



PERSONALIZED (AND FUN!) CUSTOMER EXPERIENCE MANAGEMENT

OPINATOR[®]

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CHALLENGE: COMPANIES ARE STRUGGLING TO BUILD EFFECTIVE AND RELEVANT INTERACTIONS WITH CONSUMERS

Please indicate which of the following websites/portals you used for professional networking in the past 6 months.

Please select all that apply.

☐ LinkedIn Premium

☐ LinkedIn (the free site that does not require a subscription or payment)

☐ Hoover's

☐ The Information

☐ Xing

☐ Axios

☐ InsideView

☐ Twitter

☐

1. Please rate how well you agree with the following statements

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
This website is easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website is attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website meets my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website was fast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website was modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website is what I need it to be	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website makes me want to return	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website makes me want to shop with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website on my mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This website communicates with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think this website would be easy to use on my mobile phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use this website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>				

MEASURING AN EXPERIENCE IS AN EXPERIENCE IN ITSELF!

Roanoke Bank

Your success is our goal.
Find your perfect financial plan.

New Lands™ Credit Card

Thank you for using our New Lands™ Reward program. Which benefit do you value the most?


DISCOUNT ON GROCERIES	FRONTIER MILES TRAVEL POINTS	LOW PURCHASE RATES
FLEXIBLE PAYMENT OPTIONS	NO INTL EXCHANGE FEES	PERSONAL ASSISTANCE 24/7

How likely are you to recommend the New Lands™ Credit Card to your friends and relatives?

7 Maybe

Very likely

SEND

A group of four diverse people (two men and two women) are smiling and posing together outdoors. The image is split into two vertical panels. The left panel shows the group from the chest up, with a white semi-transparent box containing text. The right panel is a close-up of a woman with curly hair smiling. The background is a bright, sunny outdoor setting.

OPINATOR® enables businesses
to generate and manage

**ENGAGING &
PERSONALIZED
CUSTOMER
INTERACTIONS**

over multiple channels, in **Real Time.**

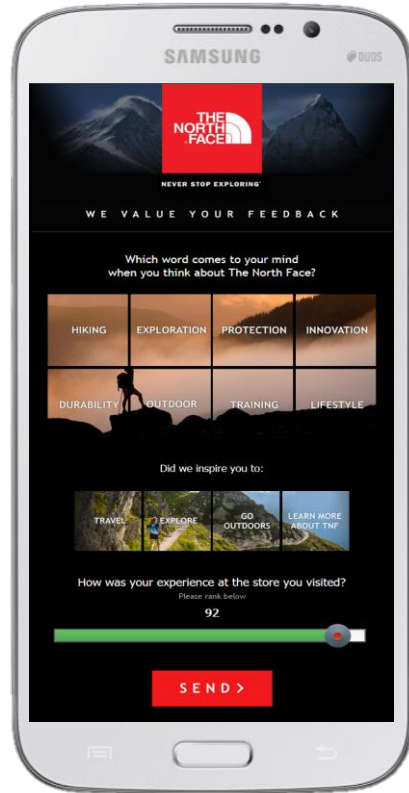


EMOTION

INTELLIGENCE



PERSONALIZED CX MANAGEMENT



Real-Time
Decisioning



Intelligent Response & Action
Instant Impact

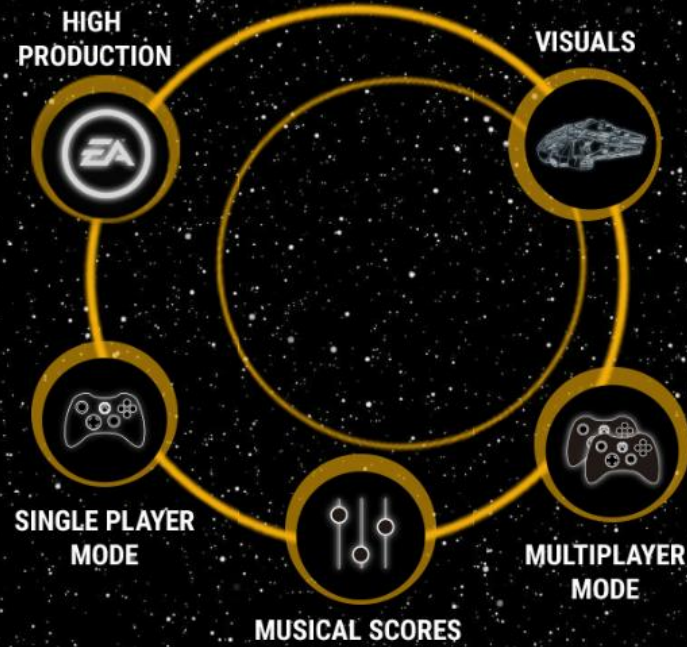


OPIs: Personalized
Interactions

Analytics & Data Visualization
& Close the Loop



What are your top 3 favorite elements in the game?



What console do you have?



XBOX ONE



PC



PS4





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



Would you recommend us to your family and friends?

0 Definitely not



How can we improve?





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



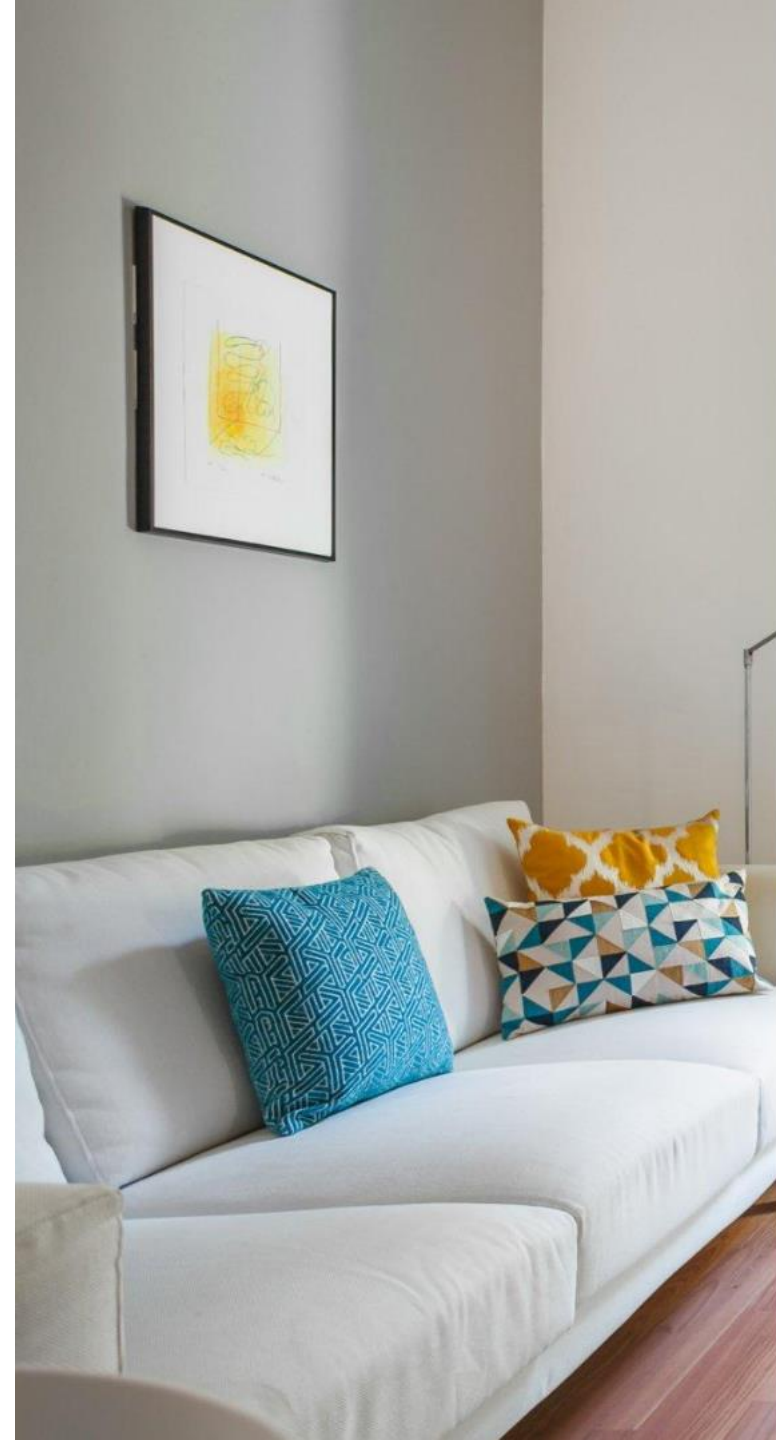
Would you recommend us to your family and friends?

