later decisions regarding further possible interactions with the company. This is where Customer Experience Management (CXM) comes in. After all, to make the customer experience as positive as possible, a number of measures and strategies are required. They should promote and maintain customer relationships in the long term.

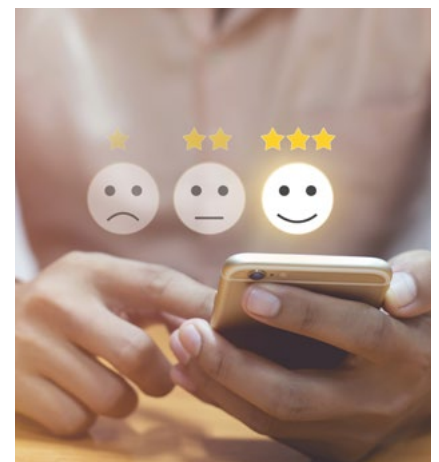
Customer First – this underlying principle of CXM is no novelty, given that here too the consumer is at the centre of attention. It is important to consider their needs and requirements and to align all activities and actions of the company with them.

When dealing with CX software for the first time, the choice of a platform can be quite overwhelming. Often the question arises why companies need a CX software at all or how exactly they benefit from it. There are also hundreds of options and features to consider, making it even more difficult to get started.

Customer experience is the most important differentiator in the purchase decision.

For this reason, this guide will lead you through the following topics:

- ✓ How to identify the challenges your team faces—and thus better define their requirements
- ✓ How a CX platform increases customer retention and satisfaction in various industry verticals
- ✓ How to set the criteria for evaluating CX softwares—so you know which features are most important to your team



Why Companies Need a CX Software

How do you make sure that your team knows which customers are critics or fans? Are there severe but hidden bugs? Who is responsible for what? What are the reasons for churn?

Planning and organizing all these basic details is crucial for the success of your team. Yet, it is still one of the biggest challenges teams and companies face in a digitalized consumer market. CX software centralizes the customer experience and feedback collected along the entire customer journey of a brand in one place. This allows each employee to gain insight into customer satisfaction at each touch point. So how can you find out whether a software for CX will give you the benefits you are hoping for?

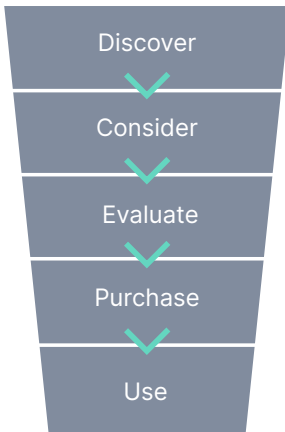
Here Are Four Reasons Why Your Team May Need a Software for CX Management:

- ✓ **Identify fans and critics**
The most important feature of CX-Software is the ability to create customer segments by collecting and analyzing customer feedback to automatically identify fans and critical, churning customers.
- ✓ **Understand customer feedback**
A CX software enables businesses to understand customer feedback and gather relevant consumer data. . This means that companies now not only know if their customers are satisfied or dissatisfied, but can also identify the reasons for this and initiate appropriate actions based on the information collected.
- ✓ **Built trust and loyalty**
With a good CX software solution, a company will be able to build trust and loyalty from its customers by providing them with better and more valuable experiences, resulting in an engaged, satisfied, and happy customer base.
- ✓ **Higher revenues through customer appreciation and trust**
A well-designed and feature-rich software solution will automate the entire process so that all data can be consumed more quickly and effectively. The main purpose of CX is to streamline and refine the customer's journey, from the moment a customer visits your website all the way to the checkout process and other subsequent services, such as customer support and technical services. This leads to greater customer appreciation, trust, and increased revenue.

CX software centralises customer feedback on a brand's entire customer journey in one place.

