



EXPERIENCE OPTIMIZATION SOLUTION

**GET THE TARGETED FEEDBACK
YOU NEED TO OPTIMIZE
YOUR CUSTOMER EXPERIENCE**

Website visitors having either extreme positive or negative experiences are more likely to have strong opinions and provide specific and actionable insights you can use to optimize your website.

iPerceptions' Experience Optimization solution uses an approach that attracts these specific visitors to provide their feedback so you can take action in real-time.

KEY BENEFITS



INCREASE CONVERSION

Identify the barriers that may prevent potential purchasers from converting during their session.



IMPROVE RETENTION

Pinpoint the aspects of your website that may be frustrating your existing customers.



GET THE FULL PICTURE

Get the context you need to understand your visitors' feedback with integrated clickstream data.



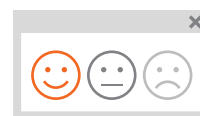
PRIORITIZE DEVELOPMENT

Use your visitors' feedback to determine what needs to be quickly addressed on your website.



GET REAL-TIME INSIGHTS

Be notified when a visitor provides their feedback, and get access to reporting that lets you dig deeper into your data.



SIMPLE, CLEAN AND TARGETED

Leverage a simple, non-intrusive collection approach to attract actionable feedback from those most likely to provide it.

iPerceptions helps the world's most respected brands become customer-centric organizations by leveraging the voice of their customers.

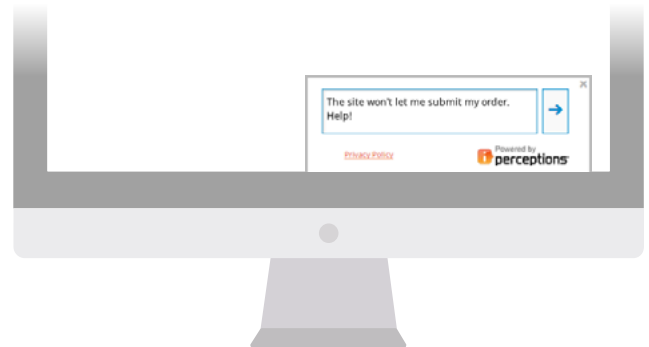


HOW IPERCEPTIONS' EXPERIENCE OPTIMIZATION SOLUTION WORKS

STEP 1

VISITOR SHARES THEIR FEEDBACK

iPerceptions prompts visitors with a simple set of questions in the bottom-right of their screen, aimed to attract those having a very bad or very good experience to provide insight into their website experience.

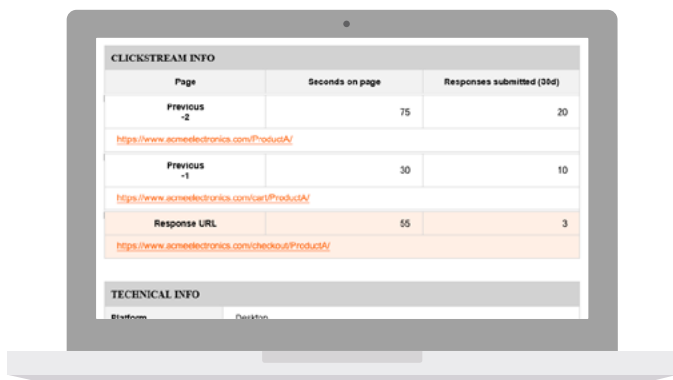


STEP 2

A REAL-TIME PUSH REPORT IS SENT

Take action right away. Receive your visitors' feedback and clickstream data in real-time so you can respond immediately.

You can be notified only when the feedback meets specific criteria, such as keywords or visit intent.

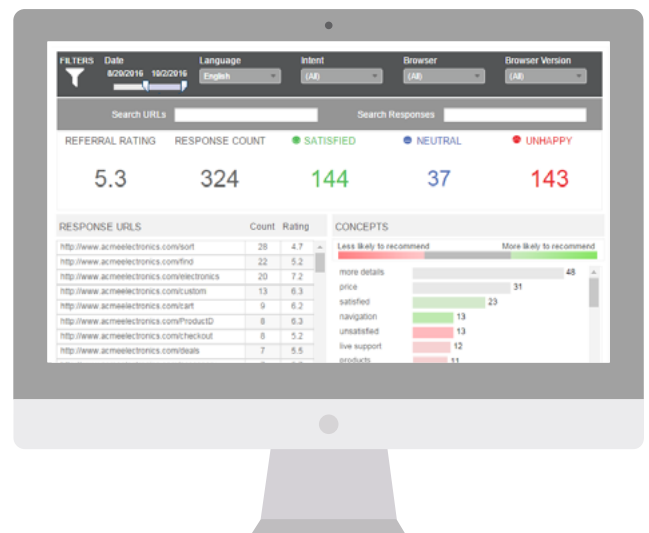


STEP 3

DEEP DIVE INTO YOUR DATA

Extract actionable insights and easily identify tactical next steps using our interactive Experience Optimization dashboard.

Guide your analysis with semantic concepts that automatically categorize your visitors' open-ended feedback, and find what impacts your visitors' likelihood to recommend your website.



SCHEDULE A DEMO
TO LEARN MORE ABOUT
OUR EXPERIENCE
OPTIMIZATION SOLUTION

iPerceptions.com/Demo | 1-866-669-5499

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