2 Definitely not



How can we improve?





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



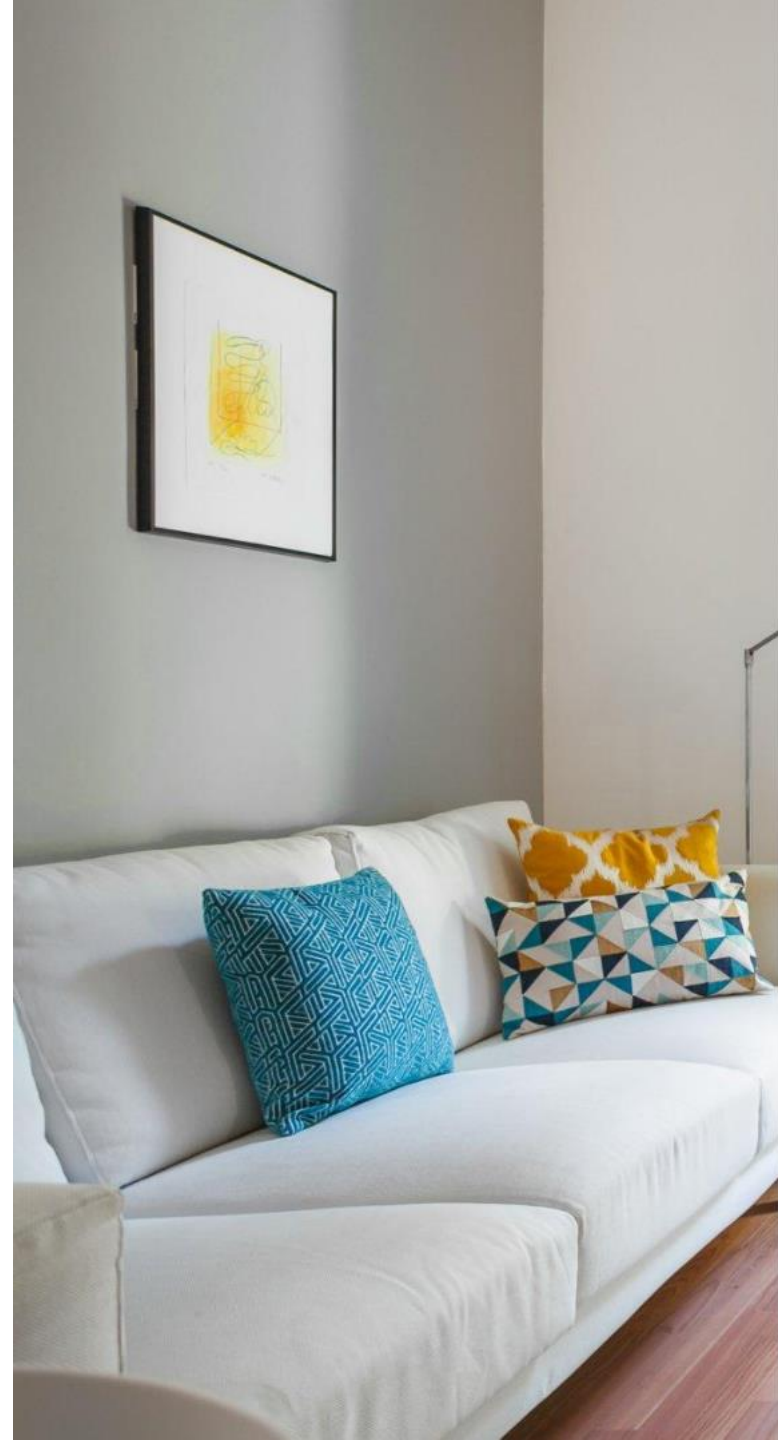
Would you recommend us to your family and friends?

4 Probably not



How can we improve?





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



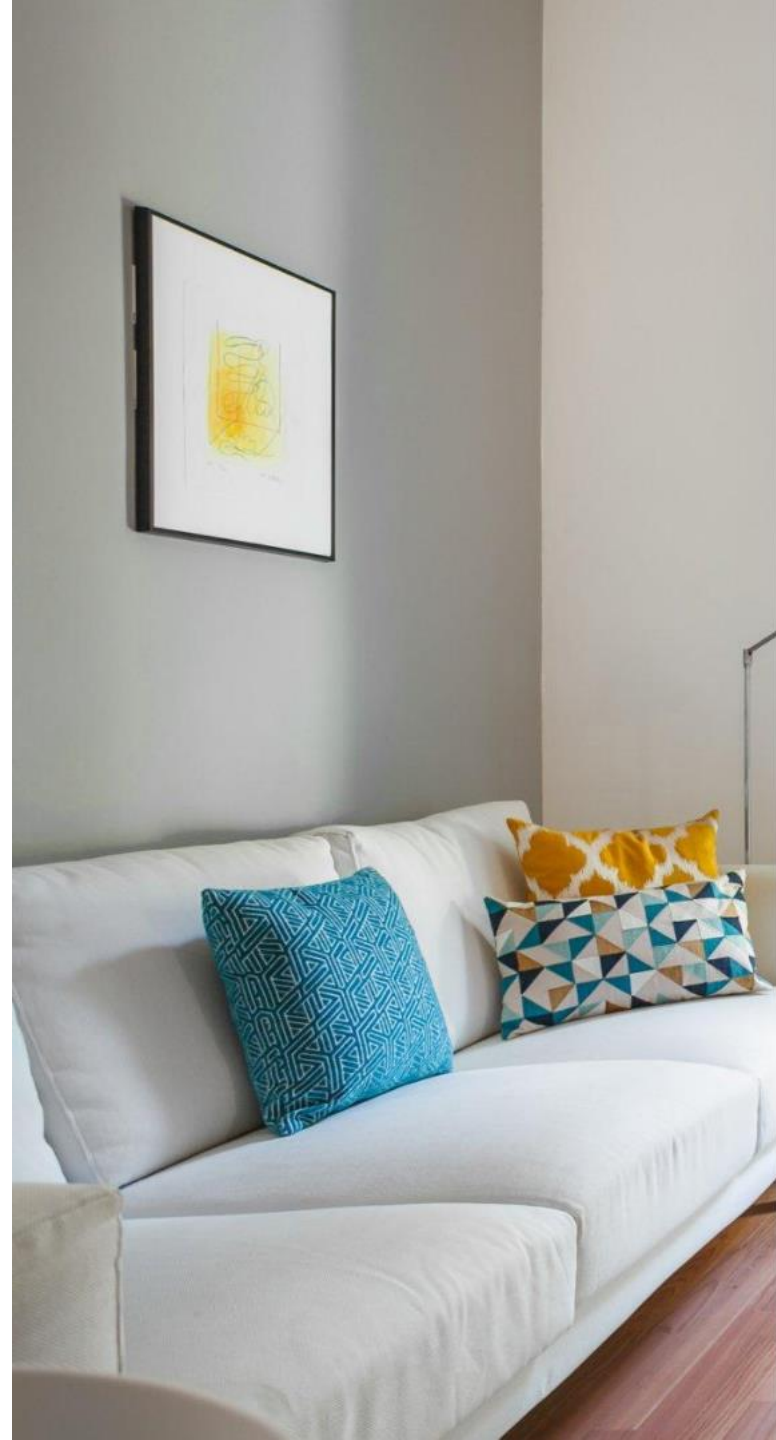
Would you recommend us to your family and friends?

