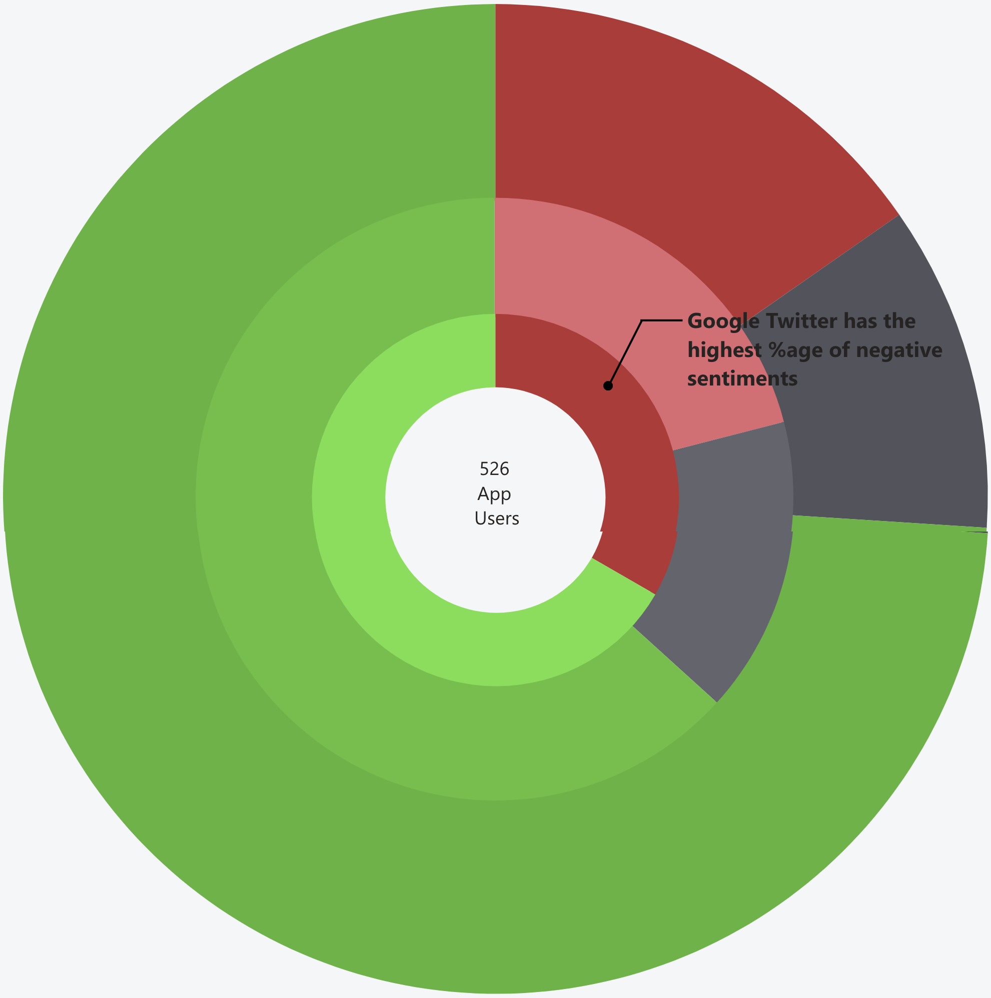
Sentiment Analysis of 3 Platforms

Targeting individuals of UNITED STATES.

EUROPE
ASIA
NORTH AMERICA
NY
757
Atlantic Ocean
Pacific Ocean
AFRICA
SOUTH AMERICA
Indian Ocean
AUSTRALIA
Microsoft Bing
© 2023 Microsoft Corporation
Terms

Our proprietary data model indicates a staggering 19.0 % of users have voiced a negative sentiment on the Wegmans Scan app across a plethora of today’s most trafficked platforms.



Google Twitter has the highest %age of negative sentiments

CX Metrics

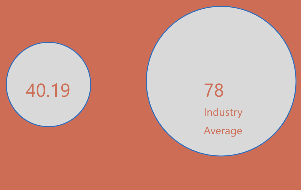
An inherently lower CX maturity level not only portrays Wegmans Scan abhorrently, but also barres users from utilizing core services; costing millions in revenue.

Turn towards your customers before they turn away from you.

Get ahead of their concerns.

Wegmans Scan

CSAT SCORE



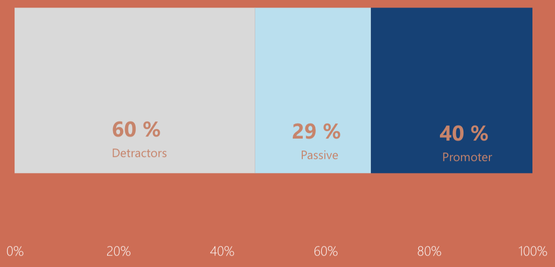
Average CSAT score for Banking*(derived in 2020) is 78

CSAT Score and Renewal Rate are the key parameters that help UX Design team track user satisfaction.

* American Customer Satisfaction Index

Wegmans Scan

Net Promoter Score -2%



NPS Score and Churn rate can help product teams identify loyal users.

Track Advocacy through online reviews

*monkeylearn.com

Industry Benchmark Average for

FCR

70%

As a CX Manager, you can count First Call Resolution (FCR) Escalations and resolution time for product and service quality

Call Center FCR Experts (SQM Group)

EW Bank

Formative Usability Score

Low

- What are the most significant usability issues preventing users from accomplishing their goals or resulting inefficiencies?
- What aspects of the product work well for the users? What do users find frustrating?
- What are the most common errors or mistakes users are making?
- Are improvements being made from one design iteration to the next?

What would 10%

improvement in Customer Experience mean to Wegmans Scan?

How Intelligaia can help?

Our CX Design Team work with - Leadership team, to design and execute customer experiences that
align to a company's strategic objectives and deliver results that

We do this by helping our clients answer key questions such as:

- What are the "moments that matter" both to our customer and to our business?
- How can we personalize our customers' experience based on their individual needs and their value to our business?
- How do we ensure that our CX investments are improving our customers experience and our top and bottom lines?