



## CentraCX: Hassle-Free and Flexible Cloud Based Software That Enables You To Ask, Monitor and Action CX Feedback.

- CREATE & DEPLOY BRANDED SURVEYS across email, web, voice and SMS in minutes.
- MONITOR THE METRICS THAT ARE RELEVANT TO YOU (in real-time), and collaborate to improve your overall customer experience.
- PAY ON A MONTH-BY-MONTH BASIS, no lock-in contracts. Whether it's for a team of 10 or 10,000, CentraCX's cloud-based solution will meet your needs.

### About CentraCX

The CentraCX platform is a real-time, proactive customer feedback management capability. First released in 2010, the platform has undergone significant enhancement and refinement to better align its application and overall functionality with the diverse and sophisticated needs of the corporate market, both within Australia and internationally.

Survey feedback is derived through a number of sources and designed to capture the **'Voice of the Customer'**; specifically qualitative and quantitative information on what they feel about their customer experience with the service provider - both good and bad. Real time information is continuously gathered at key moments of truth and analysed to identify underlying themes / sentiment which accurately reflect customer attitudes and opinions, as well as identifying customer pain points which can be used to support internal training programmes to enhance customer experience and loyalty.



### Our target market

Whilst the platform's origins and functionality align closely with corporate call centre operations, recent version enhancements have seen its application expanded making CentraCX a truly enterprise-wide management information tool. Insights derived can be applied to drive continuous improvement and establish the business case for change.

The inclusion of a sophisticated elastic search analytics capability, enables management to extract highly granular information which can be deployed to effect business transformation.

This includes the measurement of individual as well as team performance against a specific range of metrics (e.g. NPS, CSat, FCR, Customer Effort etc). Outcomes can then be used for in-the-moment coaching and development purposes.

Key to the platform's broad based appeal is its fast and easy deployment (via a portal involving little if any system integration or change management), and flexible and highly accessible pricing structure (no contracts or minimums).

### Sounds great, but how does it work?

The CentraCX platform offers three product editions designed to accord with where corporates are placed on their customer road map, and the objectives they seek to satisfy.

Feedback is gathered via a survey building capability, enabling the rapid construction and deployment of surveys across a preferred channel(s).

Survey types used in gathering feedback include (i) Transactional - collected at a point throughout an episode, (ii) Episode - collected at the end of a key moment of truth and (iii) Relationship - collected with the view of assessing the overall perception of the brand. Feedback gathered is then analysed in real time.

**Create & deploy branded surveys in minutes, not days.**

**Survey Administration** Survey Summary

Demo web survey

Surveys Per Channel this month

- Voice: 0 (N/A)
- SMS: 0 (N/A)
- API: 0 (N/A)
- Web: 0 (N/A)
- E-Mail: 0 (N/A)

Structure Overview

Title	Metric
Did we answer your questions?	First call resolution
We are sorry to hear that...	Collect feedback
Quality of service	Agent quality 1-5
We are sorry to hear that...	Collect feedback
Would you recommend us?	Net promoter score
We are sorry to hear that...	Collect feedback

