

Data integration

Combine CX data with multiple sources for a more holistic view

- ▶ Gain more meaningful insight from your CX program with contextual and behavioral data
- ▶ Make use of inbound and outbound datasets from SMG and third-party sources
- ▶ Benefit from our hands-on partnership and customized integration approach

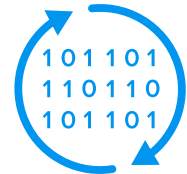
Living in today's high-tech world means being constantly inundated with data. This is especially true for brands collecting information on the customer experience (CX). And when you have a ton of data, it's often stored in multiple places—living in silos without a way to talk to each other. SMG's data integration technology makes it easy to put all your customer-related data in one spot, so it works harder together and provides more actionable insight.

A one-stop shop for CX information

We recognize you're working with more than just your CX data—many clients are interested in linking audit data, timer data, traffic data, even financial data, to their CX program. The good news is: the smg360® reporting platform is designed for customizable data views, powerful analysis, and actionable information so you can see the relation between these different datasets.

No matter the type of data or the interaction being measured, we house it all together for easy reference and navigation. And that means you have actionable insight into where your brand is thriving, and where you could stand to improve. These are just a few ways brands are integrating data for better insight:

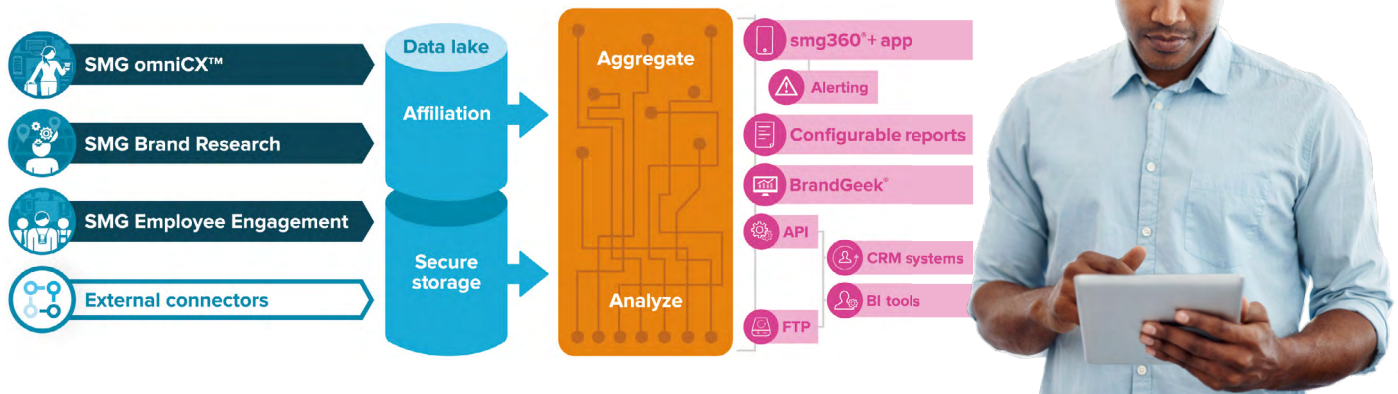
- ▶ Grocery brands comparing POS data with real-time CX feedback for financial linkage
- ▶ Restaurant brands syncing up their CX data + operational audit data for a more holistic view of location performance
- ▶ Retailers pairing CRM data with customer feedback to gain a clearer understanding of each interaction >>



SMG's data integration capabilities bring information from multiple sources into one, holistic picture. With a hands-on approach, SMG partners with clients to make sure they have actionable insight based on their business needs.



We're equipped to handle your data — no matter the source



Customization is key

When you're responsible for seeing the whole picture, you need to make sure you're set for success—with the right data at the right time in the right configuration. That's why we partner with each client to develop custom integrations based on your business needs. And though every integration is different, we always stick to these important proven practices:

- ▶ Use of real-time APIs
- ▶ Both inbound + outbound data exchange processes
- ▶ Hierarchy sensitivity for role-based views
- ▶ High-volume scalability
- ▶ Top-notch data integrity
- ▶ Secured encrypted transfers to keep your information protected
- ▶ Flexible file formats and processing based on your needs

The bottom line: SMG is equipped to handle numerous types of data, and we work with our clients to determine the correct transfer process and configuration for each one.

What's the payoff?

Having more inputs and a better way to view it all means you get better answers faster. It cuts through any confusion and rids the process of duplicative data, saving you time and money. And a more streamlined, all-inclusive reporting system delivers clearer and quicker communication to your front line, translating that data into timely action. Which means more productive associates, more loyal customers, and ultimately, better financials.

With an all-inclusive, one-stop shop of CX information, you can spend less time worrying about how to make sense of your data, and more on what really matters—building customer loyalty. ●

To learn more about how SMG is leading the market in data integration capabilities, visit smg.com/contactus.

Types of integrations:

- ▶ Alerts
- ▶ Behavioral data
- ▶ Business intelligence
- ▶ Contact center
- ▶ CRM
- ▶ Financial data
- ▶ LMS
- ▶ Operational audit
- ▶ Performance targets
- ▶ POS
- ▶ Social media
- ▶ Tablet/kiosk
- ▶ Timer data
- ▶ Third-party surveys



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.