Customers leave analogue and digital footprints. Footprints which illustrate actual behaviour, what really happens when customers interact with your organisation. And actions speak louder than words. Are customers engaged with your organisation or are they disengaging themselves? The Underlined Hub for CX Analytics is designed to observe these actions, to see which journeys are really undertaken and why, so that you can finetune those journeys and optimise your CX performance.

Our mission is to enable you to anticipate your customer’s footprints every step of the way.

The Underlined Hub for CX Analytics © provides a powerful platform for managers, marketeers and customer experience professionals to discover the most important customer journeys that significantly impact business goals like improving customer experience, increasing revenue, improved loyalty, reducing churn and reducing costs.

CUSTOMER EXPERIENCE ANALYTICS

CUSTOMER’S FOOTPRINTS
Customer experience is everywhere, from marketing to customer service to the boardroom. It’s now generally recognised that personalised, efficient and engaging customer experience drives customer acquisition, brand loyalty and customer lifetime value. In fact, Forrester market research concludes that the revenue growth of companies leading in CX is 5.1 times that of laggards.

**WE VISUALISE AND INDICATE**

**ACTIONABLE CUSTOMER INSIGHTS**

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**THE UNDERLINED APPROACH**

Underlined has co-created its approach (Figure 1) and the Underlined Hub for CX Analytics with customers as well as expertise from two renowned Dutch universities: Tilburg University and the Eindhoven University of Technology. Underlined is located at their campus with the data science division; the Jheronimus Academy of Data Science (JADS) in ‘s-Hertogenbosch, the Netherlands. Irrespective of where companies stand in terms of data maturity, the service is designed in such a way that companies can benefit within weeks. All available data, structured or unstructured, is translated into usable insights using our data and text mining algorithms. Improving customer journeys is an iterative process, using the Underlined Hub for CX Analytics you will gain actionable insights every step of the way. Underlined works with various international partners to provide services outside the Netherlands.
THE UNDERLINED HUB FOR CX ANALYTICS ENHANCES CUSTOMER JOURNEY MAPPING

A traditional customer journey map is basically a visual illustration of the imagined steps of a customer journey, based on qualitative research. It provides a first understanding of the possible qualitative and emotional customer journey. With the qualitative approach, there is only so much you can uncover. Customer journey analytics however is based on data, i.e. real customer behaviour and can be used to enhance the qualitative and emotional observations. As well as being data driven it is also: comprehensive, at scale, real time and actionable. The Underlined Hub for CX Analytics offers a superior journey analytics platform built to aggregate and present data in an easy, practical and efficient way. This to facilitate engagement with your customers at the optimal time via the best possible channel. Furthermore it allows you to deliver the best experience at the lowest cost.

BASED ON THREE KEY INNOVATIONS

1. A DATA DRIVEN CX DASHBOARD
It provides a customised data driven CX dashboard based on the following three areas of knowledge and expertise: 1. The dashboard users' needs and expectations for KPI insights and visualisations 2. Where and how to get the (unstructured) data for these metrics (the data scan) and 3. Uniform standards are applied to the design of dashboards and dashboard suites in order to make them 'intuitive' for the end-users.

2. AGILE DATA GATHERING
It eliminates the complexity associated with traditional relational data warehouses and lakes, and replaces it with highly fluid, time series data structures that mirror actual behaviour. This in conjunction with sophisticated journey mining techniques such as text and process mining, vastly reduces data integration time and effort whilst improving the accuracy of the observations. Customers can start data flowing into the platform within days, and discover meaningful customer insights in weeks.

3. INTELLIGENT JOURNEY VISUALISATION
It presents customer journeys in stunning visual clarity. An intuitive interface makes it easy to provide human guidance to the analytics and algorithms used. In this way, you can quickly extract meaningful information from billions of data entries without requiring the help of scarce data scientists who can be deployed elsewhere.

www.underlined.nl

GET STARTED NOW
READY TO LEARN MORE?
CONTACT UNDERLINED TO SCHEDULE A DEMO
The Underlined Hub for CX Analytics delivers real business impact

**IMPROVE CUSTOMER EXPERIENCE**
Uncover the paths that your most satisfied and dissatisfied customers take and the obstacles to a consistent and high quality customer experience. The Underlined Hub for CX Analytics helps you create a unified view of your customers, which is crucial to driving a personalised, engaging customer experience. Our customers typically enjoy a minimum 10 point NPS increase in year one.

**DECREASE COST**
Our experience shows that significant blockages occur in the typical customer journey, which can lead to undesired customer experiences and consequences for companies, the latter in the form of costly operational inefficiencies. For example: Underlined customers on average achieve a 20% reduction in unnecessary customer contact in year one.

**REDUCE CHURN**
By gaining a data driven understanding of customer preferences and identifying at-risk customers, marketing and customer experience teams can use the Underlined Hub for CX Analytics to prioritise opportunities to improve customer journeys and reduce churn.

**MAXIMISE MARKETING ROI**
By measuring and improving cross-channel efforts, as well as integrating with your existing marketing technology stack, the Underlined Hub for CX Analytics helps you get more value out of your existing marketing tools. The result is an improved Return on Marketing Investment.

**BOOST ACQUISITION**
The Underlined Hub for CX Analytics makes it easy to uncover high impact journeys that result in a purchase. Marketeers can leverage these insights, along with an understanding of preferences and behaviour, into campaigns that acquire new customers.