



# PERSONALIZED (AND FUN!) CUSTOMER EXPERIENCE MANAGEMENT

**OPINATOR<sup>®</sup>**

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# CHALLENGE: COMPANIES ARE STRUGGLING TO BUILD EFFECTIVE AND RELEVANT INTERACTIONS WITH CONSUMERS

Please indicate which of the following websites/portals you used for professional networking in the past 6 months.

Please select all that apply.

- LinkedIn Premium
- LinkedIn (the free site that does not require a subscription or payment)
- Hoover's
- The Information
- Xing
- Axios
- InsideView
- Twitter

1. Please rate how well you agree with the following statements.

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
This website is easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website is attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website meets my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website was fast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website was modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website is what I need it to be	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website makes me want to return	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website makes me want to shop with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website on my mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website communicates with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think this website would be easy to use on my mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



- Secure access to accounts: anytime, anywhere
- Easily transfer money between your accounts, and to friends and family.
- Receive customized alerts to help stay on top of your account activity.
- Save time when you use Bill Pay. It's an easy, fast and secure way to pay your bills.
- View credit card account activity, pay your bill online and more.

Please provide the following information to begin your enrollment. Don't use dashes when providing numbers.

Your complete card

Use any one of your

Numbers only

Your complete Social Security

Numbers only

Continue

Already enrolled? Sign in

## Are you sure you want to cancel enrollment?

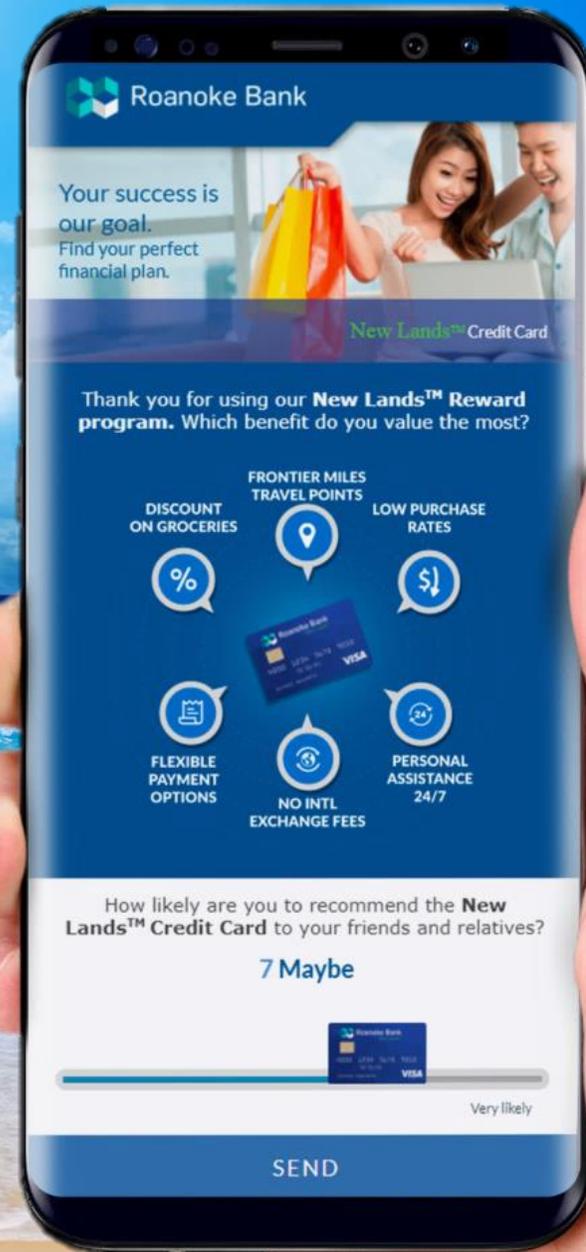
Thank you for considering Online Banking. If you need additional assistance, please call 1.800.933.6262, Monday through Friday 7 a.m. to 10 p.m. local time, and Saturday and Sunday 8 a.m. to 5 p.m. local time.

If you decide not to continue, please take a moment to tell us why. We appreciate your feedback.

- The system could not verify my information.
- Select Reason
- I don't have time now.
- The system could not verify my information.
- I decided not to enroll
- I don't have all of the required information
- I need time to review the Service Agreement.
- I don't agree to the Electronic Communications Disclosure
- I'm not a Bank of America customer
- I'm a Military Banking customer
- I don't want to enter my Social Security number
- I don't want to enter my ATM PIN



# MEASURING AN EXPERIENCE IS AN EXPERIENCE IN ITSELF!



A group of diverse people, including men and women of various ethnicities, are smiling and hugging each other outdoors. The background is bright and sunny, suggesting a beach or park setting. The overall mood is positive and joyful.

**OPINATOR**<sup>®</sup> enables businesses  
to generate and manage

**ENGAGING &  
PERSONALIZED  
CUSTOMER  
INTERACTIONS**

over multiple channels, in **Real Time**.

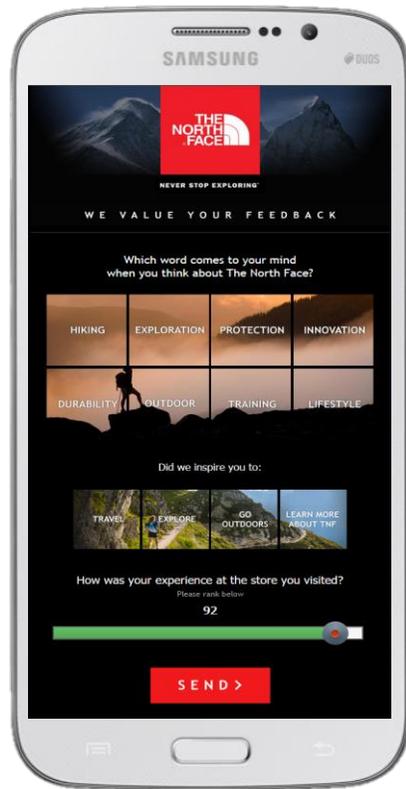


**EMOTION**

# INTELLIGENCE



## PERSONALIZED CX MANAGEMENT



Real-Time  
Decisioning



Intelligent Response & Action  
Instant Impact

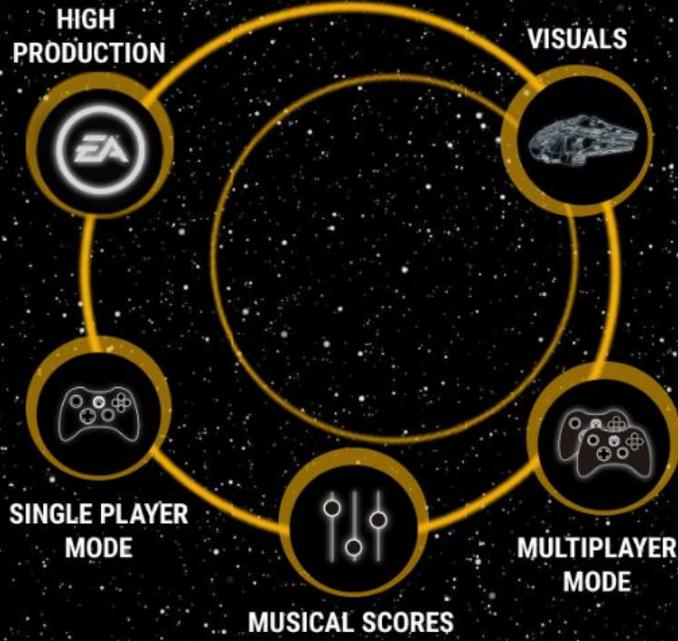


OPIs: Personalized  
Interactions

Analytics & Data Visualization  
& Close the Loop



What are your top 3 favorite elements in the game?



What console do you have?



