



# CUSTOMER EXPERIENCE

## Transform and elevate your **customer data experience**

Create a consistently  
**positive and engaging customer experience**  
using a data backed narrative that you can trust

Customer experience should be at the core of every organization, however, the search for simplicity and automation within technology has forgotten about the power of connections and interactions with our customers, with our colleagues and with our data. Creating a positive experience for your customers means placing their needs and values front and centre.

As humans, each interaction we have is influenced by emotion, biases, and memories; these can impact, skew or sometimes completely determine the outcome of a decision such as a purchase or renewal. Considering 95% of all purchasing decisions are subconscious<sup>1</sup> it is imperative we create compelling and valuable customer experiences.

**So how do you consistently enable your teams to deliver a positive and engaging experience to your customers?**



Our technology provides a highly immersive experience allowing users to touch, feel and visualize data like never before, making interactions seamless, relevant and unique, no matter what your technical ability. We blend all of your data into one single business landscape creating a single 360-degree view, which allows you to put your customers at the centre. This then empowers you to:


- **Develop a common, familiar language with your customer to help lower any barriers for data analysis.**
- **Interact with real-time data for rapid analysis to support natural and flowing dialogue.**
- **Create context by visually displaying line of sight between data points, allowing exploration analysis and diagnostics.**
- **Answer questions live and build a knowledge library of answers that can be shared, searched, and reused in discussions.**

This creates a more positive and productive experience for you and your customers while helping to ensure that you are fully focused on the outcomes that matter to your customer.

Only  
**31%**  
of companies  
currently have a  
single, 360 view of  
customer data<sup>2</sup>

**“No other technology supports dynamic customer interactions in quite the same way. It provides instant answers, consistently and at scale across our customer base. This drives massive efficiencies into the value messaging process.”**

**Global Technology Service Provider**



Reduce meeting  
preparation time by  
**73%**  
when using our  
technology

**100%**  
rate of renewal  
of services  
when using  
Hublsoft

When using our technology to enhance customer experiences our customers have seen an amazing 100% rate of renewals and a 28% increase in customer satisfaction scores. As well as this on average our customers have seen increased efficiency gains through data automation. One customer, a global IT service provider, was able to reduce meeting preparation from 40 hours to just 40 minutes for a monthly governance meeting.

Other intangible benefits include:

- **Elevating customer dialogue through outcome alignment and creating a data led value narrative.**
- **Reducing customer downtime and increasing time-to-market.**
- **Demonstrate value to your customers by helping them to accelerate efficiencies and achieve business goals.**

Say goodbye to siloed and disparate data, it's time to invest in the technology and systems that transform your customer experiences for the better. Say hello to Hublsoft.



## Discover More

Enabling consistently positive and engaging customer experiences is just one of the ways our technology can enrich your data and decision-making experiences.

Get in touch today and dive into a world of powerful data-led decisions:

[info@hublsoft.com](mailto:info@hublsoft.com)  
[0333 222 8956](tel:03332228956)  
[www.hublsoft.com](http://www.hublsoft.com)