6 Probably not



How can we improve?





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities



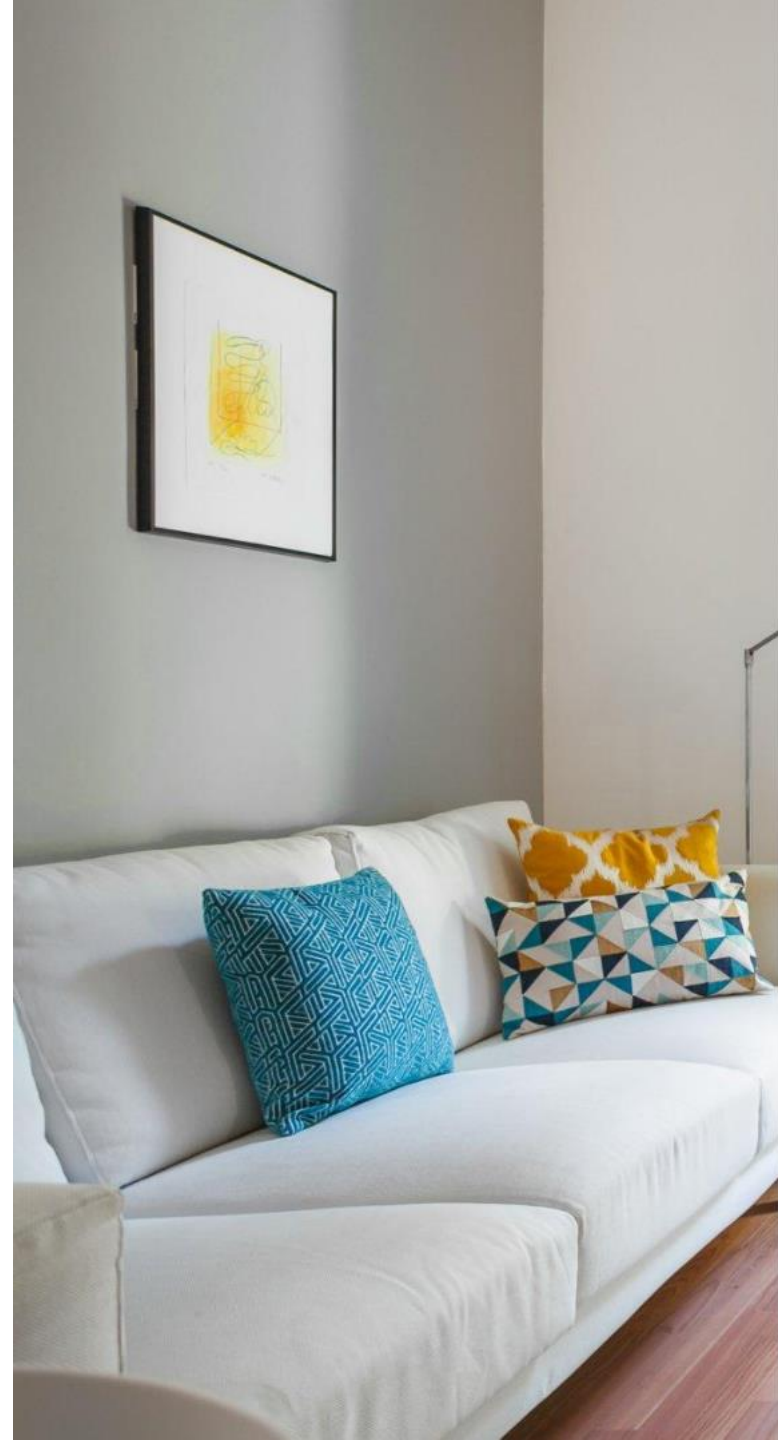
Would you recommend us to your family and friends?

8 Maybe



Thank you! Tell us what we did right





Beautiful Homes



Exceptional Hosts



Comfort



Great amenities




Would you recommend us to your family and friends?

10 Definitely



Thank you! Tell us what we did right





Thank you
for your
feedback

We are improving our
website services





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OPINATOR





How was your experience talking with our Customer Care representative today?



BAD



NORMAL



GOOD



EXCELLENT

After your experience with our Customer Care representative, how likely is it that you will recommend us to your family and friends?

7 Maybe



Please let us know how we can improve

SUBMIT

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OPINATOR





DRIVING EXPERIENCE



SAFETY



BATTERY LIFE



STYLING



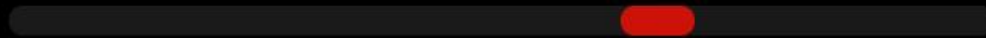
CLIMATE SYSTEMS



Which is the most important capability to you?



BASE SPECIFICATIONS

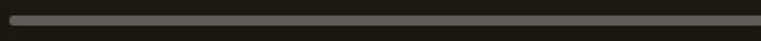


Submit

Give it a try and enjoy!



Top 500 Road Trip Songs



- | | | |
|---|--|------|
| 1 | Rather Be (feat. Jess Glynne)
Clean Bandit, Jess Glynne | 3:47 |
| 2 | Counting Stars
OneRepublic | 4:17 |
| 3 | Sitting, Waiting, Wishing
Jack Johnson | 3:03 |
| 4 | All Summer Long
Kid Rock | 4:56 |
| 5 | Hall of Fame
The Script, will.i.am | 3:22 |
| 6 | She Will Be Loved
Maroon 5 | 4:17 |

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OPINATOR

... ¿y qué es lo que más te ha gustado?



¿Hay alguna prenda que no pudieses encontrar en nuestra tienda?

Sí

No

¿Cómo valorarías tu experiencia de hoy visitando nuestra tienda?

3

P&B

MUY MALA

EXCELENTE



Which drink do you prefer?



Submit



WE WANT TO HEAR FROM YOU!

HOW WAS THE OVERALL ATMOSPHERE IN THE STORE?

9



Not at all
enjoyable

Very
enjoyable

WHAT WORDS COME TO YOUR MIND WHEN YOU THINK
ABOUT KIPLING?



Fun



Fashion



Functional



Durable



Travelling



Other



during your visit?



Displays

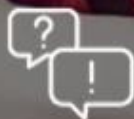


Products



Images/video

... and what did you like the most?