XBOX ONE

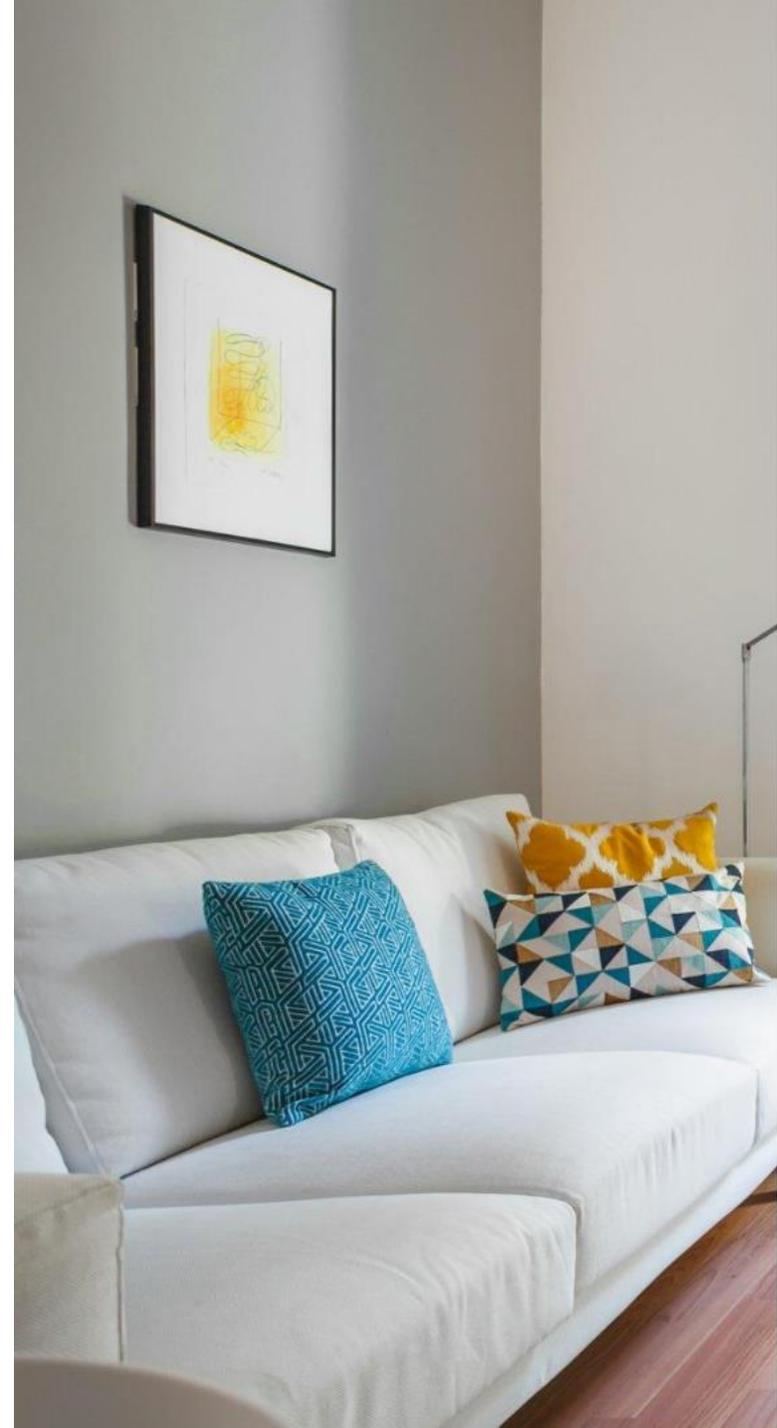


PC



PS4





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



**Would you recommend us to your family and friends?**

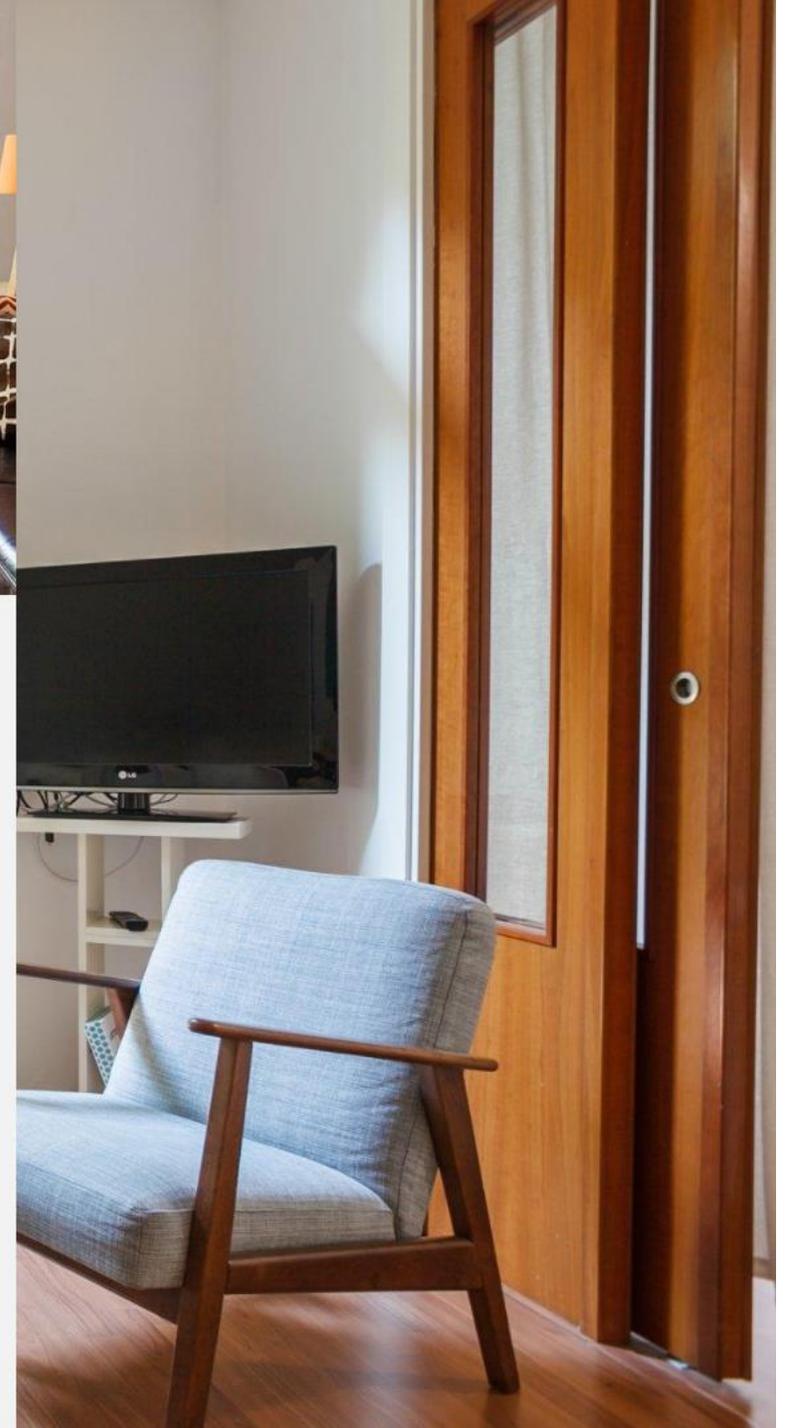
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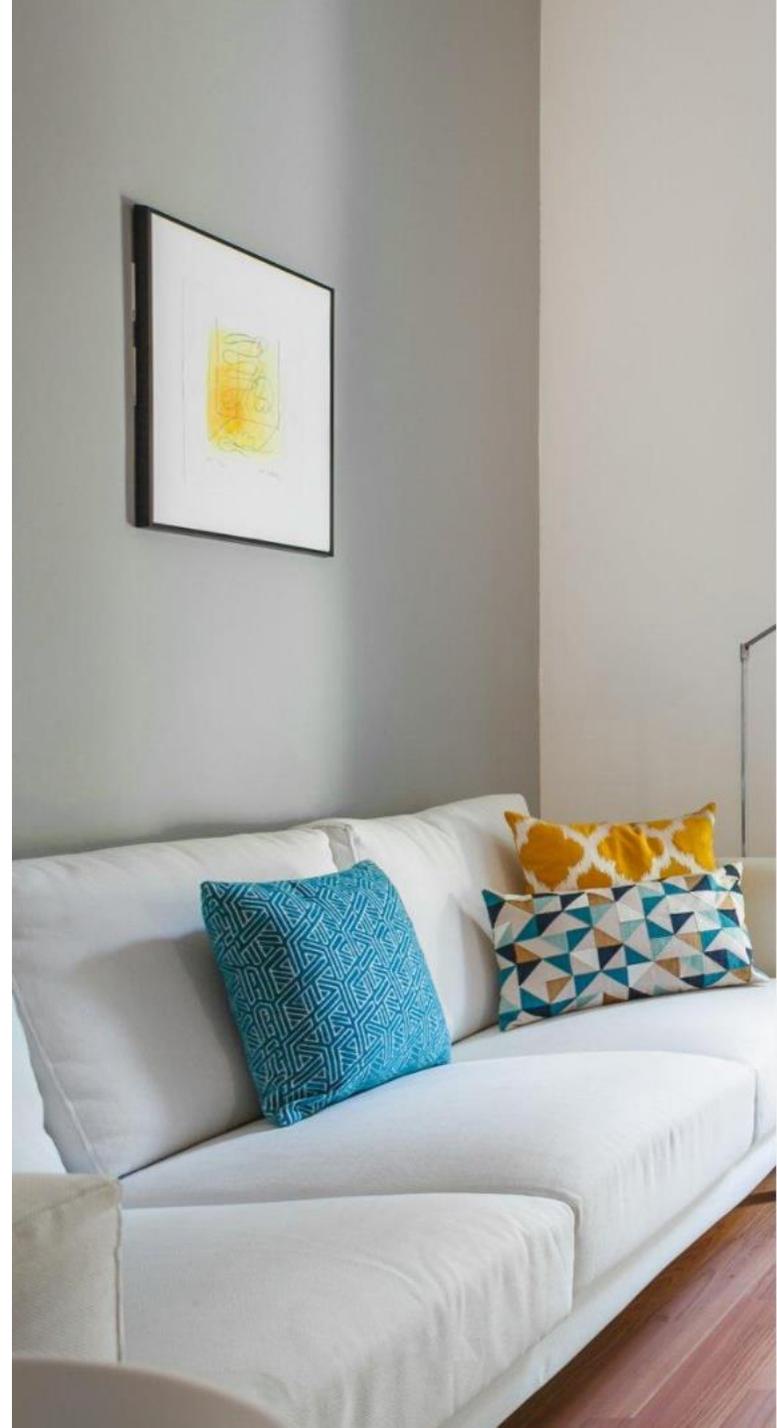
**0 Definitely not**



