INTOUCH INSIGHT

Take action and drive value with your customer experience management software

"**Only 33%** of CX professionals say that their VoC is effective at driving action to improve customer experience." — Forrester Research

Introducing LiaCX™ - the only CEM software with Action Campaign™ technology designed to mobilize all levels of the organization to take measurable actions that lead to better business results.

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Delivering a brilliant customer experience has never been easier

With LiaCX Action Campaign technology you can:

Create targeted Action Campaigns to improve specific areas of the customer journey and business metrics	Assign specific actions to employees at different levels of the organization to improve processes and behaviors	Measure the impact of actions on specific business metrics and KPIs in real-time

Listen

- Custom survey creation
- Social media and online reviews
- Third-party integrations
- Mobile checklists
- Mystery shopping services

Interpret

- Dashboards and reporting
- Journey map visualizations
- Text analytics
- Predictive analytics

Act

- Action Campaigns
- Case management
- Triggers

Learn more at intouchinsight.com/cx