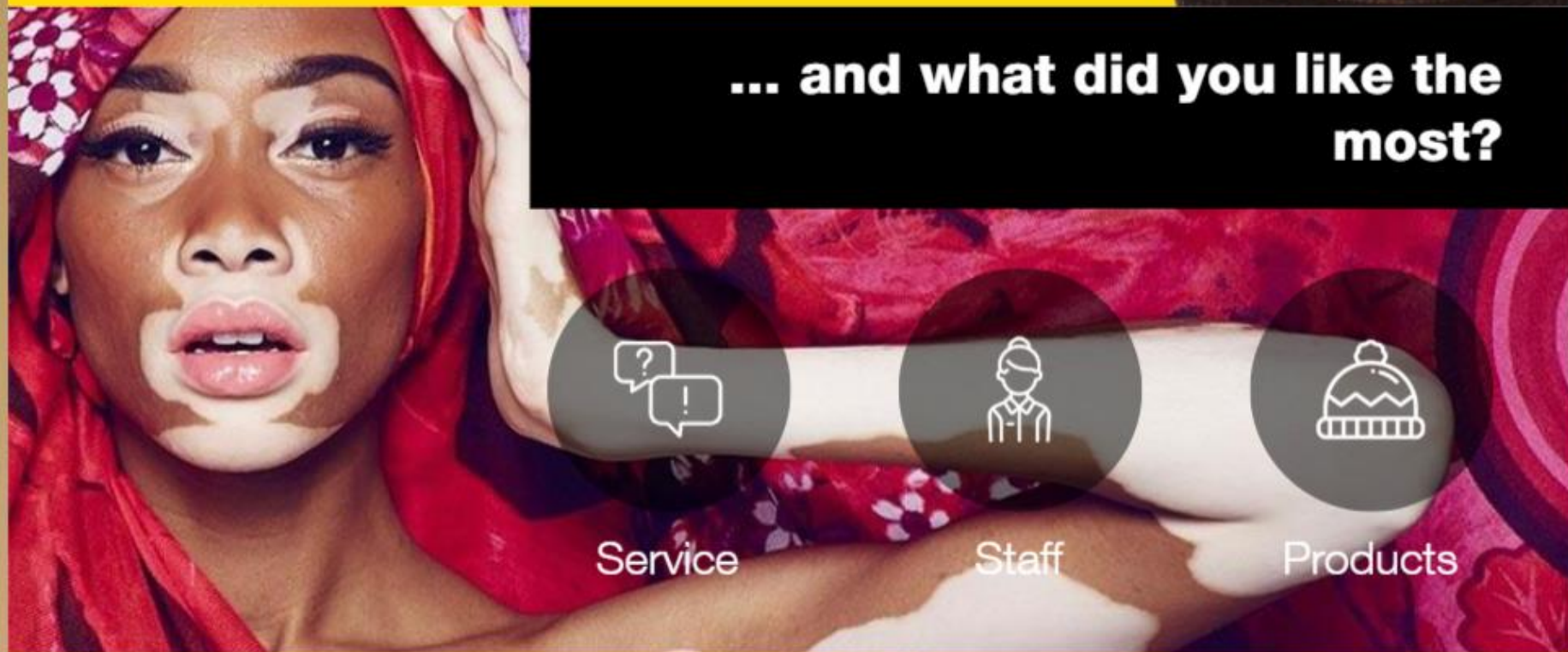
Service



Staff



Products

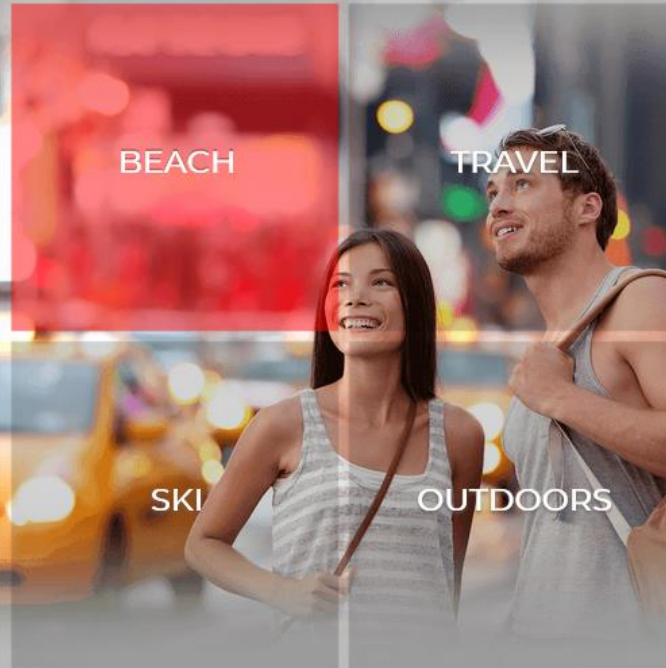




BEEFEATER
LONDON



What's your dream vacation?



BEACH

TRAVEL

SKI

OUTDOORS

How do you like your Beefeater?



B&T
Beefeater Dry.



NEGRONI
Beefeater Dry.



GIN & IT
Beefeater Dry.





Lee[®]

WE VALUE YOUR FEEDBACK

YOU ARE



FEMALE



MALE

HAD YOU PLANNED A VISIT TO OUR LEE STORE TODAY?

YES

NO

HOW EASY WAS IT TO SHOP IN THE STORE?

8



Not easy at all

Extremely easy





What was the best during your visit?



Displays



Products



Photobooth

**How would you rate your experience visiting
our store today?**



IBERIA



You are the DJ!

What songs would you like us to play during
take-off and landing?



Maroon 5 | Sugar



Sugar
Maroon 5

0:08



Ellie Goulding | Love Me Like You Do



Love Me Like You Do - From
Ellie Goulding

4:13



MEN

THE PERF

Shop Men's



WE HAVE THE JEANS FOR YOU

Who are the jeans for?


MAN



WOMAN



Gender

 I'M LOOKING FOR...



Please select **two attributes** you consider the most important when visiting one of our offices:



After your experience with our agent, how likely is it that you will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

Slide >>>



NOT AT ALL
LIKELY

EXTREMELY
LIKELY

SUBMIT

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OPINATOR™

After your experience with our agent, how likely is it that you
will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

3



NOT AT ALL
LIKELY

EXTREMELY
LIKELY

SUBMIT

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OPINATOR™

After your experience with our agent, how likely is it that you
will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

8



NOT AT ALL
LIKELY

EXTREMELY
LIKELY

SUBMIT

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OPINATOR™

After your experience with our agent, how likely is it that you
will recommend us to your family and friends?

- SLIDE THE RACECAR TO SELECT A VALUE -

10



NOT AT ALL
LIKELY

EXTREMELY
LIKELY

SUBMIT

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OPINATOR™



我们想聆听您的购物意见

让我们知道您在店内的体验

If you want to switch to English [click here](#)



品类

请选择您浏览过的:



结账区的服务

迅速并且礼貌



78%

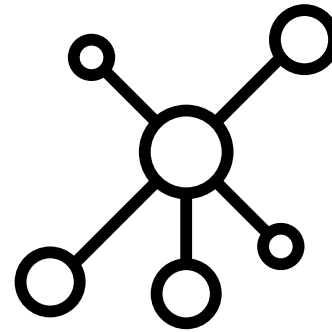
RESPONSE

RATE!

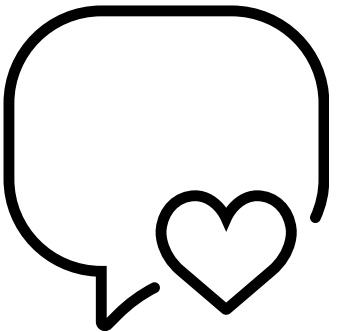
SMART 2-WAY PERSONALIZED INTERACTIONS



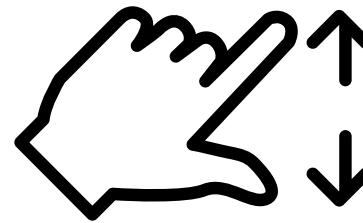
Simple and FAST! generation of **Interactive Multimedia Content** for Customer Experience Management, VoC, surveys, Market Research, campaigns, promotions, contests, etc.



Easy integration **in any process and channel** (websites, mobile apps, mail, social networks, chatbots, etc.).



Emotionally engaging OPIs enable instant, **two-way**, and context-dependent communication with customers.



Fully **responsive design** guarantees a perfect experience for every user in every device.



chatbots



Whatsapp / Messenger



website



mail



digital interactive
points



phone / IVR



QR codes



sms



social networks
(Facebook, Twitter, ...)



mobile
apps

OMNICHANNEL



OPIbox!

Fast & Easy Feedback Collection





SEAT

Technology
To Enjoy.



Wir sind Perfektionisten und wissen, dass oft ein kleines Detail den großen Unterschied macht. Und weil dieses Detail wirklich jedes Element sein könnte, sorgen wir dafür, dass einfach alles die bestmögliche Qualität hat.

Wie wir das machen? Zum Beispiel indem wir Sie einladen, Ihren Besuch bei uns zu bewerten.

Vielen Dank für Ihre Hilfe.