**How can we improve?**

---





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



**Would you recommend us to your family and friends?**

---

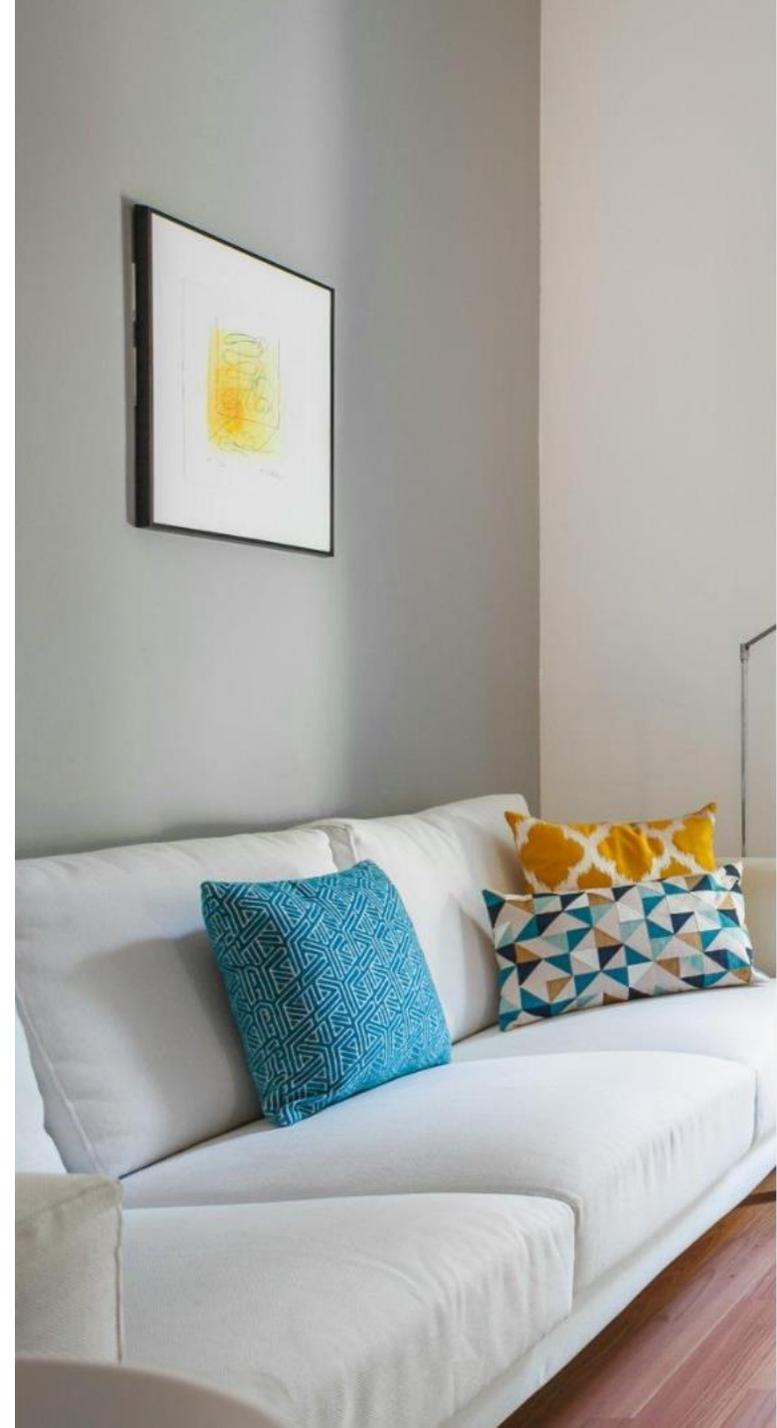
**2 Definitely not**



**How can we improve?**

---





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



**Would you recommend us to your family and friends?**

---

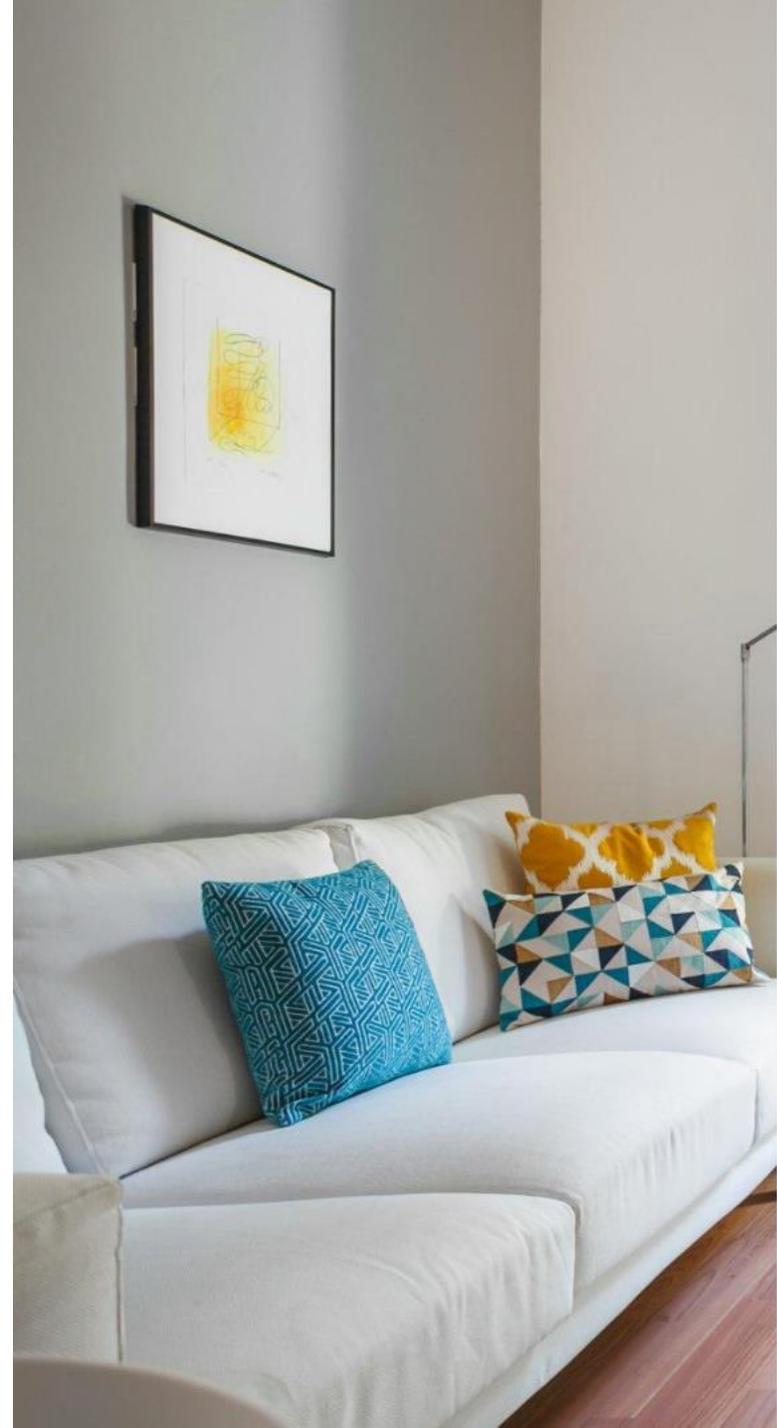
**4 Probably not**



**How can we improve?**

---





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



Would you recommend us to your family and friends?

---

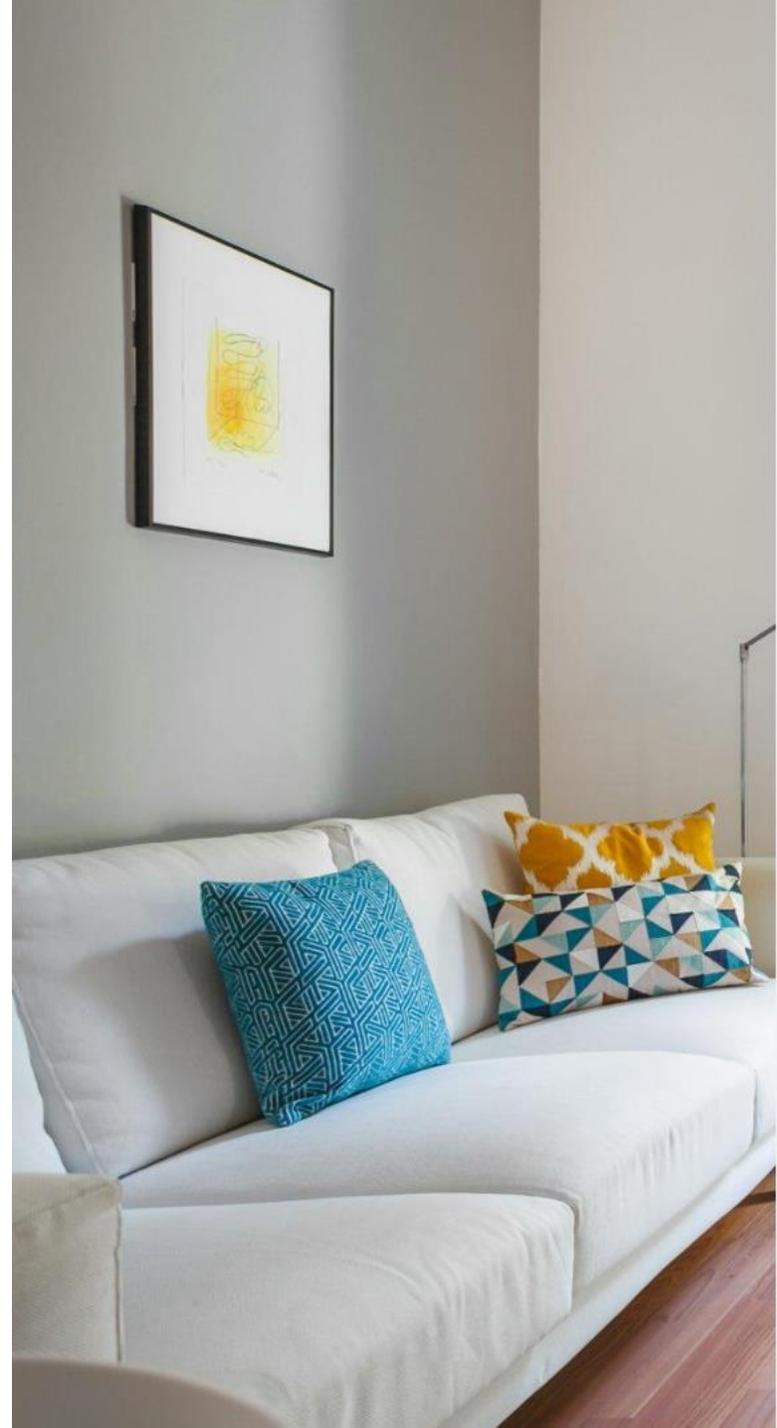
6 Probably not



How can we improve?

