Customer Experience (CX)

Make every customer interaction count

Unify feedback, AI insights, and strategy to turn expectations into exceptional experiences.

Summary

- ▶ Design and optimize every touchpoint with AI-powered customer experience solutions
- ▶ Engage customers directly through co-creation communities to shape better experiences
- ▶ Pinpoint performance drivers with location- and segment-level interaction insights
- ▶ Track progress with industry benchmarks and performance comparisons
- ▶ Get a full-picture view of your customer journey to drive loyalty and business growth

In today's hyperconnected world, customer expectations are accelerating faster than brands can respond. Two thirds of consumers feel that brands aren't keeping up with them, and 55% feel customer experiences are getting worse. Great customer experience (CX) isn't just about fixing issues, it's about designing the right experiences from the beginning.

Built on our AI-native experience management platform, Ignite®, SMG's customer experience solutions help brands design, measure, and optimize CX at every touchpoint.

What is customer experience?

Customer experience (CX) is the total perception customers form based on every interaction they have with your brand, from discovery to purchase to support. It includes how easily they navigate your website, how they're treated in-store or on the phone, and how well your products or services meet their expectations. A strong CX strategy connects teams across operations, marketing, and support to deliver consistent, satisfying experiences at every touchpoint.

Why it matters

Too often, organizations treat CX as a post-sale metric, focused only on issue resolution or survey scores. But that reactive model doesn't reflect how today's customers make decisions. In reality, every moment contributes to loyalty or attrition. When experiences fall short—whether due to friction, inconsistency, or unmet expectations—customers take notice and often take their business elsewhere. SMG helps brands take a proactive, connected approach to CX by turning real-time feedback into action and aligning internal teams around customer expectations.

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How SMG can help

With Ignite®, you can get 24/7 access to the customer insights that matter most, along with clear direction on where to focus your time and resources, through our unique blend of digital communities, interaction-based intelligence, and AI-powered tools.

Co-creation communities: Drive stronger innovation and achieve better market fit by engaging customers in open, ongoing conversations that inform the decisions shaping their experience.

Interaction-based intelligence: Drive continuous gains in location- or segment-specific financial performance and loyalty with actionable intelligence across customer touchpoints.

AI-powered CX with Ignite: Move faster from feedback to action with customer sentiment assessments, trend identification, operational alerts, and recommended actions.

Benchmarking: Understand your performance when stacked up against the competition with our industry-leading portfolio of four benchmark datasets.

Role-based dashboards: Make informed decisions with intuitive, customized dashboards that deliver only the data you need depending on your role.
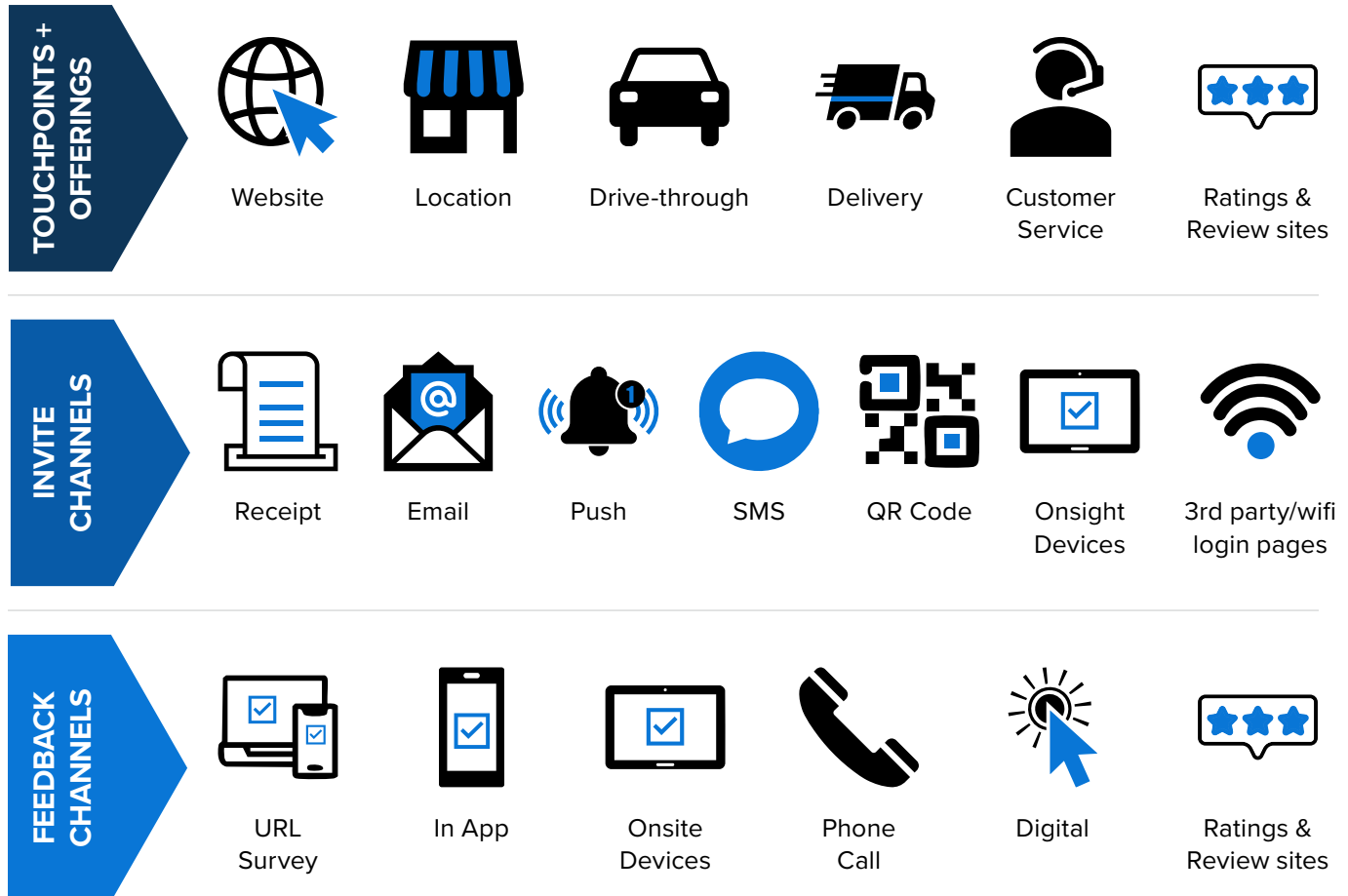
Unified Experience Management®: Maximize loyalty and drive revenue growth by connecting customer experience data with brand and employee insights, creating a complete, unified approach to experience management.

CX built for you

Capture actionable insights across all experience touchpoints in your journey so you can drive the improvements that matter most.

TOUCHPOINTS + OFFERINGS

| Website | Location | Drive-through | Delivery | Customer Service | Ratings & Review sites |

INVITE CHANNELS

| Receipt | Email | Push | SMS | QR Code | Onsight Devices | 3rd party/wifi login pages |

FEEDBACK CHANNELS

| URL Survey | In App | Onsite Devices | Phone Call | Digital | Ratings & Review sites |

Additional benefits of working with SMG:

✓ Data you can trust

✓ Fraud prevention

✓ Incentive management

✓ Best-in-class survey design

✓ Built-in case management

✓ A dedicated team of industry experts

To learn how SMG can equip you to listen better, act faster, and outperform your competitors, visit **smg.com/free-demo**

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About Service Management Group

SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SwaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.