

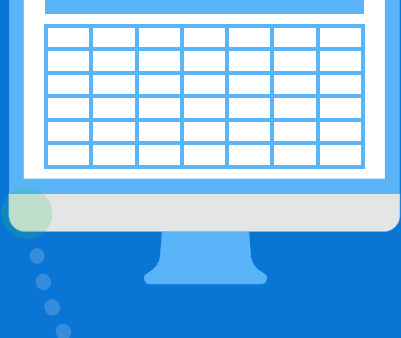
Maximize Your CX Strategy With SMG's Software With a Service (SaaS) Approach



1

Driving with insights

Enhance frontline decision-making with an insight-driven approach.



Insights-driven business report

44% customer retention*



Challenges

- **Lack of Contextual Understanding:** Raw data without real-world context fails to provide meaningful insights.
- **Difficulty Identifying Trends:** Without analytics, spotting significant, but hidden, patterns can be challenging.
- **Overwhelming Analysis Paralysis:** An excess of raw data can lead to decision-making paralysis.

Benefits

- **Better Decision Making:** Data analysis transforms into actionable insights, leading to high-quality customer experiences.
- **Understanding Customer Behavior:** Align your service offerings more closely with the needs and preferences of your customers.
- **Increased Competitive Advantage:** Spot opportunities for innovation and gain a market edge.

Key Takeaway

Moving from a data-focused approach to an insights-driven strategy can drastically enhance your frontline decision-making and customer experience.

2

Different locations, different needs

Location-specific insights drive focused improvements

Challenges

- **Geographical Complexity:** Managing generic insights across multiple locations can lead to generalized, ineffective strategies.
- **Inconsistent Analysis:** Without location-focused metrics, insights can become inconsistent.
- **Lack of Location-Specific Support:** Traditional tools may not offer support tailored to individual locations.

Benefits

- **Precision Targeting:** Location-specific insights allow for focused problem-solving and growth strategies.
- **Predictive Analysis:** Find and address the most impactful issues an individual location is facing.
- **Empowered Decision Making:** Implement strategies with confidence, grounded in location-specific understanding.



Key Takeaway

The power of location-specific insights paired with a partner with industry expertise drives actionable strategies that enable individual locations to thrive.

3

Turning insights into actions

Realizing the business impact of actionable insights



Insights-driven business report

10% Y o Y revenue growth*

Challenges

- **Lack of Business Impact:** Insights alone cannot create change, you need to take action as well.
- **Inability to Demonstrate ROI:** Stakeholders may question the value of data analysis without clear results.
- **Lost Competitive Edge:** Those not acting on insights risk becoming outdated.

Benefits

- **Business Impact:** Strategic actions lead to improved customer experiences and increased revenues.
- **ROI Demonstration:** Planning actions provides a clear pathway to showcasing ROI.
- **Competitive Advantage:** Identifying gaps and taking action to fill them improves both customer and employee experiences.

Key Takeaway

Converting insights into strategic actions not only boosts business but also provides a clear demonstration of ROI.

4

Building a customer-centric culture

Embedding customer experience into your company's DNA

Challenges

- **Disconnected Values and Goals:** Without a customer-centric focus, the company may become disjointed from customers' needs.
- **Inconsistent Customer Experience:** A lack of predictability in customer experience can result in mistrust and low satisfaction.
- **Difficulty Adapting to Market Changes:** If a business is slow to innovate it may lose ground to competitors.

Benefits

- **Employee Satisfaction:** Encourage employee engagement to boost positive customer experiences. Happy employees often lead to happy customers!
- **Increased Loyalty:** Promote loyalty, leading to repeat business and positive word-of-mouth.
- **Competitive Advantage:** Enjoy a distinctive edge in the marketplace.



59% More engaged employees*

Insights-driven business report

Key Takeaway

Our research shows a strong link between happy employees and happy customers. By focusing on a customer-centric culture, businesses can create a positive cycle where satisfied customers boost employee morale, and engaged employees enhance the customer experience. This approach naturally leads to improved customer loyalty and a happier, more productive workplace.

Ready to take your customer experience to the next level?

Explore SMG's Software with a Service (SaaS) approach with a personalized consultation.

Whether it's moving to an insights-driven approach, focusing on location-level CX, uncovering actionable insights, or adopting a customer-centric culture, SMG's SaaS model empowers companies to leverage insights to improve their customer experience and, ultimately, their bottom line.



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* Data sourced from the Forrester Report of Insights-Driven: A Foundational Principle Of Customer Obsession May 1st, 2023