OPINATOR®

The image shows a white SEAT OPINATOR kiosk with a red and white graphic design. It features the SEAT logo, the slogan 'Technology To Enjoy.', a picture of a SEAT car, and a survey interface on its screen. The kiosk is positioned in a modern office or showroom setting.



rellena nuestro
cuestionario

Juana Martín Plaza
Directora de la oficina

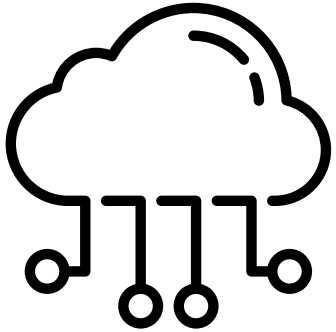


GRACIAS,
por tu visita

The image shows a Santander kiosk with a white and red design. A woman, Juana Martín Plaza, is standing next to it with her arms crossed. The kiosk screen displays a survey titled 'Santander' and '¿Cuánto tiempo te tardas en hacer un depósito?' with a '10 segundos' timer. The kiosk is located in a modern office or showroom setting.

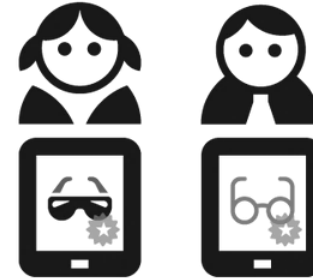
REAL-TIME DECISIONING INSTANT ACTION

OPINATOR®



Multi-Response System

Reply instantly to each customer with the right response in every situation to build meaningful and profitable interactions.



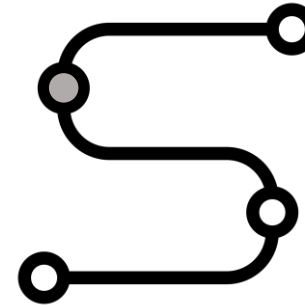
Personalized Interactions

OPIs generated dynamically and optimized for each customer, segment, point of contact, channel, device, etc.



Actionable Intelligence

Combined processing in real time of information provided by customers + existing data to instantly take the best action.



Omnichannel Saturation Control

Dynamic generation of unique customer journeys based on past history of interactions.



A promotional image for a performance featuring two acrobats in white leotards suspended by thin wires against a city skyline at night. The acrobat on the left is in a horizontal pose, while the one on the right is in a more dynamic, angled pose. The text 'RIGHT TIME' is prominently displayed in the upper center.



**RIGHT
TIME**

**RIGHT
PLACE**

Your Information	Customize Account	Fund Account	Verify & Submit
<u>Step 1</u> Your Information	<u>Step 2</u>	<u>Step 3</u>	<u>Step 4</u> All fields are required.
Personal information			
First name	MI	Last name	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Social Security number Why do we ask for this?			
<input type="text"/>			
Driver's license or valid ID Why do we ask for this?			
<input checked="" type="radio"/> I have a driver's license / state identification			
Number	State issued		
<input type="text"/>	Select one ▼		
Expiration date MM/DD/YYYY			
<input type="text"/>			
<input type="radio"/> I have an alternate form of identification			
Date of birth MM/DD/YYYY			
<input type="text"/>			

You are applying for
United Bank Everyday Checking

Still have questions?

 **Call Us** 

Trigger: User abandons an online application process.

Contextual & Event-Driven Feedback

Your Information

**Customize Account**

Fund Account

Verify & Submit

Customize Your Account

Sign up for United Bank Online®

Online Banking

☒ **Yes, I would like free, secure online access to my accounts.**

As a **United Bank** Banking customer, you can manage your account anytime, from anywhere you have internet access.

Choose your checking account options

Account purpose

Select one ▼

Bill Pay

☐ **Yes, I would like to sign up for Bill Pay.**

Use Bill Pay to make payments online. Not only will you save money on mailing expenses and late fees, but you'll be able to track your expenses and payments online and receive email reminders when electronic bills are due.

Checks

☐ **Yes, I would like to order checks.**

Save yourself a trip to the bank by ordering United Bank Stagecoach Journey checks for your new account (check ordering fees will apply).

Overdraft Protection

☐ **Yes, I would like Overdraft Protection.**

Overdraft Protection can help you prevent overdrafts and returned items. If a transaction exceeds the balance in your checking account, funds from your linked account will be transferred automatically. A transfer fee may apply.

Debit Card Overdraft Service [Learn More](#)

United Bank may approve (authorize) your ATM and everyday ("one-time") debit card transactions (such as gas stations, grocery stores, restaurants, etc.) when you don't have enough money in your checking account to cover the transaction.

Before adding Debit Card Overdraft Service to your account, you must [read this important information](#) about overdrafts and overdraft fees.* You'll then have the opportunity to enroll in the service.

Cancel

Save for Later

Continue

checking account.

You are applying for

United Bank Everyday Checking

Still have questions?



Call Us





U



United Bank

Wouldn't you like to customize your account?

Please tell us why



TOO MANY
STEPS



LOAD TIME
IS TOO
SLOW



DON'T
HAVE ENOUGH
TIME



DON'T WANT
TO GIVE THAT
INFO

Please rate this online process:

3 Good



Do you have any comments or suggestions?

SUBMIT

OPINATOR™

Your Information

Customize Your

Sign up for Unit

Online Banking

☒ Yes, I would li

As a United Ba
internet access.

Choose your che

Account purpose

Select one

Bill Pay

☐ Yes, I would li

Use Bill Pay to make
you'll be able to track
due.

Checks

☐ Yes, I would li

Save yourself a trip to
(check ordering fees)

Overdraft Protection

☐ Yes, I would lik

Overdraft Protection c
in your checking acco
apply.

Debit Card Overdra

United Bank may app
stations, grocery store
cover the transaction.

Before adding Debit C



Online Security

are applying for

Bank Everyday Checking

ve questions?

I Us





United Bank

Online Security

Your Information



Customize Account



Fund Account

Verify & Submit

You are applying for

United Bank Everyday Checking

Deposit Funds Into Your Account

All fields are required.

Select the source of your deposit

You're almost finished! Simply let us know how you'd like to make your opening deposit.

Amount of initial deposit

Wells Fargo Everyday Checking

\$25 minimum

\$

Your funding source

Wells Fargo is committed to keeping your personal information safe.

Please select your payment method:

☐ Transfer from my account at another bank

\$500 maximum per account, may take up to 4 days for funds to arrive

☐ Charge my card



(credit, debit, or prepaid)

\$500 maximum per account

☐ I prefer to send a check or money order

Application will be processed when Wells Fargo receives deposit

Still have questions?



Call Us



Cancel

Save for Later

Continue



U

Your Information

Deposit Funds

Select the source of

You're almost finished!

Amount of initial dep

Wells Fargo Everyday
\$25 minimum

\$

Your funding source

Wells Fargo is committe

Please select your paym

☐ Transfer from my
\$500 maximum per acc

☐ Charge my card
(credit, debit, or pre
\$500 maximum per acc

☐ I prefer to send a
Application will be proc



United Bank

Why didn't you complete the final step?



I NEED MORE
INFO ABOUT
MONEY ORDERS



CONNECTION
LOST



I DISAGREE
WITH THE
MINIMUM AMOUNT



OTHER
REASONS

Please rate the application process:

3 Good



Do you have any comments or suggestions?

SUBMIT

OPINATOR™

Online Security

are applying for

Bank Everyday Checking

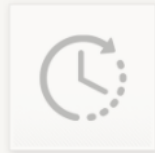
ve questions?

Us

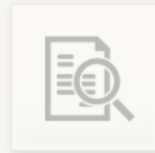


You have now exited the application process.
We'd like your feedback.

Why have you abandoned the process?



PROCESS IS
TOO LONG



I NEED MORE
INFORMATION



I DON'T HAVE THE
REQUIRED DATA



PROCESS IS
CONFUSING

Please rate this online process:

4 Very good

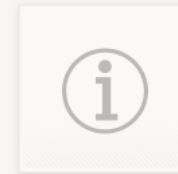


Do you have any comments or suggestions?

SUBMIT

Interaction in Step 2

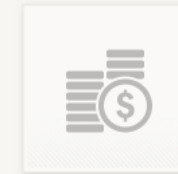
Why didn't you complete the final step?