---





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



**Would you recommend us to your family and friends?**

---

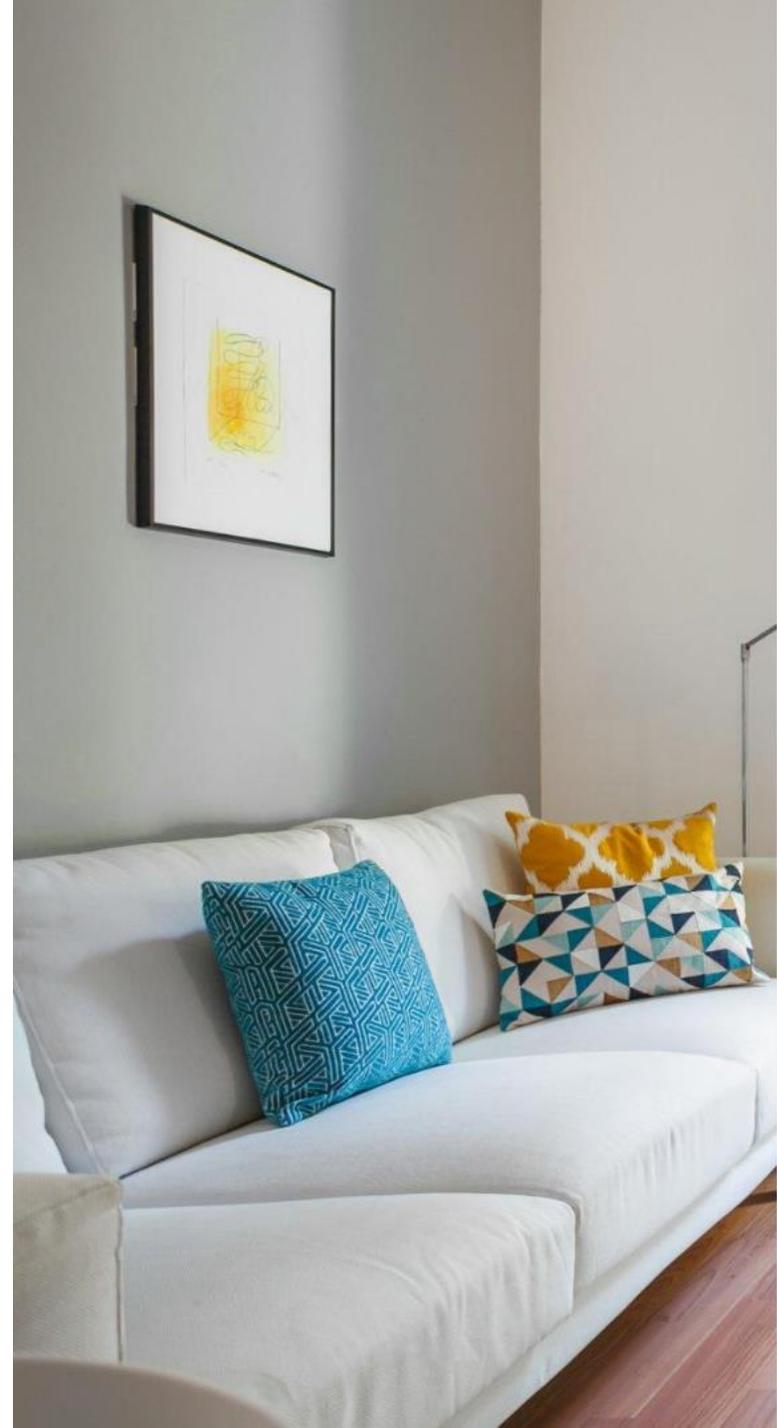
**8 Maybe**



**Thank you! Tell us what we did right**

---





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



**Would you recommend us to your family and friends?**

---

**10 Definitely**



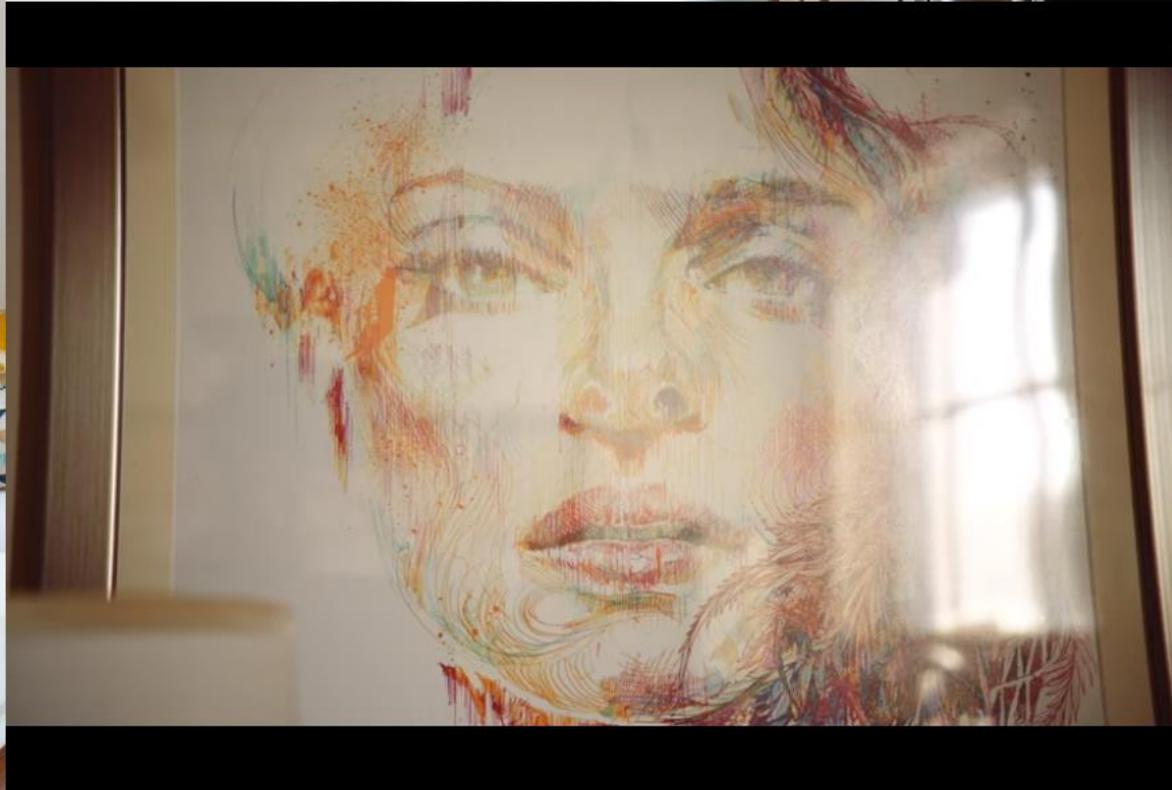
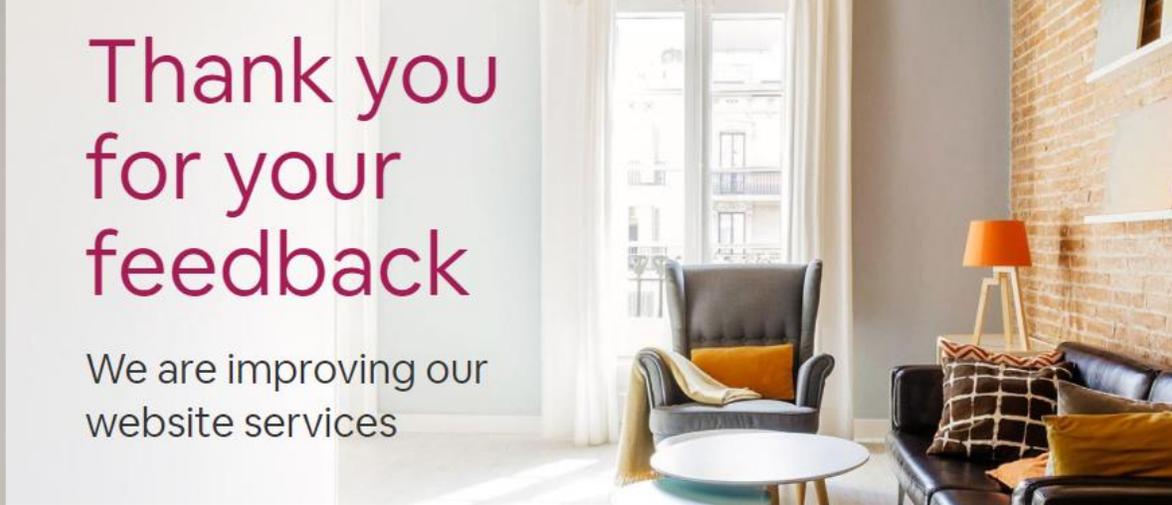
**Thank you! Tell us what we did right**

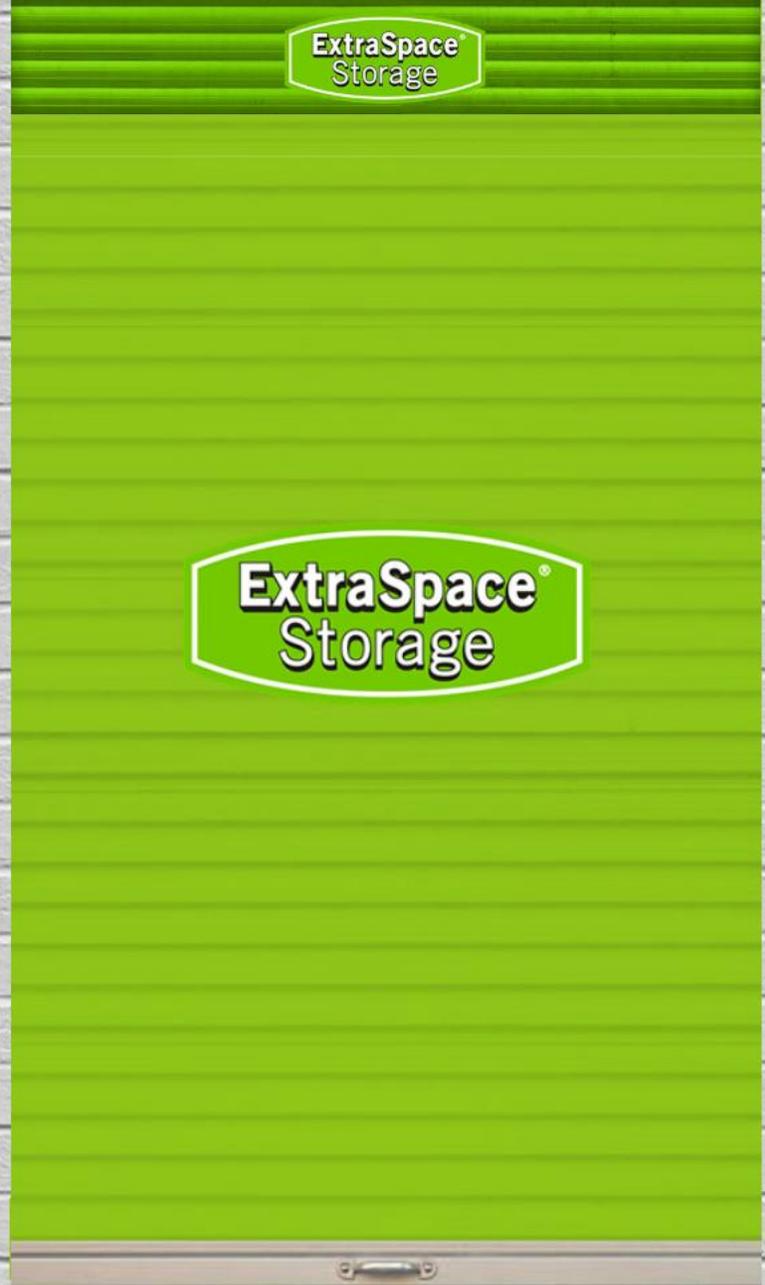
---



# Thank you for your feedback

We are improving our  
website services





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**OPINATOR**





**ExtraSpace Storage**



How was your experience talking with our Customer Care representative today?