✓ **Build a Customer-centric Culture**

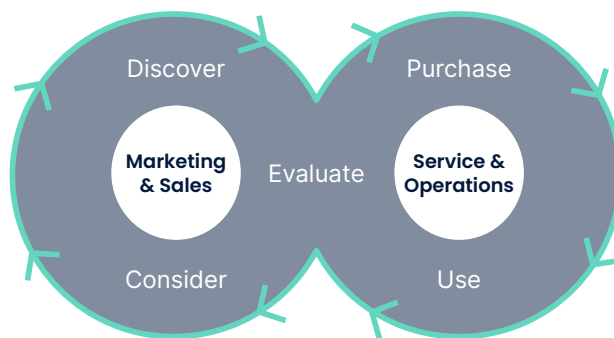
Good CX software enables making customer feedback visible throughout the company. This allows all teams and departments to gain insights into the customer experience and derive actions that are relevant to them. This also helps to work together towards a common goal and thus fulfill strategic objectives.



From the traditional sales funnel ...



... to a dynamic and continuous customer experience



In a nutshell...



CX softwares deliver a dynamic and consistent customer experience. The traditional sales funnel is disrupted by collecting customer feedback at any touchpoint. Thus, stakeholders can constantly optimize the customer journey and provide a first-class customer experience to every individual customer.

Key Components of a CX Software

So how can you find out whether a customer experience software provides the desired benefits? Here are six reasons to consider when it comes to purchasing a CX software:

1. Built by people who know the industry
2. Ease of use
3. Look & Feel
4. Experience deploying in all types of environments
5. Reliable integrations with other Softwares & tools
6. NPS® analytics

1. Built by People Who Know the Industry

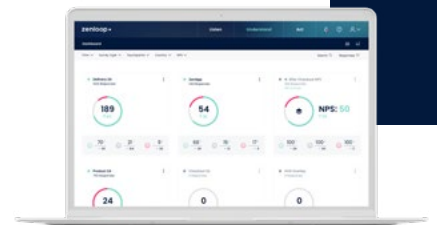
You need to know the industry you want to start a business in, and the kind of business you want to start, before you can start it. Here, zenloop has a competitive edge compared to all other CX-platforms. As the founders of Flaconi, we were able to create the best shopping experience in beauty e-commerce because we collected and evaluated customer feedback qualitatively. At Flaconi, we were already aware of the serious challenges medium-sized and large companies face in terms of customer retention. Statistically speaking, global e-commerce alone records an annual turnover loss of 146 billion euros.

As the founder of a B2C company, we wanted to understand how satisfied every single customer is at every point in the customer journey. The result: We received thousands of comments every day, which we analyzed in detail and with a lot of effort in Excel. Then, we provided suitable responses to each customer. It quickly became apparent that this strategy drastically reduced customer churn and even increased customer recommendations. zenloop does exactly that, only fully automated. Using state-of-the-art technologies, we aim at enabling companies to create the best customer experience.

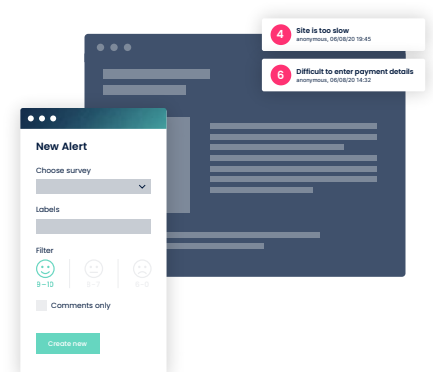
2. Ease of Use

Obviously, you should not have to be an expert to start with customer surveys. Look for a survey tool with a user-friendly interface that turns creating a survey into something as easy as writing and sending an email. Customization features and templates allow for effortless survey creation – just enter the touchpoint specific question, upload the company logo, and set the scale. Some survey tools also offer simple drop-down menus with different types of questions to be asked – e.g. open text fields or multiple choice.

Another important aspect is the ability to trigger alarms and generate automated reports. By configuring alarm systems, critical customer feedback is forwarded to the relevant stakeholders. This enables companies to identify critical errors directly.



Statistically, global e-commerce business alone loses 146 billion euros in sales annually.



Automated feedback analysis reports allow for determining customer satisfaction at any touchpoint. This simplifies the process of detecting exactly where internal action is needed.

The customer journey consists of various processes that the majority of businesses and organizations use to track, manage, and maintain all customer interactions throughout the customer lifecycle. CX software is mainly utilized to optimize and efficiently manage those interactions to help retain customers and nurture loyalty.