**Monitor the metrics that are relevant to you, in real-time.**

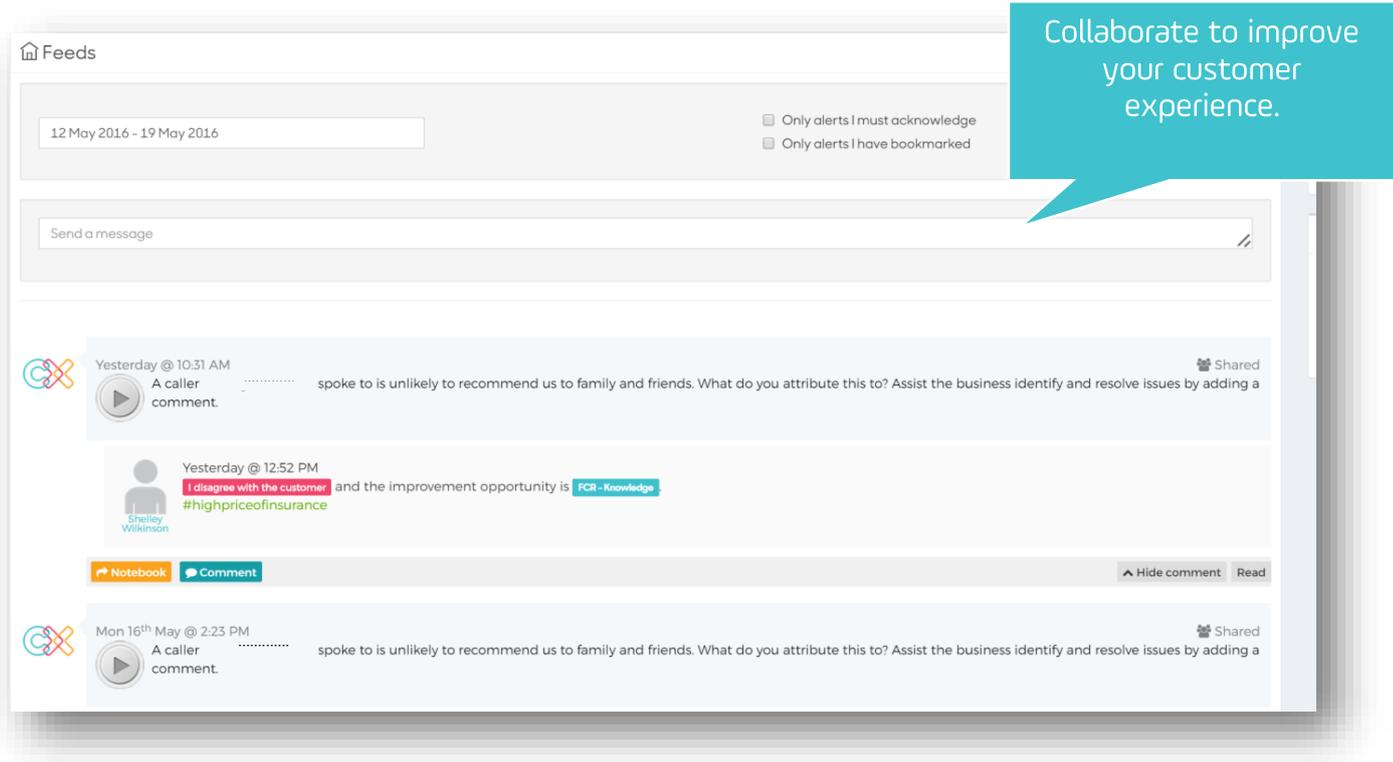
**Customer effort** Volume, 30 day rolling

**First call resolution**

Time	0	1	2	3	4	5	6	7	8	9	10
7 AM	0	0	0	0	0	0	0	0	0	0	0
8 AM	0	0	0	1	0	0	0	0	0	0	0
9 AM	0	0	0	0	1	0	0	0	0	0	0
10 AM	0	0	0	0	0	0	0	0	0	0	1

**Agent Quality**

**Survey Activity** Volume, 1 day rolling



## CentraCX's product editions include:

### Foundation Edition - "Hear your customers"

CentraCX's Foundation edition is designed for corporates wanting to collect customer feedback in real-time, in a structured and systematic manner across the various channels their customers engage with them. This edition is aimed at those corporates who are commencing their CX journey, or who presently collect feedback in an ad-hoc, unstructured manner

### Analytics Edition - "Go deeper into CX issues"

CentraCX's Analytics edition is designed for corporates wanting to understand the root cause of what factors generate brand advocacy and frustration, and then act upon their learnings leveraging the voice of the customer

### Transformation Edition - "Continual CX improvement"

CentraCX's Transformation edition is designed for corporates wanting to share customer feedback to drive employee and departmental collaboration (break down business silos) and operational and strategic decision-making. This edition is aimed at those corporates who are sophisticated users of voice of the customer information, committed to business transformation

## Current and future users and applications

The application of CentraCX is eminently scalable, with an ever increasing number of corporates acknowledging the importance of voice of the customer feedback, and what it means to their operations. In particular, the ability to readily identify and respond to issues flagged in feedback received, enables them to demonstrate responsiveness at the rate customers now expect.

