



ONE PLATFORM TO DRIVE YOUR **NPS® PROGRAMME**

THINK **EXPERIENCE**. THINK **LITMUSWORLD**.

Continuous improvement framework

The LitmusWorld **M.A.I.**® framework enables enterprises to **Measure, Act & Improve**® business processes to drive customer centricity.



MEASURE

Ensures accuracy of measurement and maximum active engagement rate.



ACT

Enables faster closure of items that require intervention.



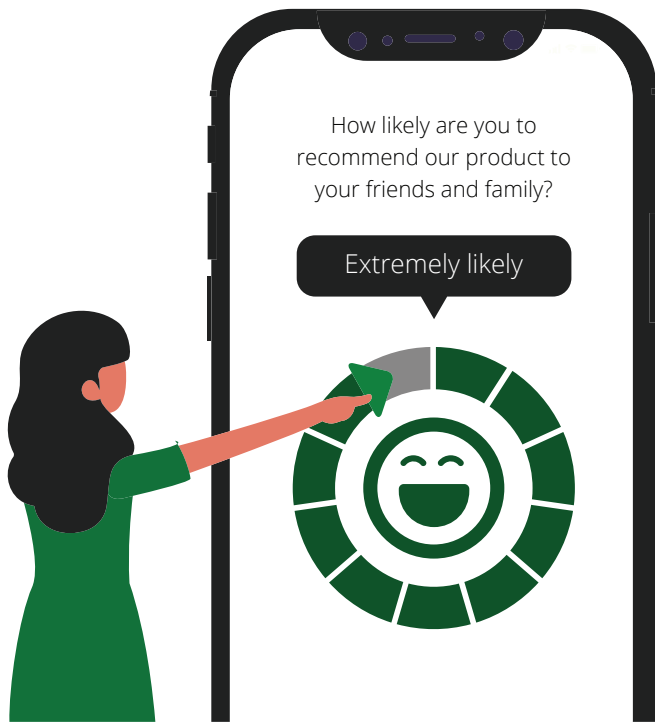
IMPROVE

Focuses on mining insights and making it available across the organisation.

"M.A.I.® and M.A.I. Measure, Act & Improve® are registered trademarks of LitmusWorld. The framework is a structured approach for enterprises to drive their customer centricity agenda."

Solutions

LitmusWorld for CX



LitmusWorld for CX allows you to continuously measure customer experiences across brand touchpoints via contextual conversations.

Initiate instant feedback surveys across multiple channels & languages as soon as customers have online (or offline) interactions with your brand touchpoints.

Resolve issues and take necessary action via real-time data visibility on role-based dashboards.

LitmusWorld for EX

Continuously listen to your employees through our 'Always On' approach and decode the Voice of the Employee.

Initiate multiple employee surveys on a continuous basis, i.e. entry/exit surveys, employee opinion surveys, 360 degree surveys, pulse surveys and other ad-hoc surveys.

Improve employee satisfaction scores, manage eNPS (Employee Net Promoter Score) programs and reduce attrition rates by continuously capturing emotions across the employee lifecycle.



The Conversation Journey



Measure

A unified module to measure key quantifiable metrics that provide actionable insights into customer emotions. Right from ensuring maximum active engagement rates to creating contextual conversations, the measure module provides a platform to kick-start your customer experience management journey.



Contextual Conversations

Initiate conversations with your customers after key touchpoint interactions to maximise active engagement



Real-Time Integration

Integrating with internal systems through a range of APIs to ensure real-time flow of data. A secure and a robust framework of the data transmission process to enable immediate action.



Multi-Channel

Initiate conversations across multiple channels including mediums such as the SMS, Email, Call, In-App, Website and many more.



Multi-Lingual

Capability to create conversations across 19+ languages to boost active engagement rates.



PII Data Masking

Safeguarding Personally Identifiable Information (PII) within the digital limits of an intranet while pulling responses data into the dashboard.



Data Quality Monitoring

Monitoring data quality across channels and conversation delivery parameters at a customer level.

Act

A comprehensive module to design corrective measure by analysing the data and raising tickets to your concerned teams. Manage your workflows and close the loop on your customers by communicating in an agile manner.



