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Top 10 CEM Solution Providers - 2019

Enterprises have leveraged AI to reduce the response time and personalize the customer experience. It has allowed companies to reduce the time to answer customer inquiries in real-time. AI is used to give the customers a first quick answer, to make them feel they are listened to and thus more patient before the second answer arrives. As AI can analyze behaviors, it offers a more personalized response the second time around. Chatbots have put companies in a much better position to get valuable consumer insights. AI is redefining the service center experience for the customers through bots having the ability to validate and understand unstructured data in the form of conversational-style speech. Speech bots are used as an intermediary channel for the AI back-end, as AI improves the accuracy and spontaneity of the response by the bot.

Integrating different business data silos enables businesses to fully understand how other business metrics could impact customer satisfaction and loyalty. Businesses gain customer insights primarily by analyzing customer feedback data with little or no regard for different data sources. By linking siloed and disparate data sources to their customer feedback data, companies gain insight through data analytics about their customers that they could not achieve by looking at their customer feedback data alone.

Speculating on the menaces associated with finding the right CEM solution, CIO Applications Europe's editorial board has conducted a profound assessment of CEM solution providers in the market and shortlisted the prominent ones. Based on market expertise and business prowess, the resultant list comprises the names of some of the best CEM solution providers such as OnePIN, Spectos, and Netigate. We present to you – "Top 10 CEM Solution Providers – 2019".



Company:

Spectos

Key Person:

Niels Delater,
Founder and CEO

Website:

spectos.com/en/

Description:

Provides intuitive real-time performance management suite that helps different companies measure, monitor, and improve their service quality and customer experience

Spectos

Turning Data into Actions for Enhanced Service Quality

While modern enterprises are introducing new products and services to remain competitive, it is their service quality that eventually emerges as the deal-breaker. But in today's world where firms are expanding their partner network and generating humongous data, the service quality and the overall customer experience (CX) suffer due to segmented networks, isolated business systems, and siloed processes. Be it a hospital group or a logistics firm with global supply chain partners, a company needs to be connected to have its finger on the pulse of the target audience from end-to-end - not only at their frontdesk, but throughout the entire operations. The situation calls for a solution that allows an organisation to collect and combine feedback from different touchpoints and operational process data in real-time for rich insights and informed decision making.

The German company, Spectos, is helping companies understand, measure, monitor the KPIs critical to service quality by continuously collecting, aggregating and analysing quality indicators such as transit times and meshing it with customer

feedback collected through multiple touchpoints. At the core stands the Spectos Real-Time Performance Management Suite™ (RTPM Suite), a SaaS platform with services and modules for the ongoing monitoring of business-relevant information in real-time. Based on the Six Sigma concept, the RTPM Suite allows companies to close the gap between performance analysis and corresponding action to improve service quality.

“We support service industries with high-quality requirements to implement systems for the continuous monitoring and improvement of service quality, CX being one important building block,” says Niels Delater, Founder and CEO of Spectos.

The company uses innovative technologies to combine the voice of the customer captured in the enterprise feedback management system with operational data from ERP and CRM systems and sensor data gathered from real-time tracking, RFID, and Wi-Fi systems, which are managed through an internal sensor service. The performance data is then validated, standardized, and enhanced with additional content (such as process data) for deep analytics and KPIs. The insights are delivered in the form of performance reports to users through personalized cockpits and process visualization dashboards built into the RTPM suite. The dashboards alert clients on service delivery and compliance deviations based on the pre-defined KPIs. With rich insights, decision-makers can take targeted actions to improve business operations and service quality on a long-term basis.

With a team of industry experts who have international backgrounds and a variety of refined skills, Spectos has made a huge impact in different service industries with high-quality requirements. A certified partner of TÜV SÜD and a member of ESOMAR, Spectos addresses clients' needs using agile techniques. For the logistics industry, it has developed intelligent performance measurement solutions using mobile networks, Wi-Fi, and RFID. These solutions help logistics companies improve their planning and supply chain execution, which, in turn, leads to better customer service. In healthcare, Spectos has built a multimedia survey system to help AMEOS Group, a Swiss hospital group, continuously monitor and increase patient and staff satisfaction across the DACH (Germany, Austria and Switzerland) region. Spectos's RTPM platform has enabled VietJet Air, an international low-cost airline, to continuously monitor the key service quality factors and meet customer demands. VietJet Air could streamline, connect, and monitor customer satisfaction at its customer services department by using the RTPM suite customised to its unique needs by Spectos.

Spectos is currently focusing on a smart city initiative to enroll residents and citizens in the development of their city. To this end, an app has been developed to mesh geo-local information with sensor data. The company is also investing in newer technologies to develop its RTPM solutions for different use cases in several industries. **CA**



NIELS DELATER,
FOUNDER & CEO