# DECIBEL

# Making Customer Experience a Science

## Customer Experience is now your biggest differentiator

Customer experience has become the number one competitive advantage for business growth and brand loyalty. Yet, companies are still struggling to understand how to optimize customer experience on their websites and apps to increase conversions and revenue. Decibel is changing all this with experience data and real-time intelligence that takes the guesswork out of managing the digital customer experience.

▶ Understand the behavior that causes customers to abandon or convert

▶ Get an end-to-end view of the customer journey

▶ Pinpoint areas for improvement

▶ Quantify and benchmark every experience

▶ Increase conversions, revenue and customer loyalty

## Digital Experience Score (DXS®)

### A universal KPI for digital experience

DXS, the world's first comprehensive metric to measure CX, quantifies customer experience across websites and apps, automatically identifying and prioritizing opportunities for improvement.

Powered by data science and machine learning, DXS is an all-encompassing metric that quantifies the online customer journey across five experience pillars of measurement: Frustration, Engagement, Navigation, Technical and Forms.



DXS 7.8
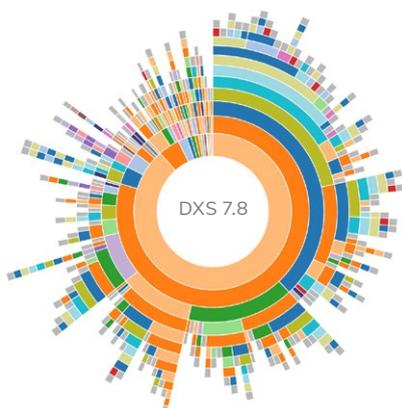
## Decibel for Web

Decibel for Web translates online behavior metrics into a holistic understanding of every customer's digital experience. Founded on data science and artificial intelligence, Decibel provides a complete end-to-end view of the customer journey across web and mobile, delivering the data insights necessary to drive conversion and build loyal, long-term customers.

## Decibel for Apps

Decibel for Apps presents a complete picture of the in-app user journey, empowering UX designers and developers with the behavioral insights necessary to improve the customer experience in real-time. It includes DXS, quantifying every app experience, automatically identifying and prioritizing opportunities for improvement.

## Experience Data Stream

Experience Data Stream provides customers with direct access to our Experience Data, complementing other data sets with the behavioral insights driving the digital journey. The data can be exported directly into data lakes and CDPs or integrated with any software platform. Experience Data Stream enables data scientists to develop custom algorithms and models to drive segmentation and personalization practices.

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## Measure

**TUI**

❝ [With DXS] we can focus on customer issues highlighted by low scores and feed those hypotheses to product teams for development and testing. DXS provides a scientific and measurable way of continuously improving our CX levels. ❞

## Investigate

**LexisNexis**

❝ Decibel provides valuable, tangible validation of areas we've targeted for improvement. It effectively provides the 'why is this happening?' to follow the 'what is happening?' questions we ask of our data. ❞

## Activate

**Fidelity** WORLDWIDE INVESTMENT

❝ Smarter data: better experiences. Use Digital Experience Intelligence to enrich your entire stack, and place customer experience at the center of all you do. ❞

## Why the biggest brands in the world choose Decibel

- The only end-to-end understanding of every customer's digital experience
- Translate customer experience into actionable revenue opportunities
- Founded on science and advanced data algorithms
- Measures customer experience ROI value through validated DXS
- Visualizes the entire customer journey to easily prioritize areas for investigation and improvement
- Captures every digital interaction, not a sampling
- A dedicated customer success team that shares your goals and helps you achieve them

**SONY**    **TESCO**

**LEGO**    **dyson**

**SIEMENS**    **♥CVS pharmacy**

**TOYOTA**    **CREDIT SUISSE**

**BRITISH AIRWAYS**    **GUCCI**

See how Digital Experience Intelligence can transform your business.
Find out more and book a demo at www.decibelinsight.com.

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