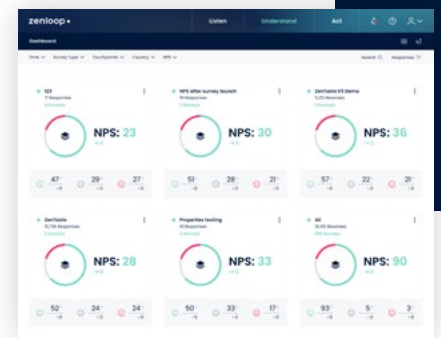
3. Look and Feel

A CX-tool should be easy to use and accessible for every employee. Therefore, it is important to have a lean and clean interface with straight forward components. In general, it is important to see what it feels like to use it — for instance, whether it looks like it was produced professionally, or whether the layout was done tastefully and with an eye towards ease of use.

To ensure that employees accept the platform, it is important that they understand the added value that working with this software provides. After all, the software should simplify their daily working life. If a platform is perceived as an extra effort rather than an added value, it is very likely that it will not be used properly.

4. Experience Deploying in all Verticals

If you search for an appropriate CX software, you should focus on those that already have customers from different industry verticals as these show differing requirements regarding CX in their customer journeys. Make sure that the software covers your specific needs. The best way to find out is to [request a demo](#) that demonstrates the benefits for your own industry.



Most CX softwares cover the following industries:

- ✓ Retail
- ✓ Travel & Hospitality
- ✓ IT & Telecommunication
- ✓ Healthcare
- ✓ Automotive
- ✓ Media & Entertainment
- ✓ Financial Services

5. Reliable Integrations with other Softwares & Tools

When purchasing and implementing CX software, it should be integrated with existing systems to maximize its impact across the enterprise. At this point, the decision maker (and probably the IT department) faces a very important decision that needs to be taken:

Are there native integration capabilities of the new system?

Should they be used or should you choose a third-party integration option, such as an integration hub? What are the most important integration options for CX software? As CX software is identifying fans and critical customers, the platform should offer an automated NPS feedback forwarding to Customer Service, Marketing Cloud, Ticket System, ESPs, and CRM tools.



Not every parent system provides or supports native integrations. Those that do offer native integrations will support in case of an issue. However, if the software can be connected to Zapier, it is possible to connect the platform into nearly every system.

For more information, visit the partner and integration pages of the respective CX software company.



[Here you can find e.g. all technology partners of the zenloop CX software.](#)

6. NPS Analytics

Most companies have understood that their business success is influenced by customer experience and satisfaction. Therefore, they use online surveys to find out how satisfied their customers really are. Yet, the survey hype causes a polarization: What puts companies in a gold-rush mood can quickly become a time-consuming and tiresome task for customers. No surprise, since online surveys now pop up on company websites or social media profiles virtually every minute and ask online users for answers.

Top players like Apple, Procter & Gamble, T-Mobile, and eBay have rolled out the Net Promoter System® over the last decade. Investment in NPS startups is at an all-time high. This type of software uses techniques that gather customer data from multiple touchpoints, runs it through AI models to predict which customers are most likely to churn, and present the findings to all stakeholders of the company in the form of a dashboard.



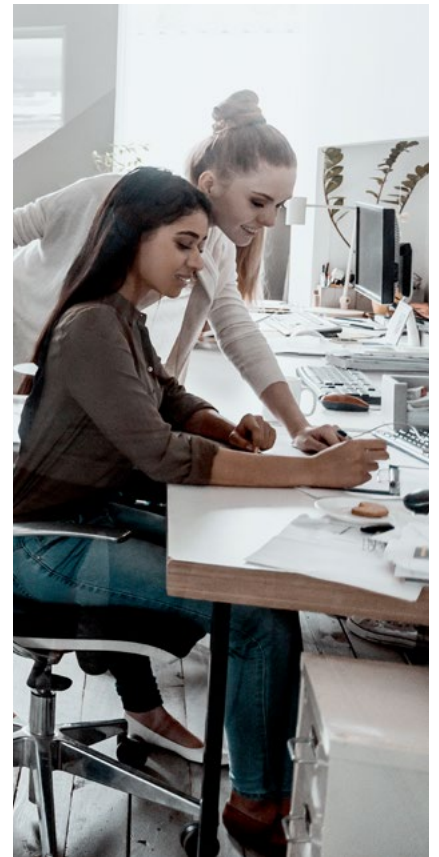
A CX Software for the Entire Team

A good CX software helps your team to focus on quality work that contributes to the growth of your business. It should provide enough flexibility to reflect all areas of your team, be able to adapt quickly and easily to changes, and save you time on routine tasks.