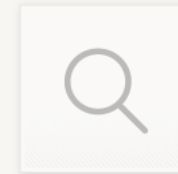
I NEED MORE
INFO ABOUT
MONEY ORDERS



CONNECTION
LOST



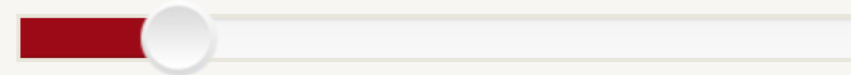
I DISAGREE
WITH THE
MINIMUM AMOUNT



OTHER
REASONS

Please rate the application process:

1 Poor



Do you have any comments or suggestions?

SUBMIT

Interaction in Step 3

vs.

PERSONAL

LOGIN

United Bank

United Bank

Looking account

We offer current accounts outside the UK

FIND OUT MORE

Applicants must be over 18.

Welcome to Online Banking

User ID

Mary

Password

.....

Forgot your password?


Log In

OPINATOR


United Bank


Make a wish!


Hello Mary, you have up to \$6000 credit!




Which dreams can that make come true?


EDUCATION


PERSONAL


TRAVEL


CAR


Excellent choice! Click below and...

Go for it!

United Bank

Make a wish!

Congratulations Mary:



You have a preapproved line of credit for TRAVEL!

Select the desired installments and the credit amount to make that wish come true:

How much do you need?

PERSONAL

LOG IN

United Bank

Search

Looking for an account?

We offer current accounts outside the UK

FIND OUT MORE

Applicants must be over 18 years old.

United Bank

Welcome to Online Banking

User ID

John

Password

Forgot your password?


Log In

OPINATOR™


United Bank


Make a wish!


Hello John,
you have up to
\$2000 credit!




Which dreams can that make come true?


EDUCATION


PERSONAL


TRAVEL


CAR

Excellent choice! Click below and...


Go for it!

OPINATOR™

United Bank

Make a wish!

Congratulations John:




You have a preapproved line of credit for CAR!

Select the desired installments and the credit amount to make that wish come true:

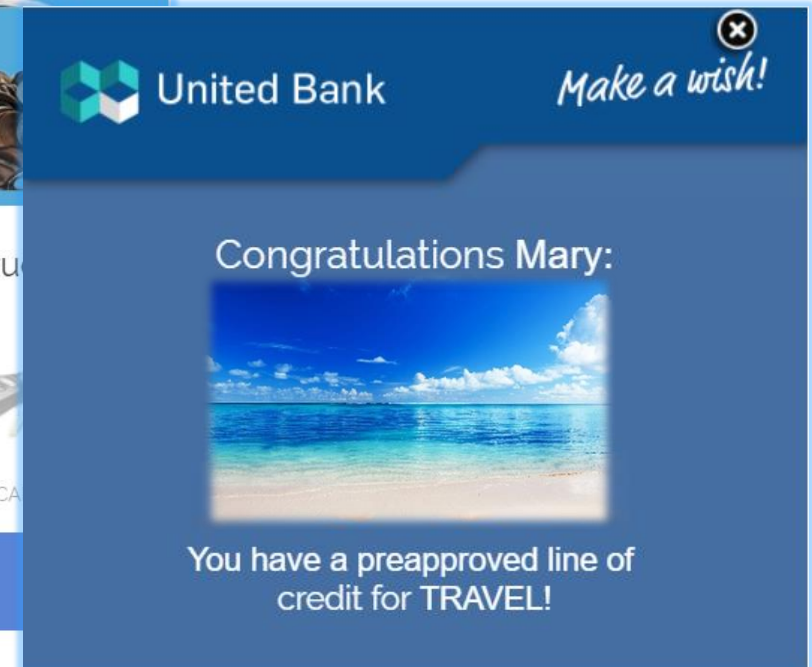
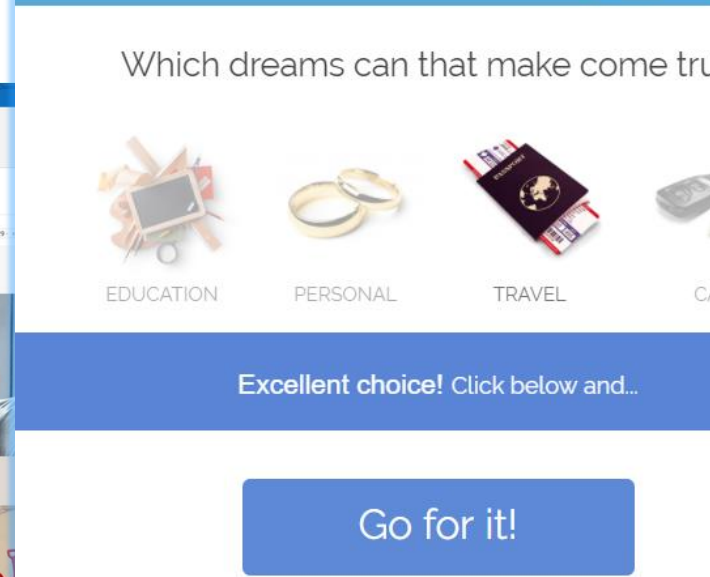
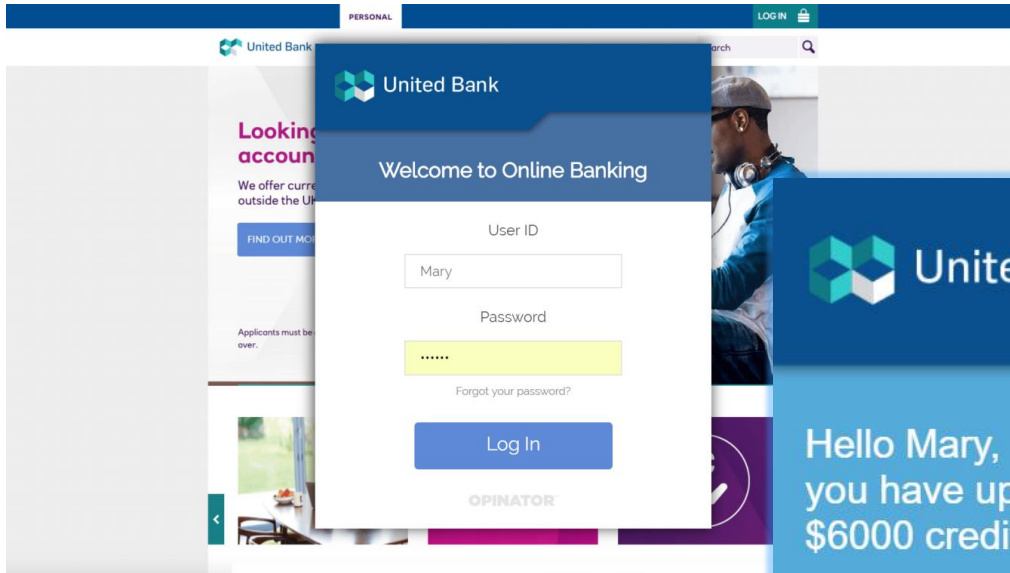
How much do you need?

2000



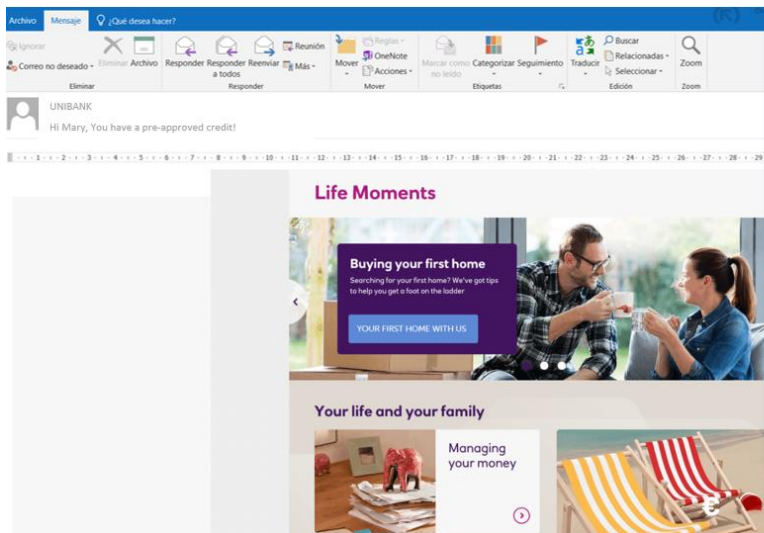
Multichannel + Saturation

Control



Select the desired installments and the credit amount to make that wish come true:

How much do you need?



