



SaaS Consulting
Group

THE CUSTOMER EXPERIENCE APP

BOOST THE EFFECTIVENESS OF YOUR CUSTOMER SUCCESS TEAM

What is it?

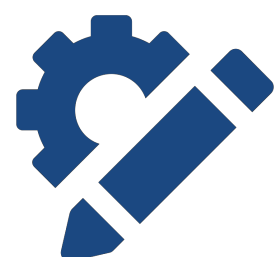
The Customer Experience App (CX App) enhances your organization's Customer Success function and is configured completely within the Salesforce environment. The application's customer-centric focus allows your teams to effectively manage their workload throughout each customer lifecycle stage. The system design provides a centralized location to address the evolving needs of your business, while elevating relevant KPIs for your leadership teams to effectively manage your customer retention.

Key Benefits



The Power of Salesforce

Built completely on the Salesforce platform and configured through standard and custom Salesforce automation. Leverage the native features of Salesforce, while retaining the core capabilities of the application.



Scalable and Customizable

The application is easily configured by your Salesforce Administrator to scale alongside your growing Customer Success team. Custom processes and integrations can be easily incorporate into the native application features.



Cost-Effective

Architected to meet the needs of your growing organization at a manageable price point.



KEY FEATURES

The following list of items are a representative sample of the application features, but do not constitute the exhaustive list of application features. Contact sales@saascg.com for additional information.



Macro-Level Customer 360

Surface actionable insights to the relevant stakeholders in real time. Customizable layouts to ensure you represent the necessary details relevant for your CSM's next step(s). All standard and custom objects, processes and components specific to your organization can be made readily available to your team members.



Customer Scoring Model

Configure custom scoring models to monitor the performance of your customers based on KPIs tied to your products and services writing code. Records are generated on a monthly cadence, while updates are initiated on a daily basis in order to retain visibility throughout the customer lifecycle.



Performance Monitoring Tool

Track shifts on relevant customer KPIs and escalate them to your CS team. System records are accompanied with critical information, including playbooks, which streamline the resolution process across your organization.



Customer Feedback Tool

Capture feedback from your customers regarding their satisfaction with your products and services. Framework seamlessly integrates with your third-party survey tool to capture results inside of Salesforce.



Customer Planning Module

Plan, prioritize and document the goals, initiatives and outcomes of your customers. Streamline your strategic engagements throughout various points within the customer journey. More effectively manage the immediate and long term needs of your customers.



Reporting Analytics and Insights

Elevate relevant insights customer to relevant stakeholders through the standard Salesforce reporting and dashboard functionality . Dynamic filters are available to ensure the relevant information is elevated to the stakeholders based on user, profile, or role.