BAD    NORMAL    GOOD    EXCELLENT

After your experience with our Customer Care representative, how likely is it that you will recommend us to your family and friends?

**7 Maybe**

Please let us know how we can improve

**SUBMIT**

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**OPINATOR**





DRIVING EXPERIENCE



SAFETY



BATTERY LIFE



STYLING



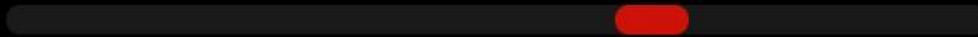
CLIMATE SYSTEMS



Which is the most important capability to you?



BASE SPECIFICATIONS



Submit



Give it a try and enjoy!



## Top 500 Road Trip Songs



- 1 Rather Be (feat. Jess Glynne) 3:47  
Clean Bandit, Jess Glynne
- 2 Counting Stars 4:17  
OneRepublic
- 3 Sitting, Waiting, Wishing 3:03  
Jack Johnson
- 4 All Summer Long 4:56  
Kid Rock
- 5 Hall of Fame 3:22  
The Script, will.i.am
- 6 She Will Be Loved 4:17  
Maroon 5

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**OPINATOR**

... ¿y qué es lo que más te ha gustado?



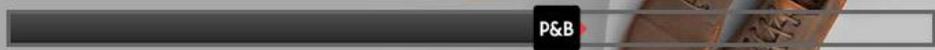
¿Hay alguna prenda que no pudieses encontrar en nuestra tienda?



Sí  No

¿Cómo valorarías tu experiencia de hoy visitando nuestra tienda?

3



MUY MALA

EXCELENTE



Which drink do you prefer?



Submit



WE WANT TO HEAR FROM YOU!

HOW WAS THE OVERALL ATMOSPHERE IN THE STORE?

9



Not at all enjoyable

Very enjoyable

WHAT WORDS COME TO YOUR MIND WHEN YOU THINK ABOUT KIPLING?



Fun



Fashion



Functional



Durable



Travelling



Other



**during your visit?**



Displays

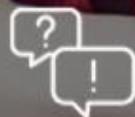


Products



Images/video

**... and what did you like the most?**



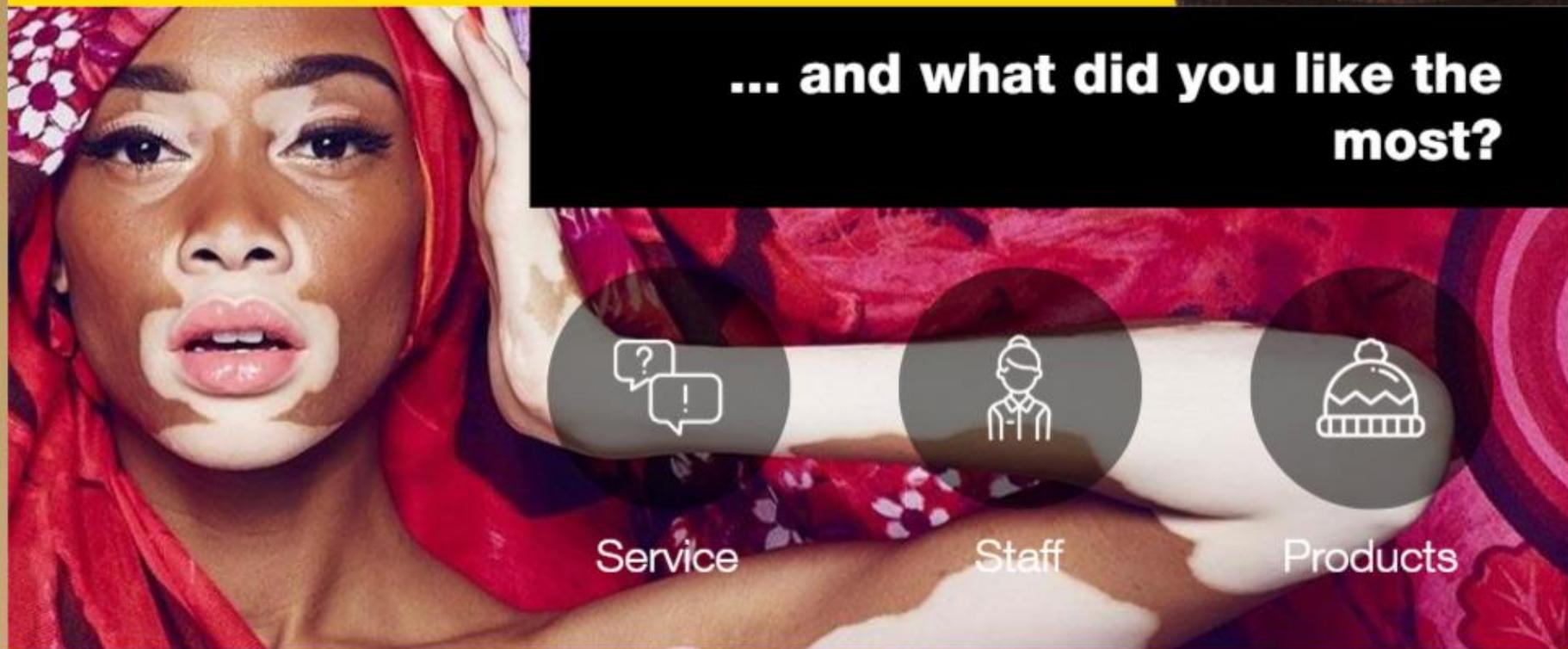
Service



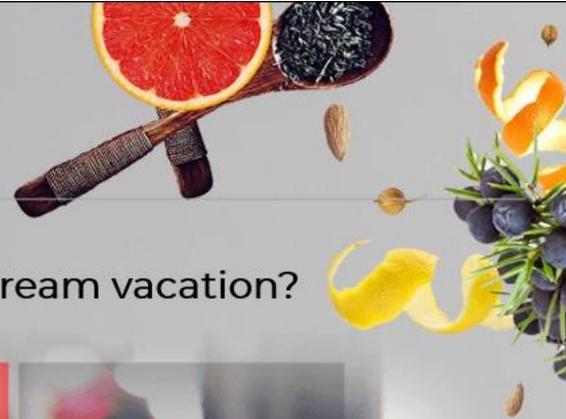
Staff



Products



**BEEFEATER**  
LONDON



What's your dream vacation?



How do you like your Beefeater?



B&T  
*Beefeater Dry.*



NEGRONI  
*Beefeater Dry.*



GIN & IT  
*Beefeater Dry.*





# Lee®

WE VALUE YOUR FEEDBACK

---

YOU ARE



FEMALE



MALE

HAD YOU PLANNED A VISIT TO OUR LEE STORE TODAY?

YES

NO

HOW EASY WAS IT TO SHOP IN THE STORE?

8



Not easy at all

Extremely easy





**What was the best during your visit?**



**Displays**



**Products**



**Photobooth**

**How would you rate your experience visiting our store today?**

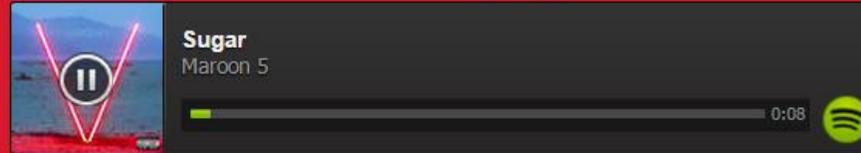


## You are the DJ!

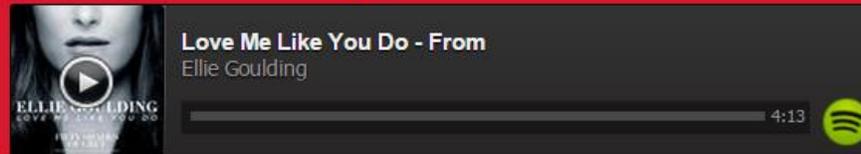
What songs would you like us to play during take-off and landing?



Maroon 5 | Sugar



Ellie Goulding | Love Me Like You Do



MEN



Shop Men's →



# WE HAVE THE JEANS FOR YOU

## Who are the jeans for?

MAN



WOMAN



Gender

I'M LOOKING FOR...



