

SMG VisitView

Listen better, act faster, and outperform competitors



Even as the customer journey sprawls across new channels and touchpoints, 89% of transactions still happen at individual locations. That's because customers aren't just looking for products, they're seeking out experiences. Winning in the age of the customer requires a customer-centric approach and experiential innovations. With SMG VisitView—our Location CX survey—we help brands measure location-level experiences to surface actionable insights that drive loyalty and sales.

Between branded native apps, social channels, and e-commerce strategies, brands invest a lot of time and resources to reach customers in multiple ways. But their loyalty ultimately depends on your ability to meet their needs where they're most likely to connect with your brand. That's why we build every partnership on the solid foundation of a best-in-class VisitView program, designed to keep pace with your omnichannel strategy as it grows and evolves across touchpoints.

Better insights + deeper benchmarks with survey best practices

For a holistic view of the customer experience, you need a program capable of capturing every interaction. With VisitView, it doesn't matter if customers pre-order through your app, buy online and return in-store, or make a traditional purchase. Our invitation methods

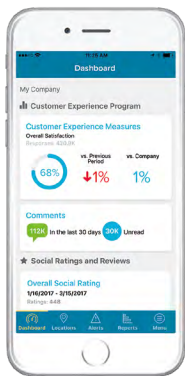
cover every location-level experience type and reach every demographic, and our surveys detect and adapt to whatever device the respondent uses.

But hearing from customers is just half the battle—because insights are only as good as the surveys they come from. And good surveys take great effort. From our 25+ years helping some of the world's most successful brands measure the customer experience, we know there's no such thing as a one-size-fits-all approach. That's why we regularly do research on the best ways to do research. That means every client stays up-to-date on SMG's measurement best practices, proven to deliver:

- ▶ Guidance on which invitation methods + incentives drive the highest response rates
- ▶ Thought leadership on survey structure, question wording, + response order
- ▶ Industry-leading data integrity measures to ensure the cleanest, most accurate data >>

SMG VisitView helps brands get closer to what their customers are thinking—capturing feedback on location-level experiences and using that data to find actionable insights that drive loyalty and sales.





Actionable real-time data via the smg360® reporting platform + mobile app

Great data doesn't matter if it doesn't make sense. Without a clear way to spot trends, compare scores, and read customer comments, it can feel impossible to

take action. That's why first-rate reporting and text analytics technology is paramount to understanding what your customers are really telling you. The smg360 reporting platform and mobile app are designed for customizable, role-based data views, powerful analysis, and actionable information.

With intuitive navigation and easy-to-read data visualizations, smg360 lets users:

- ▶ Integrate internal + external datasets to maintain a single source of cross-channel insights
- ▶ Answer specific research questions with customized views + powerful report-building
- ▶ Spot, track, and resolve emerging issues with text analytics + rule-based alerts

A collaborative partnership + persistent insights culture

The smg360 reporting platform will get your users to action, but it takes a broader strategy to drive long-term, sustainable growth. We know every brand is different, which is why we structure every partnership to meet each client's research goals and support needs. Above all else, creating real impact requires a collaborative approach that combines our industry experience with the your intimate knowledge of the business.

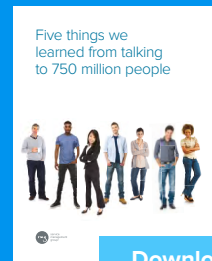
No matter the level of support, an SMG partnership includes:

- ▶ An assigned client insights team dedicated to ensuring the program runs smoothly
- ▶ Tiered levels of insights presentations that pinpoint opportunities + prescribe actions
- ▶ Access to hands-on executives, advanced-degree researchers, + survey programmers

Even in a world gone digital, physical locations are at the heart of the customer-brand relationship. But if you want them to succeed, you have to ask the right questions and take the right actions—every single day. SMG VisitView turns location-level experiences into insights that impact your entire brand. As part of SMG's omniCX™ solution, it's just one more way we help brands know more and do better.

Five things we learned from talking to 750 million people

Your customer feedback surveys are an ongoing conversation between your brand and your customers. But if you want those conversations to help you build better customer connections, you have to act on what they tell you. Download the report to see what we've learned about the power of customer feedback—and what happens when brands truly commit to acting on it.



Download

To learn how SMG VisitView enables brands to listen better, act faster, and outperform competitors, visit smg.com/contactus.



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.