Configurable Workflows

Conditional workflows across issue assignment, escalations and communication to enable agile issue resolution



Extensible Forms

Custom forms to log issues across multiple touchpoints in the customer journey



Hierarchy Sync

Model the organization's continuously evolving structure to ensure actionability on customer feeds by the responsible departments



Master Data Management

Manage emotional, transactional and operational data.



Mobile App

Actionable insights on-the-go through the LitmusWorld Pulse App to enable immediate action



Multi-Field Search

Capability to create conversations across 19+ languages to boost active engagement rates

Improve

Improve your CX metrics to gain a competitive edge by designing long-term improvement strategies based on customer insights & evolve the business with a customer-centric approach. The Improve module helps you convert your data into actionable insights with state-of-the-art reporting & Text Analytics.



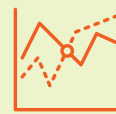
Time Series Analysis

Analyse response data indexed with a time stamp



Leaderboards

Compare performance along key metrics across touchpoints



Comparative Analytics

Compare qualitative CX metrics across various transaction parameters



Cohort Analysis

Creating different segments of your customers basis the responses received



Text Analytics

Churning unstructured customer feeds into meaningful data to take corrective actions



Reporting

Ensuring timely and multi-channel reporting of response analytics

Dashboard

Comprehensive dashboard giving an all-round view across all touchpoints in the customer journey. Dramatically increase response rates, foster agility in issue management and continuously improve your CX metrics.



- From an account level to a project level to a touch point level, our drill-down capabilities give you **granular visibility** into key improvement areas and matters that require immediate action.
- Break through the clutter and get to the crux. Our role based dashboards deliver insights relevant across the **organisational hierarchy**.
- Feeds show up in **real-time**. Customer delight should not have a time constraint.

Actionable insights delivered in real-time.

The LitmusWorld Differentiator



Response Rate Focus

Corrective measures and consultation to dramatically improve response rates on CX conversations.



Action management

Close the feedback loop by faster closure on issues to ensure in-time redressal.



Improve CX Metrics

Dramatically improve your CX metrics through our partner approach of delivering actionable insights across functions.



Solution Design

Cross-functional CX excellence huddles to design the programme roadmap.



Service Management

Our dedicated operations team ensures that you achieve your CX goals efficiently & effectively through our expertise and past experiences.



Seamless Integration

Our solution bolts onto your CRM solution through API integrations that ease the data flow.



CX Workshops & Training

Front-line enablement through platform training sessions and CX workshops for business leaders.



Multi-lingual

Global language support to engage with customers across demographics.

What our clients say about us



Darshan Mehta
CEO
Reliance Brands Limited
Leading Fashion Retailer

"Retail is all about taking new leaps of faith. Being iterative, constantly looking at new things that are out there and placing enough new bets, LitmusWorld is one great bet that we placed and its played off very well."



Shashank Sinha
Chief Transformation Officer
Eureka Forbes Limited
Leading Consumer Durables Brand

"LitmusWorld gave us a common matrix and delivered actionable insights which we could translate into key result areas for key members across the organization where everyone is measured on how we improve our scores."



Shalini Vohra
ex-CHRO
Infiniti Retail (CROMA)
Leading Consumer Electronics Brand

"eNPS through LitmusWorld has really helped us to understand the pulse of an employee because we get to know what actions we need to take, whether it is from a HR perspective or the respective HOD."



Mark Simmons
Founder & CEO
Amtrust Mobile Solutions
Leading Mobile Insurance Provider

"We've never really had a reason to look for an alternate solution to measure the temperature of the customer base, it's been very good."



Avijit Mitra
CEO
Infiniti Retail (CROMA)
Leading Consumer Electronics Brand

"I certainly feel that eNPS is a very important factor for retail. Finally, the brand is on the floor and that's where the customer really understands the proof-points of the brand."



Anil Pathak
CEO
PL Worldways
Leading Corporate Travel Business

"As soon as the customer travels, he rates us and we can react immediately", he continues to say, "It's easy, simple. That's the biggest thing!"

Trusted by over 125+ brands worldwide



DIESEL



Dune
LONDON



Raymond

METRO
SHOES



Bata





Locations:

Mumbai | Bangalore | Delhi

www.litmusworld.com