Please select **two attributes** you consider the most important when visiting one of our offices:



After your experience with our agent, how likely is it that you will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

Slide >>>



NOT AT ALL  
LIKELY

EXTREMELY  
LIKELY

SUBMIT

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OPINATOR™

After your experience with our agent, how likely is it that you will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

3



NOT AT ALL  
LIKELY

EXTREMELY  
LIKELY

SUBMIT

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OPINATOR™

After your experience with our agent, how likely is it that you will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

8



NOT AT ALL  
LIKELY

EXTREMELY  
LIKELY

SUBMIT

After your experience with our agent, how likely is it that you will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

10



NOT AT ALL  
LIKELY

EXTREMELY  
LIKELY

SUBMIT

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OPINATOR™



我们想聆听您的购物意见

让我们知道您在店内的体验

If you want to switch to English click [here](#)



品类

请选择您浏览过的:



结账区的服务

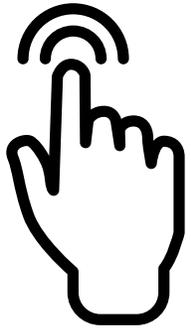
迅速并且礼貌



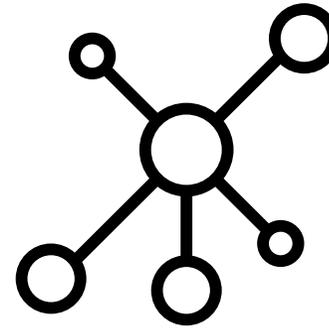
78%  
RESPONSE  
RATE!

# OPIs

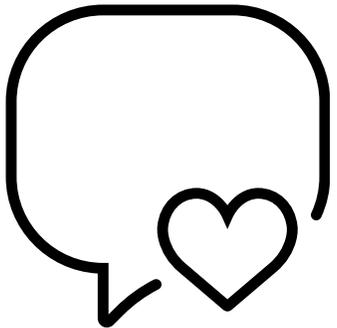
## SMART 2-WAY PERSONALIZED INTERACTIONS



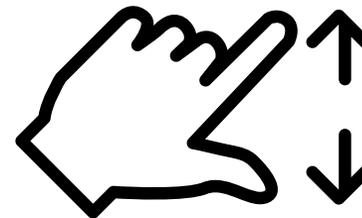
Simple and FAST! generation of **Interactive Multimedia Content** for Customer Experience Management, VoC, surveys, Market Research, campaigns, promotions, contests, etc.



Easy integration **in any process and channel** (websites, mobile apps, mail, social networks, chatbots, etc.).



Emotionally engaging OPIs enable instant, **two-way**, and context-dependent communication with customers.



Fully **responsive design** guarantees a perfect experience for every user in every device.



chatbots



Whatsapp / Messenger



website



mail



digital interactive  
points



# OMNICHANNEL



mobile  
apps



phone / IVR



social networks  
(Facebook, Twitter, ...)



QR codes



sms

# OPIbox! Fast & Easy Feedback Collection





Technology  
To Enjoy.



Wir sind Perfektionisten und wissen, dass oft ein kleines Detail den großen Unterschied macht. Und weil dieses Detail wirklich jedes Element sein könnte, sorgen wir dafür, dass einfach alles die bestmögliche Qualität hat.

Wie wir das machen? Zum Beispiel indem wir Sie einladen, Ihren Besuch bei uns zu bewerten.

Vielen Dank für Ihre Hilfe.

OPINATOR®

rellena nuestro  
cuestionario

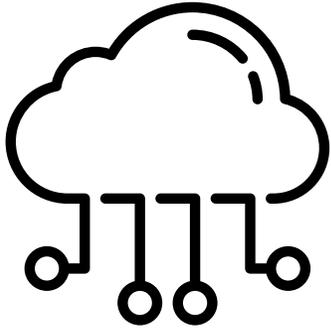


Juana Martín Plaza  
Directora de la oficina



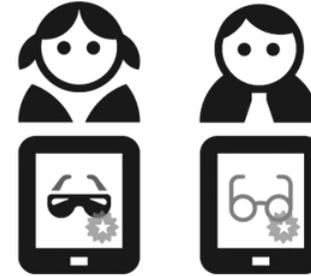
GRACIAS,  
por tu visita

# REAL-TIME DECISIONING INSTANT ACTION



## Multi-Response System

Reply instantly to each customer with the right response in every situation to build meaningful and profitable interactions.



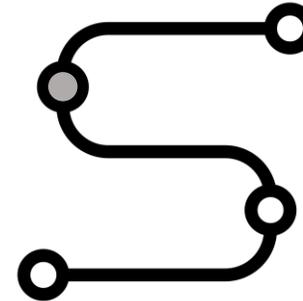
## Personalized Interactions

OPIs generated dynamically and optimized for each customer, segment, point of contact, channel, device, etc.



## Actionable Intelligence

Combined processing in real time of information provided by customers + existing data to instantly take the best action.



## Omnichannel Saturation Control

Dynamic generation of unique customer journeys based on past history of interactions.



**RIGHT  
TIME**



**RIGHT  
PLACE**

**Your Information** Customize Account Fund Account Verify & Submit

Step 1  
Your Information

Step 2

Step 3

Step 4

All fields are required.

Personal information

First name MI Last name

Social Security number

[Why do we ask for this?](#)

Driver's license or valid ID

[Why do we ask for this?](#)

I have a driver's license / state identification

Number

State issued

Select one ▼

Expiration date

MM/DD/YYYY

I have an alternate form of identification

Date of birth

MM/DD/YYYY

You are applying for

United Bank Everyday Checking

Still have questions?

 Call Us



Trigger: User abandons an online application process.

Contextual & Event-Driven Feedback

Your Information

**Customize Account**

Fund Account

Verify &amp; Submit

## Customize Your Account

Sign up for United Bank Online®

### Online Banking

 **Yes, I would like free, secure online access to my accounts.**

As a **United Bank** Banking customer, you can manage your account anytime, from anywhere you have internet access.

Choose your checking account options

### Account purpose

Select one ▼

### Bill Pay

 **Yes, I would like to sign up for Bill Pay.**

Use Bill Pay to make payments online. Not only will you save money on mailing expenses and late fees, but you'll be able to track your expenses and payments online and receive email reminders when electronic bills are due.

### Checks

 **Yes, I would like to order checks.**

Save yourself a trip to the bank by ordering United Bank Stagecoach Journey checks for your new account (check ordering fees will apply).

### Overdraft Protection

 **Yes, I would like Overdraft Protection.**

Overdraft Protection can help you prevent overdrafts and returned items. If a transaction exceeds the balance in your checking account, funds from your linked account will be transferred automatically. A [transfer fee](#) may apply.

### Debit Card Overdraft Service [Learn More](#)

United Bank may approve (authorize) your ATM and everyday ("one-time") debit card transactions (such as gas stations, grocery stores, restaurants, etc.) when you don't have enough money in your checking account to cover the transaction.

Before adding Debit Card Overdraft Service to your account, you must [read this important information](#) about overdrafts and overdraft fees.\* You'll then have the opportunity to enroll in the service.

Cancel

Save for Later

Continue

checking account.

**You are applying for**

United Bank Everyday Checking

**Still have questions?** Call Us



Wouldn't you like to customize your account?

Please tell us why



TOO MANY STEPS



LOAD TIME IS TOO SLOW



DON'T HAVE ENOUGH TIME



DON'T WANT TO GIVE THAT INFO

Please rate this online process:

3 Good



Do you have any comments or suggestions?

SUBMIT

OPINATOR™

Your Information

Customize Your

Sign up for Unit

Online Banking

Yes, I would li

As a United Bar internet access.

Choose your che

Account purpose

Bill Pay

Yes, I would li

Use Bill Pay to make you'll be able to track due.

Checks

Yes, I would li

Save yourself a trip b (check ordering fees

Overdraft Protection

Yes, I would lik

Overdraft Protection c in your checking acco apply.

Debit Card Overdra

United Bank may appr stations, grocery store cover the transaction.

Before adding Debit C

are applying for

Bank Everyday Checking

ve questions?

I Us





Your Information



Customize Account



**Fund Account**

Verify & Submit

**You are applying for**

United Bank Everyday Checking

## Deposit Funds Into Your Account

All fields are required.

Select the source of your deposit

You're almost finished! Simply let us know how you'd like to make your opening deposit.

### Amount of initial deposit

#### Wells Fargo Everyday Checking

\$25 minimum

\$

### Your funding source

Wells Fargo is committed to keeping your personal information safe.

Please select your payment method:

Transfer from my account at another bank

\$500 maximum per account, may take up to 4 days for funds to arrive

Charge my card



(credit, debit, or prepaid)

\$500 maximum per account

I prefer to send a check or money order

Application will be processed when Wells Fargo receives deposit

**Still have questions?**



Call Us



Cancel

Save for Later

Continue



Your Information

## Deposit Funds

Select the source of

You're almost finished!

Amount of initial dep

Wells Fargo Everyday  
\$25 minimum

\$

Your funding source

Wells Fargo is committe

Please select your paym

Transfer from my  
\$500 maximum per acc

Charge my card  
(credit, debit, or pre  
\$500 maximum per acc

I prefer to send a  
Application will be proc

Online Security



### Why didn't you complete the final step?



I NEED MORE  
INFO ABOUT  
MONEY ORDERS



CONNECTION  
LOST



I DISAGREE  
WITH THE  
MINIMUM AMOUNT



OTHER  
REASONS

### Please rate the application process:

3 Good



### Do you have any comments or suggestions?

**SUBMIT**

**OPINATOR™**

You have now exited the application process.  
We'd like your feedback.

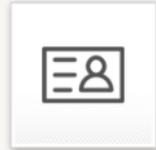
Why have you abandoned the process?



PROCESS IS  
TOO LONG



I NEED MORE  
INFORMATION



I DON'T HAVE THE  
REQUIRED DATA



PROCESS IS  
CONFUSING

Please rate this online process:

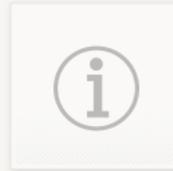
4 Very good



Do you have any comments or suggestions?

**SUBMIT**

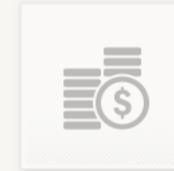
Why didn't you complete the final step?