SMART
INTERACTIONS



ACTIONABLE
INTELLIGENCE



VALUE
GENERATION IN
EACH CUSTOMER
TOUCHPOINT



Which word comes to your mind
when you think about The North Face?



What do you like about our stores?

Please select below

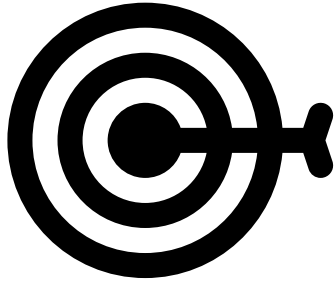


Was the information provided by the Sales Assistant clear?

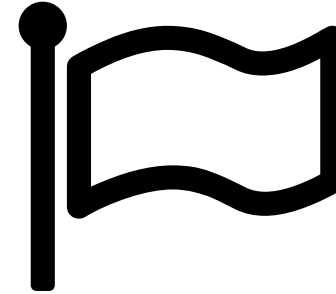


ADVANCED ANALYTICS & CLOSE THE LOOP SYSTEM

OPINATOR®



Extensive actionable insights for a **perfect matching of experiences** with business objectives.



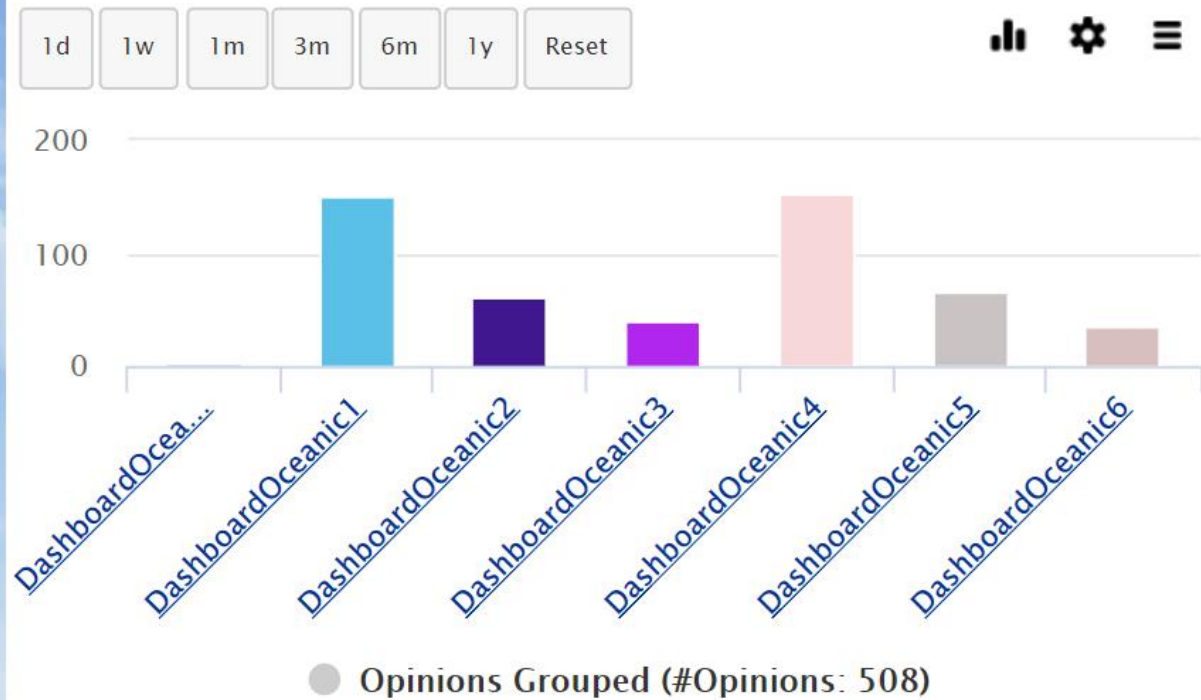
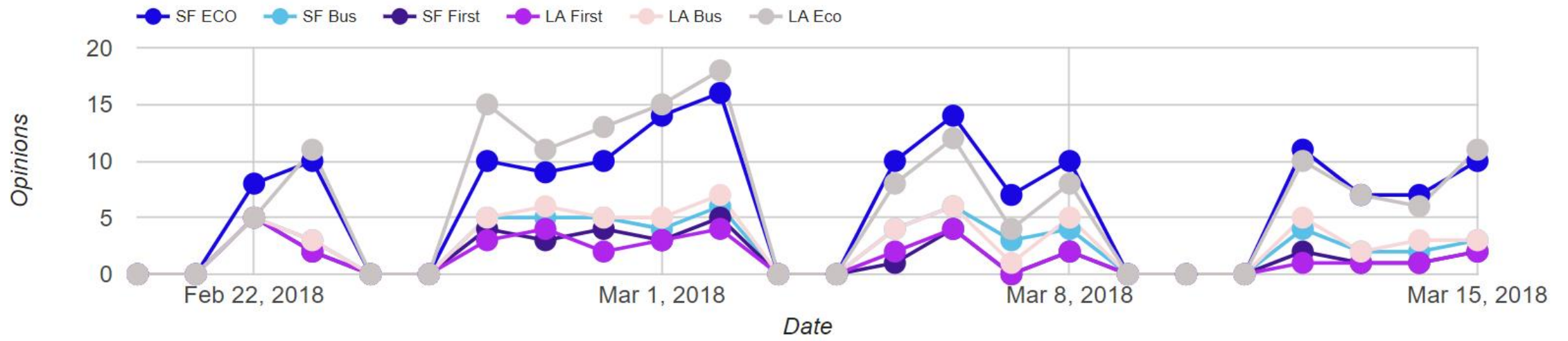
Immediately actionable customer feedback. Instant generation and distribution of **tickets, red and green flags** to the appropriate people in the organization.



Fully **configurable & customizable** dashboards. Numerous design and filtering options for each element or KPI.



Quantitative and Qualitative (Natural Language Processing) analysis of each interaction.



OPI	Visualizations	%	Opinions	NPS %
LA Eco	162	95.0 6%	154	0.65
SF First	47	82.9 8%	39	35.9
SF Bus	74	82.4 3%	61	16.39
SF ECO	209	73.2 1%	153	7.19



NEVER STOP EXPLORING™

MONITORING RESULTS DASHBOARD

REPORTING PERIOD FROM 06/09/2015 TO 18/11/2015

This dashboard measures customer satisfaction after their visit to The North Face Store. It presents the ratings and data in an interactive and dynamic way.

Placing the mouse pointer over each graph will show additional details. The charts are continuously updated with the latest data received.