By way of actual example, one of CentraCX's long-term customers is a Top 4 Australian first tier bank, who has been actively utilising the CentraCX platform to better engage with clients suffering financial distress, and whose loan obligations have fallen into arrears or delinquency as a result of unforeseen circumstance (e.g. loss of employment, illness, bereavement). Prior to the commencement of its relationship with CentraCX, loan funds in arrears had increased significantly, whilst customer engagement (evidenced in NPS) had declined dramatically.

After acknowledging the need for urgent remediation, and having undertaken a business transformation programme with CentraCX at the core of all customer interactions (placing greater importance on its staff listening and acting more with the customer's needs as paramount), the bank was able to significantly recover / reduce outstanding arrears, whilst simultaneously increasing customer satisfaction and engagement via a marked increase in NPS.

Our commitment to continuous improvement of the platform will broaden its appeal and application. Enhancing its integration with individual CRMs (incorporating meta-data) to capture and align feedback with specific customers and frontline staff, delivers even greater transparency and further internal training opportunities. Deep dive analytics will significantly enhance business transformation, enabling corporates to 'close the loop' (internal and external) to ensure the best end-to-end customer experience, whilst simultaneously identifying opportunities for coaching and staff retention.

## Features and points of differentiation

CentraCX's customer value proposition is predicated on "providing a scalable CX solution to accommodate all levels of corporate need".

Features included under each CentraCX edition are highlighted in the following graphic:



Key differentiators underpinning the CentraCX platform functionality comprise:



### Scalability

Whether you are a team of 10 or 10,000, CentraCX will fit the bill proving ultimate scalability



### Speed

Whether integrated with existing systems or stand-alone single or multi-channels, the CentraCX programme can be operative in a few days



### Multi-Channel Functionality

Feature-rich versioning provides impressive functionality out of the box, such as multiple survey channels, advanced analytics and agent coaching tools



### Rich Insight

Identifying the factors that result in brand advocacy and frustration. Allows for data to be segmented to gain a rich understanding of customer cohorts

The combination of CentraCX's specialist and intuitive functionality, strongly aligns with the requirements of corporates seeking to build long-term beneficial relations with their customers.

## Pricing with no lock in-contracts or minimum periods

**Foundation Edition - "Hear your customers":** \$950 per month (includes up to 10 subscriptions with additional subscriptions available at \$40 per month).

**Analytics Edition - "Go deeper into CX issues":** \$1,950 per month (includes up to 15 subscriptions with additional subscriptions available at \$60 per month).

**Transformation Edition - "Continual CX improvement":** \$4,900 per month (includes up to 30 subscriptions with additional subscriptions at \$80 per month).

With CentraCX, there are no lock-in contracts or minimum periods, making it even easier for corporates to manage costs whilst still enjoying the benefits the CentraCX platform can provide.

## We'd love to talk to you about your VoC program

The CentraCX platform offers corporates the opportunity to maintain their competitive advantage by accessing customer insights across all feedback channels, across their businesses, fast.

Our platform's functionality spans all levels of CX maturity, providing corporates with a capability to suit their current and prospective needs.

We trust this precis provides you with an understanding of CentraCX, and look forward to exploring with you how we can strengthen our corporate ties.

For further information, please contact:

Martin Hoffman, Director, Sales and Business Development on:  
[\(+61\) 416 238 044](tel:+61416238044) or [martin.hoffman@centra.cx](mailto:martin.hoffman@centra.cx)