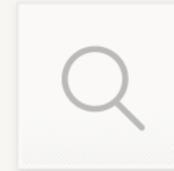
I NEED MORE  
INFO ABOUT  
MONEY ORDERS



CONNECTION  
LOST



I DISAGREE  
WITH THE  
MINIMUM AMOUNT



OTHER  
REASONS

Please rate the application process:

1 Poor



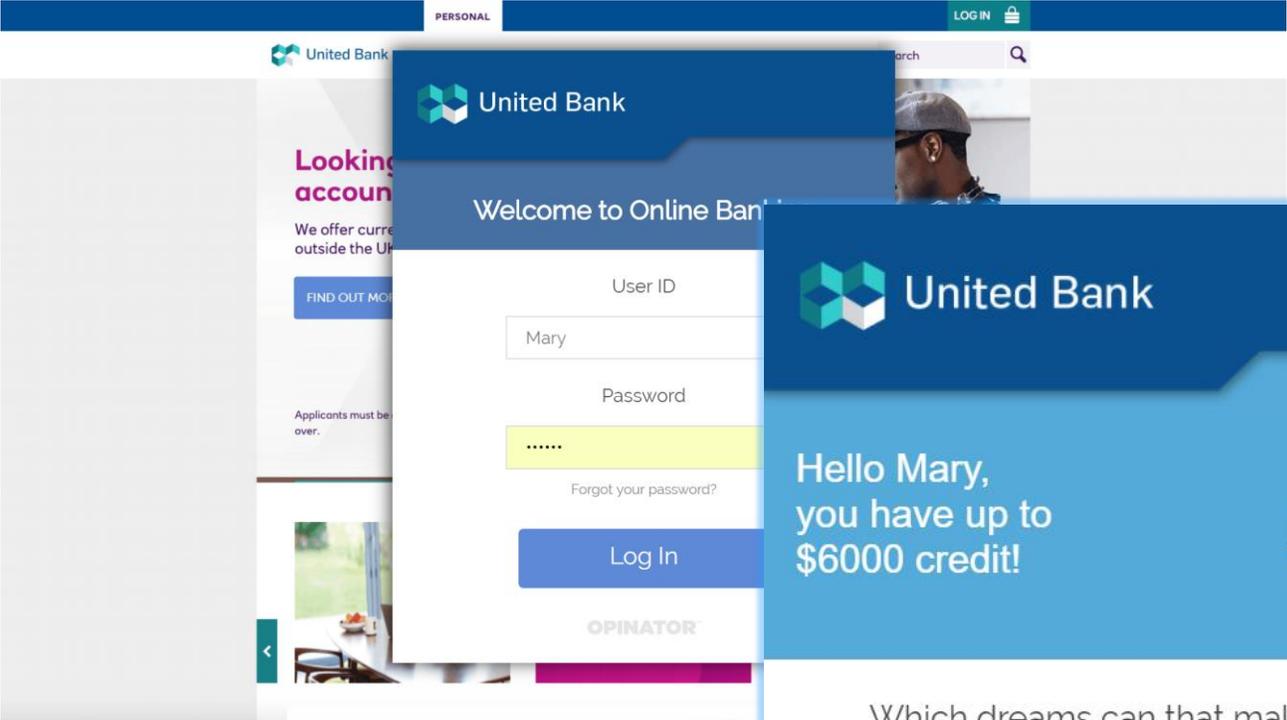
Do you have any comments or suggestions?

**SUBMIT**

Interaction in Step 2

vs.

Interaction in Step 3



United Bank

Welcome to Online Banking

User ID  
Mary

Password  
.....

Forgot your password?

Log In

OPINATOR

United Bank *Make a wish!*

Hello Mary,  
you have up to  
\$6000 credit!



Which dreams can that make come true?

 EDUCATION	 PERSONAL	 TRAVEL	 CAR
---	---	---	--

Excellent choice! Click below and...

Go for it!

United Bank *Make a wish!*

Congratulations Mary:



You have a preapproved line of credit for TRAVEL!

Select the desired installments and the credit amount to make that wish come true:

How much do you need?

PERSONAL LOG IN

United Bank

Looking for an account? We offer current accounts outside the UK. [FIND OUT MORE](#)

Applicants must be over 18.

User ID  
John

Password  
.....

[Forgot your password?](#)

[Log In](#)

OPINATOR<sup>®</sup>

United Bank *Make a wish!*

Hello John, you have up to \$2000 credit!

Which dreams can that make come true?

 EDUCATION
  PERSONAL
  TRAVEL
  CAR

Excellent choice! Click below and...

[Go for it!](#)

OPINATOR<sup>®</sup>

United Bank *Make a wish!*

Congratulations John:



You have a preapproved line of credit for CAR!

Select the desired installments and the credit amount to make that wish come true:

How much do you need?

2000

# Multichannel + Saturation

## Control

United Bank  
Welcome to Online Banking

User ID  
Mary

Password  
.....

Forgot your password?

Log In

OPINATOR

United Bank *Make a wish!*

Hello Mary,  
you have up to  
\$6000 credit!

UNIBANK  
Hi Mary, You have a pre-approved credit!

**Life Moments**

**Buying your first home**  
Searching for your first home? We've got tips to help you get a floor on the ladder.  
YOUR FIRST HOME WITH US

**Your life and your family**

Managing your money

Which dreams can that make come true

EDUCATION    PERSONAL    TRAVEL    CA

Excellent choice! Click below and...

**Go for it!**

United Bank *Make a wish!*

**Congratulations Mary:**

**You have a preapproved line of credit for TRAVEL!**

Select the desired installments and the credit amount to make that wish come true:

How much do you need?

SMART  
INTERACTIONS



ACTIONABLE  
INTELLIGENCE



VALUE  
GENERATION IN  
EACH CUSTOMER  
TOUCHPOINT



THE NORTH FACE

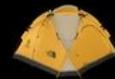
NEVER STOP EXPLORING™

WE VALUE YOUR FEEDBACK

Which word comes to your mind when you think about The North Face?

HIKING	EXPLORATION <input checked="" type="checkbox"/>	PROTECTION	INNOVATION
DURABILITY	OUTDOOR	TRAINING	LIFESTYLE

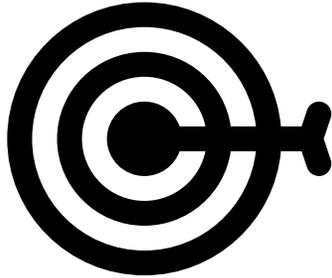
What do you like about our stores?  
Please select below

			
PRODUCTS	STAFF	ATMOSPHERE	WINDOWS

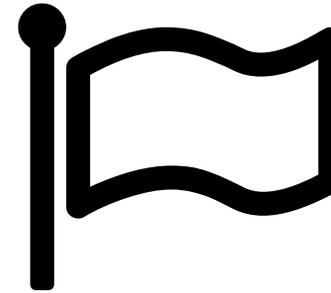
Was the information provided by the Sales Assistant clear?



# ADVANCED ANALYTICS & CLOSE THE LOOP SYSTEM



Extensive actionable insights for a **perfect matching of experiences** with business objectives.



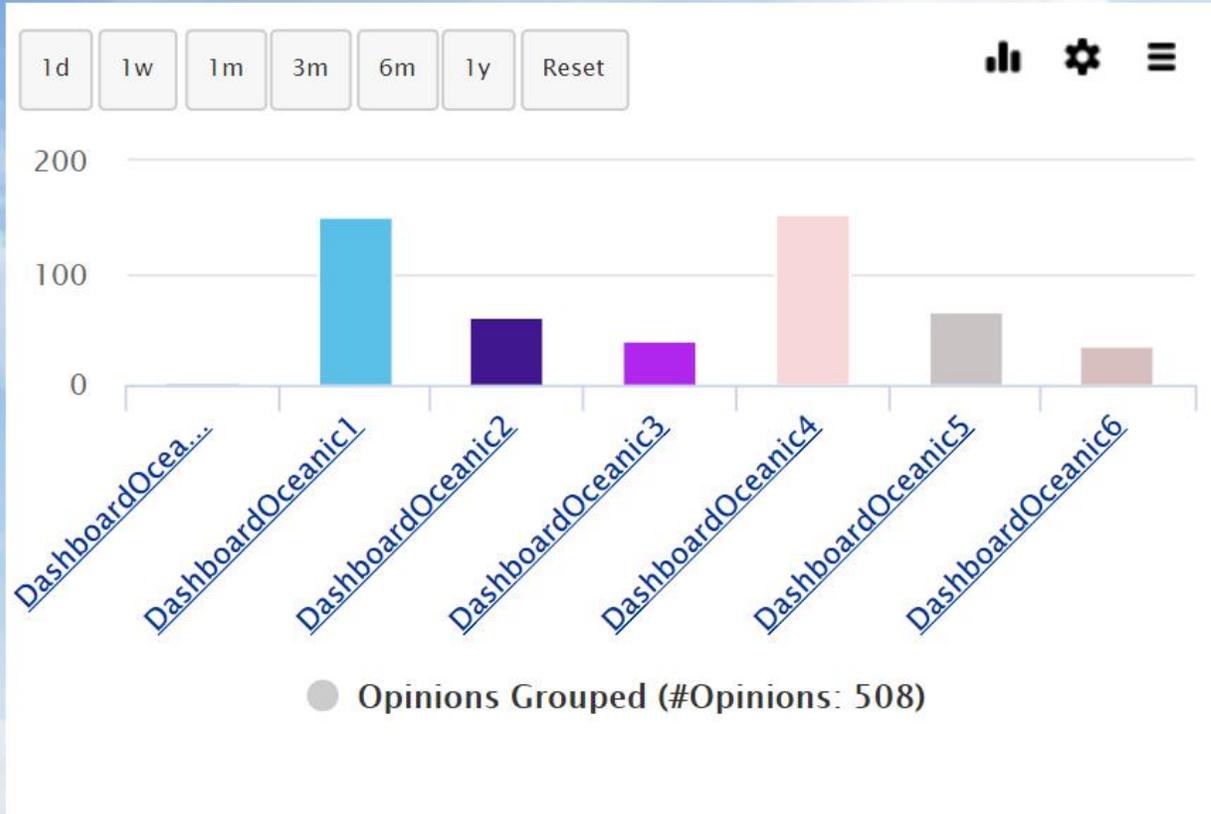
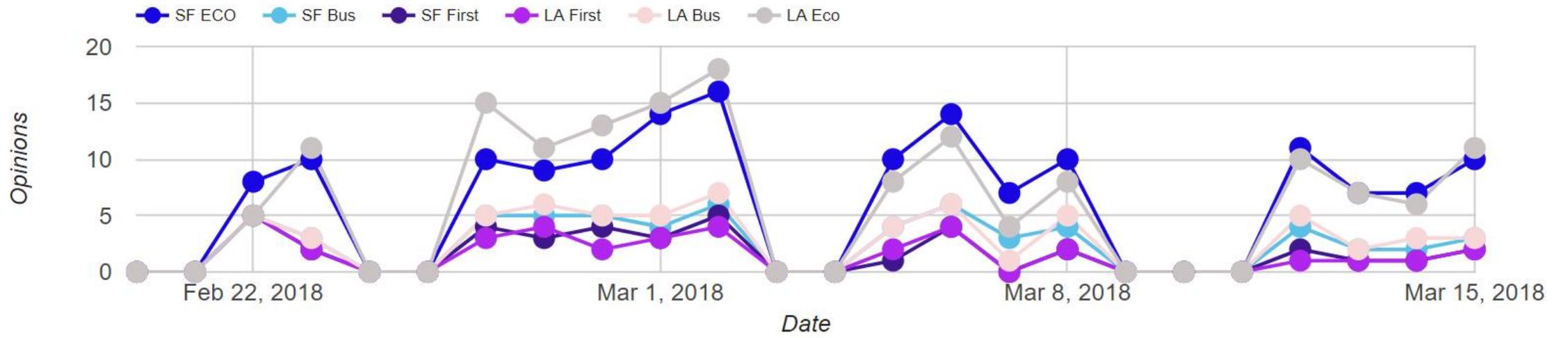
Immediately actionable customer feedback. Instant generation and distribution of **tickets, red and green flags** to the appropriate people in the organization.