- OVERALL RESULTS -

TOTAL OPINION COUNT

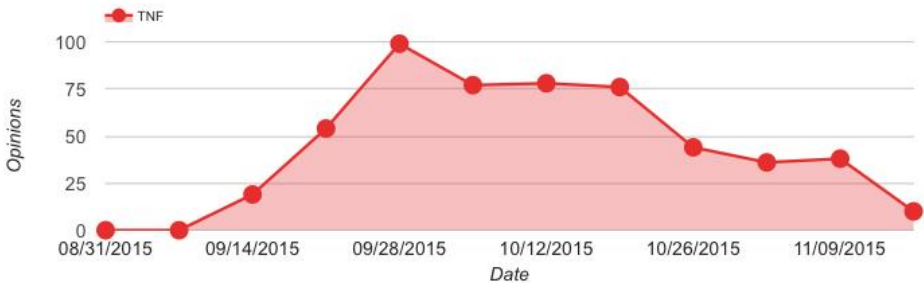


Average



Interactions

WEEKLY TREND



OPI	Visualizations	Opinions
TNF	910	531



MONITORING ON THE SPOT RESULTS

REPORTING PERIOD FROM 16/07/2015

DASHBOARD

This dashboard measures customer satisfaction after their visit to the **Martini Terrazza at the Expo Milano 2015**. It presents the ratings and data in an interactive and dynamic way. Placing the mouse pointer over each graph will show additional details. The charts are continuously updated with the latest data received.

OVERALL RESULTS

OPINION COUNT IN ENGLISH



Average



Interactions

OPINION COUNT IN ITALIAN



Average



Interactions

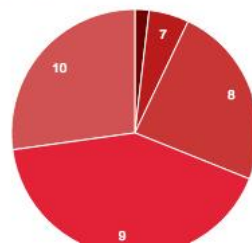
DETAILED RATING BY QUESTIONS

1. How would you describe your overall experience at the Martini Terrazza?

SCORE RANGE:

- 0-1 Very dissatisfied
- 2-3 Dissatisfied
- 4-5-6 Neither
- 7-8 Satisfied
- 9-10 Very Satisfied

6 7 8 9 10



Average



MONITORING RESULTS DASHBOARD

REPORTING PERIOD FROM 13/09/2015



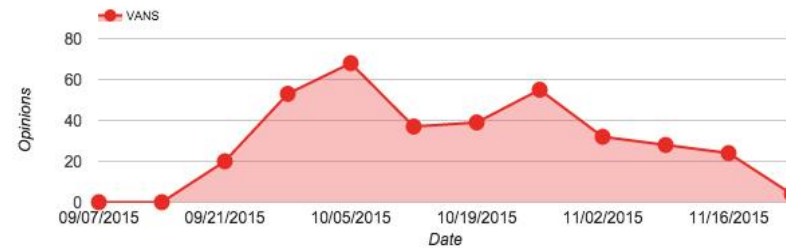
- OVERALL RESULTS -

TOTAL OPINION COUNT



Interactions

WEEKLY TREND



OPI	Visualizations	Opinions
VANS RETAIL-IT-Footwear	253	142
VANS RETAIL-EN-Footwear	136	83
VANS RETAIL-IT-Apparel	88	57



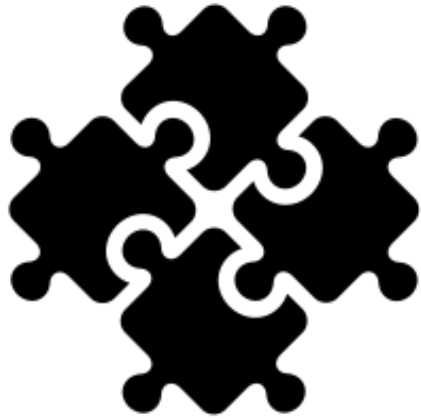
- REPARTITION BY COUNTRY -

UK

ITALY

INTEGRATION, SECURITY & SCALABILITY

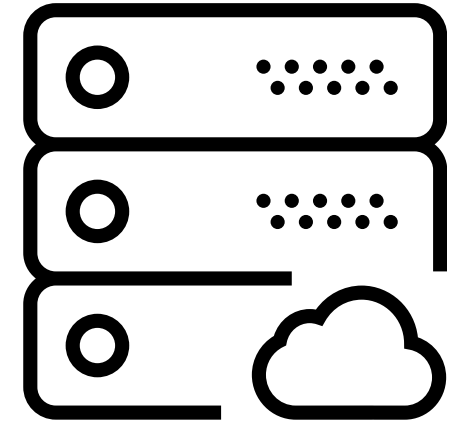
OPINATOR®



Open Platform (front and back end). Agile integration with CRMs and other systems.



Advanced Security
Enterprise-grade security controls and policies trusted by some of the largest banks in the world.



Hosted on AWS
Dynamic scalability.
Currently supporting 300M+ end users.

- Personalized Customer Experience Management.
- VoC / Customer Insights.
- Customer acquisition. Lead Generation.
- Upsell, cross-sell, repeat sales. Increased Loyalty.
- Referral programs (e.g. Member-get-member) amplified over public (Facebook, Twitter), and private networks (e.g. WhatsApp).
- Market research.
- Digital Assistants.
- Brand Awareness.



**THE NEW,
SMARTER
CUSTOMER
EXPERIENCE
MANAGEMENT**

**VISUAL / ENGAGING
EVENT-DRIVEN
REAL-TIME
TWO-WAY
CONTEXTUAL
USER-SPECIFIC
BEHAVIOR-DEPENDENT
HISTORY-BASED
LOCATION
CHANNEL
DEVICE
ACTIONABLE
MEASURABLE**



BENEFITS

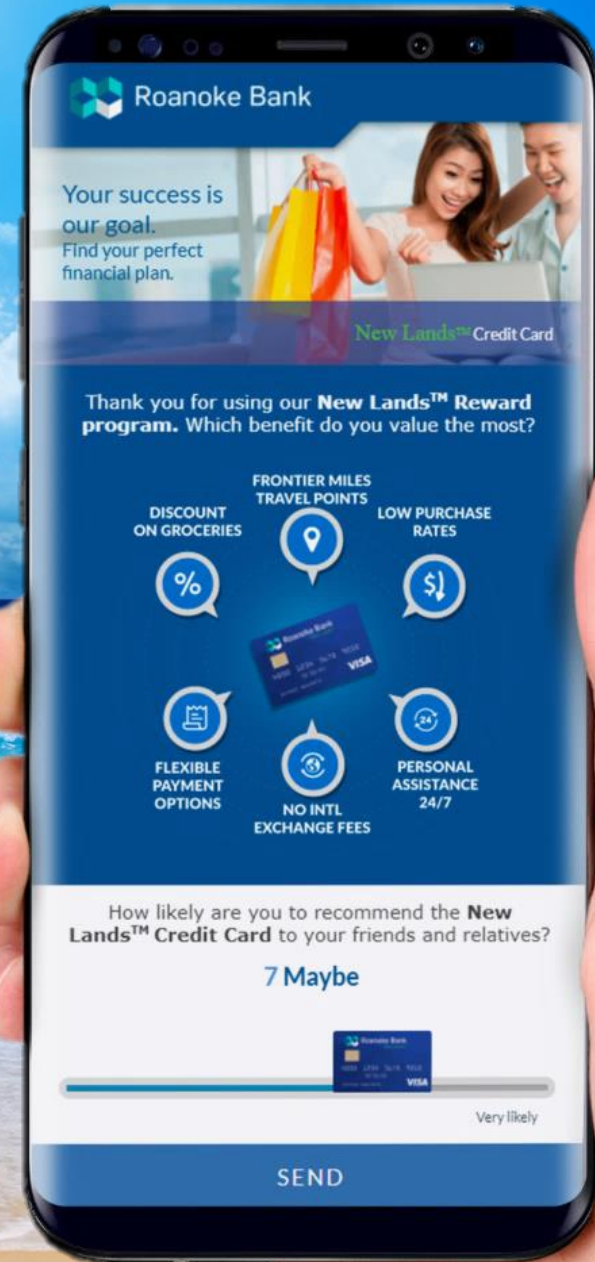
HIGHER RESPONSE RATES

REDUCED CUSTOMER EFFORT

BETTER INSIGHTS

VALUE GENERATION

MEASURING AN EXPERIENCE IS AN EXPERIENCE IN ITSELF!





EMOTION

INTELLIGENCE



FAST!





FLEXIBLE

END-TO-END





¡MUCHAS GRACIAS !

OPINATOR[®]

David Solana

Co-Founder & CMO
dsolana@opinator.com