Which Features Should Be Supported?

Below you can find a list of features that are common among customer experience software applications. You should have a clear idea which ones you need, which ones you can live without, etc. Once you have accurately determined your company's weak points when it comes to nurturing customer relationships and improving their experiences with your brand, product, or service, you can start searching for a software solution that can effectively address those weaknesses:

- ✓ **Net Promoter Score**
to quantify the customer satisfaction development
- ✓ **Notifications**
support and send alerts with information on important events and other time-sensitive instances
- ✓ **Dashboards**
for data visualization
- ✓ **Application Programming Interfaces (APIs)**
are programmatic intersections with external products or platforms that allow for custom integrations with your own solutions or other solutions
- ✓ **Native Integrations to external systems**
like ESPs, CRMs, ticketing systems to improve efficiency and compatibility across systems
- ✓ **A multi-user-function**
implies more than one user account, which thus promotes cooperation between colleagues and different departments
- ✓ **Forwarding promoters**
to review portals after survey



Feature Comparison for Various CX Platforms

Feature	zenloop	Delighted	Qualtrics	Netigate	Wootric	AskNicely
API	✓	✓	✓	✓	✓	✓
Dashboard	✓	✓	✓	✓	✓	✓
Native external Integrations	✓	✓	✗	✗	✓	✓
Multi-User	✓	✓	✓	✓	✓	✓
NPS	✓	✓	✓	✓	✓	✓
Survey channels	Website, email, app, tablet, link	Website, email, app, sms, link	Website, email, app, sms	Email	Website, email, app	Website, email, app
Analysis area						
Translations of customer comments	✓	✗	✓	✗	✓	✗
Semantic text analytics	✓	✗	✓	✗	✓	✗
Raw data access	✓	✗	✓	✓	✗	✓
Data segmentation	✓	✓	✓	✓	✓	✓
Sentiment analytics	✓	✗	✓	✗	✓	✗
„Close-the-Loop“ Features						
Configuration of NPS alerts	✓	✗	✓	✗	✓	✗
Live-Feeds	✓	✗	✓	✗	✓	✓
Forwarding promoters to review portals	✓	✗	✓	✗	✗	✓
Automatic NPS feedback forwarding (Customer Service, Marketing Cloud, Ticket System etc.)	✓	✗	✗	✗	✓	✗

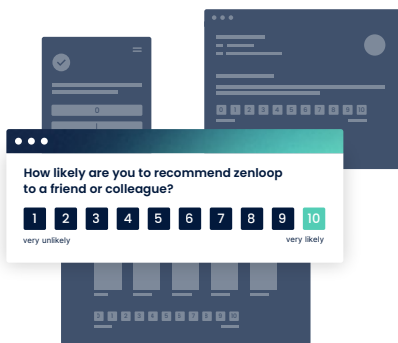
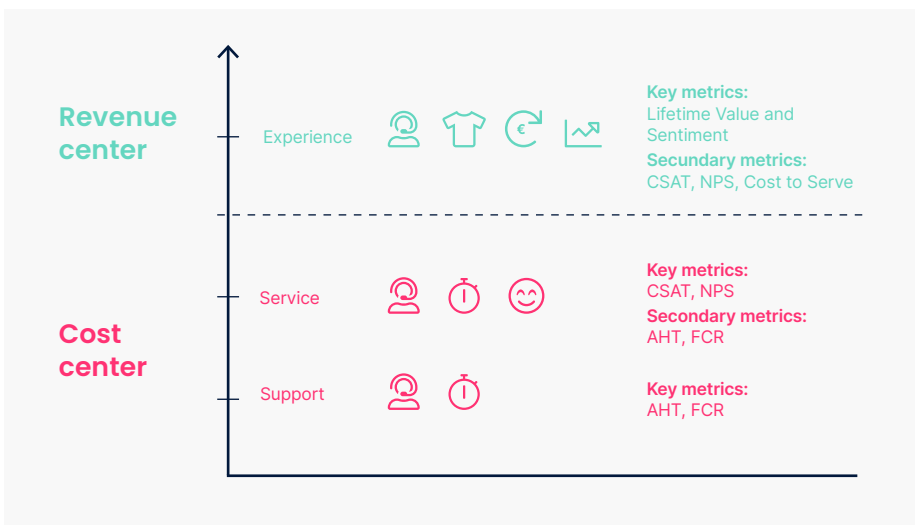
A key component of any CX solution is the capability to comprehensively analyze customer feedback and leverage its valuable insights. Regardless of which CX platform you choose, it should enable your marketing and customer support teams to analyze customer feedback and gain valuable insights that you can then use to improve the overall customer experience.