Fully **configurable & customizable** dashboards. Numerous design and filtering options for each element or KPI.



**Quantitative and Qualitative** (Natural Language Processing) analysis of each interaction.



OPI	Visualizations	%	Opinions	NPS %
LA Eco	162	95.0 6%	154	0.65
SF First	47	82.9 8%	39	35.9
SF Bus	74	82.4 3%	61	16.39
SF ECO	209	73.2 1%	153	7.19



NEVER STOP EXPLORING™

# MONITORING RESULTS DASHBOARD

REPORTING PERIOD FROM 06/09/2015 TO 18/11/2015

This dashboard measures customer satisfaction after their visit to The North Face Store. It presents the ratings and data in an interactive and dynamic way.

Placing the mouse pointer over each graph will show additional details. The charts are continuously updated with the latest data received.



## - OVERALL RESULTS -

### TOTAL OPINION COUNT



Average



Interactions

### WEEKLY TREND



OPI	Visualizations	Opinions
TNF	910	531



# MONITORING ON THE SPOT RESULTS REPORTING PERIOD FROM 16/07/2015

## DASHBOARD

This dashboard measures customer satisfaction after their visit to the **Martini Terrazza at the Expo Milano 2015**. It presents the ratings and data in an interactive and dynamic way. Placing the mouse pointer over each graph will show additional details. The charts are continuously updated with the latest data received.

### OVERALL RESULTS

#### OPINION COUNT IN ENGLISH



Average



Interactions

#### OPINION COUNT IN ITALIAN



Average



Interactions

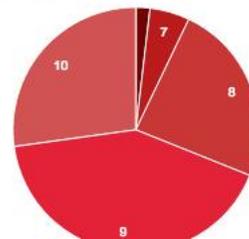
### DETAILED RATING BY QUESTIONS

#### 1. How would you describe your overall experience at the Martini Terrazza?

##### SCORE RANGE:

- 0-1 Very dissatisfied
- 2-3 Dissatisfied
- 4-5-6 Neither
- 7-8 Satisfied
- 9-10 Very Satisfied

● 6 ● 7 ● 8 ● 9 ● 10



Average



# MONITORING RESULTS DASHBOARD

REPORTING PERIOD FROM 13/09/2015



## - OVERALL RESULTS -

### TOTAL OPINION COUNT



360

Interactions

### WEEKLY TREND



OPI	Visualizations	Opinions
VANS RETAIL-IT-Footwear	253	142
VANS RETAIL-EN-Footwear	136	83
VANS RETAIL-IT-Apparel	88	57



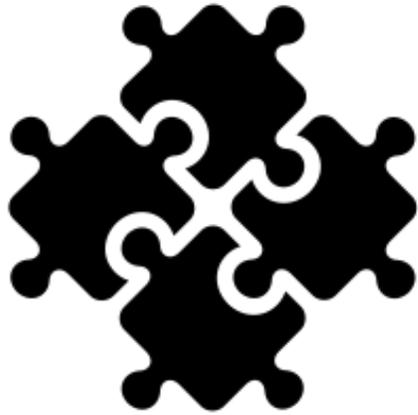
## - REPARTITION BY COUNTRY -

UK

ITALY

# INTEGRATION, SECURITY & SCALABILITY

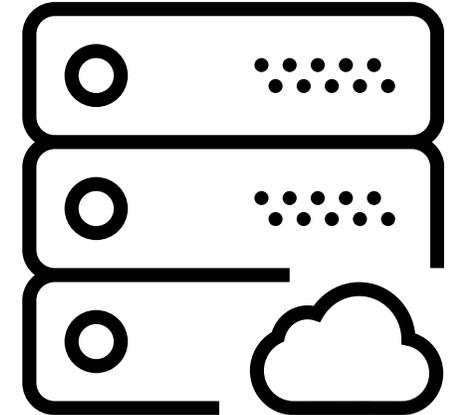
OPINATOR®



**Open Platform** (front and back end). Agile integration with CRMs and other systems.



**Advanced Security**  
Enterprise-grade security controls and policies trusted by some of the largest banks in the world.



**Hosted on AWS**  
Dynamic scalability. Currently supporting 300M+ end users.

- Personalized Customer Experience Management.
- VoC / Customer Insights.
- Customer acquisition. Lead Generation.
- Upsell, cross-sell, repeat sales. Increased Loyalty.
- Referral programs (e.g. Member-get-member) amplified over public (Facebook, Twitter), and private networks (e.g. WhatsApp).
- Market research.
- Digital Assistants.
- Brand Awareness.



**THE NEW,  
SMARTER  
CUSTOMER  
EXPERIENCE  
MANAGEMENT**

**VISUAL / ENGAGING  
EVENT-DRIVEN  
REAL-TIME  
TWO-WAY  
CONTEXTUAL  
USER-SPECIFIC  
BEHAVIOR-DEPENDENT  
HISTORY-BASED  
LOCATION  
CHANNEL  
DEVICE  
ACTIONABLE  
MEASURABLE**



# **BENEFITS**

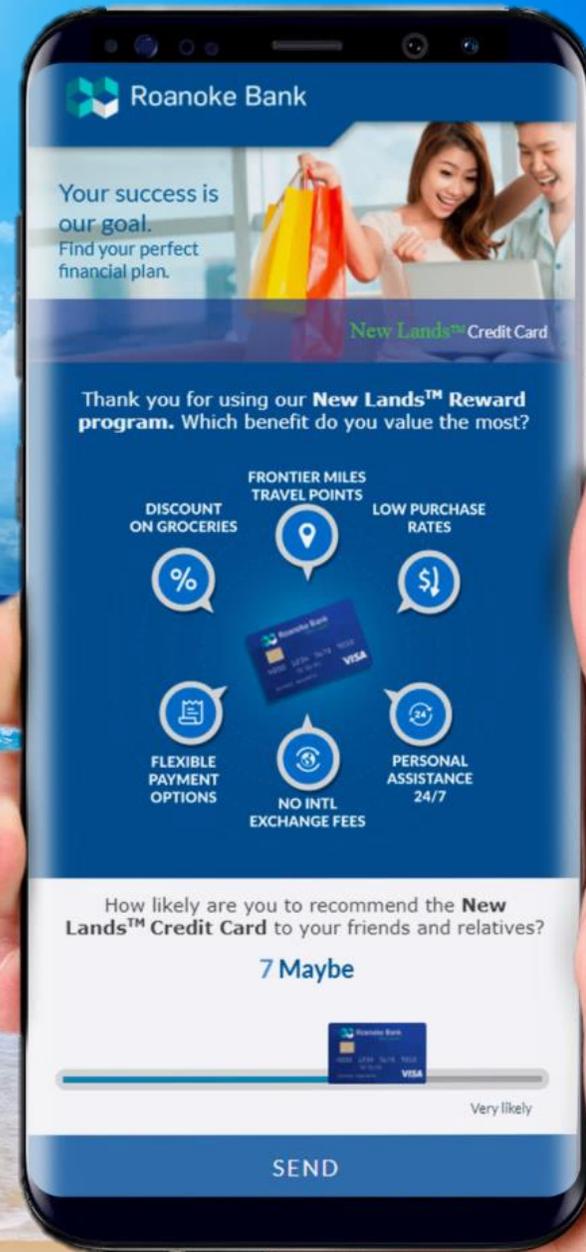
**HIGHER RESPONSE RATES**

**REDUCED CUSTOMER EFFORT**

**BETTER INSIGHTS**

**VALUE GENERATION**

MEASURING AN  
EXPERIENCE IS  
AN  
EXPERIENCE IN  
ITSELF!





**EMOTION**

# INTELLIGENCE



**FAST!**





**FLEXIBLE**

END-TO-END





**¡MUCHAS  
GRACIAS  
!**

**OPINATOR<sup>®</sup>**

**David Solana**

Co-Founder & CMO  
[dsolana@opinator.com](mailto:dsolana@opinator.com)