In a perfect world, your team would quickly and easily accept the CX management system of your choice. Unfortunately, implementing new software is often complex and challenging. Therefore, you should take the time to understand what the implementation of the tool means for you and your team.

How to Assess CX?

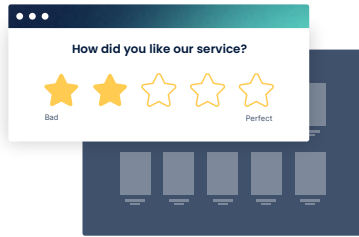
To measure CX, a multi-level approach is necessary. This includes detailed user interviews, data collection at the most important touchpoints and the evaluation of metrics such as the Net Promoter System (NPS), the Customer Satisfaction Score (CSAT), and the Customer Effort Score (CES). Most CX softwares focus on the NPS as it provides the overall picture of customer retention and long-term relationships and is therefore the most important of these three indicators.

The Hierachy of Customer Experience



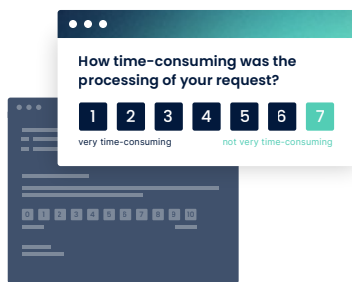
What is NPS?

The Net Promoter System (NPS) measures the customer satisfaction of a company along the customer journey by analyzing qualitative and quantitative customer feedback. With NPS software, companies understand reasons for churn and identify promoters and critics immediately. NPS softwares offer native text analysis to automatically process feedback and pinpoint and validate the strengths of a company as well as potential for improvement. In short, NPS platforms eradicate the mysteries of logistics, support, or product issues that impact a company's success.



What is the Customer Satisfaction Score (CSAT)?

The CSAT measures customer satisfaction based on the most recent interaction—often a purchase or a customer service call. In the CX environment, a short CSAT survey is most commonly used to measure customer satisfaction when interacting with support personnel. This makes it easy to identify individual training needs or measure the effectiveness of a team training session.



What is the Customer Effort Score (CES)?

The Customer Effort Score (CES) is evaluated on a numerical scale and asks the customer “How time-consuming was the processing of your request?” Goal is to identify “ease” as an important attribute for customer satisfaction. The CES is often used in customer service or support and enables the identification and elimination of obstacles along the customer journey.



Conclusion

An exceptional CX not only makes for more satisfied customers, but also for a more committed buying behaviour—more orders and renewals, more recommendations and positive word-of-mouth propaganda.

For a successful CXM, companies need a 360-degree view on customer experiences. They depend on real-time customer satisfaction data and should always be aware of their customers' wishes and needs. To improve the customer experience, it's important to understand customers in every detail and build an emotional connection with them. Companies that succeed in delivering an outstanding customer experience will enjoy long-term competitive advantages in the future. After all, only a dedicated customer focus will make it possible to retain customers through positive experiences.

Request a Demo!

Request a personal demo today and see how zenloop helps teams strengthen the customer experience, improve collaboration, work more efficiently, and grow revenues.