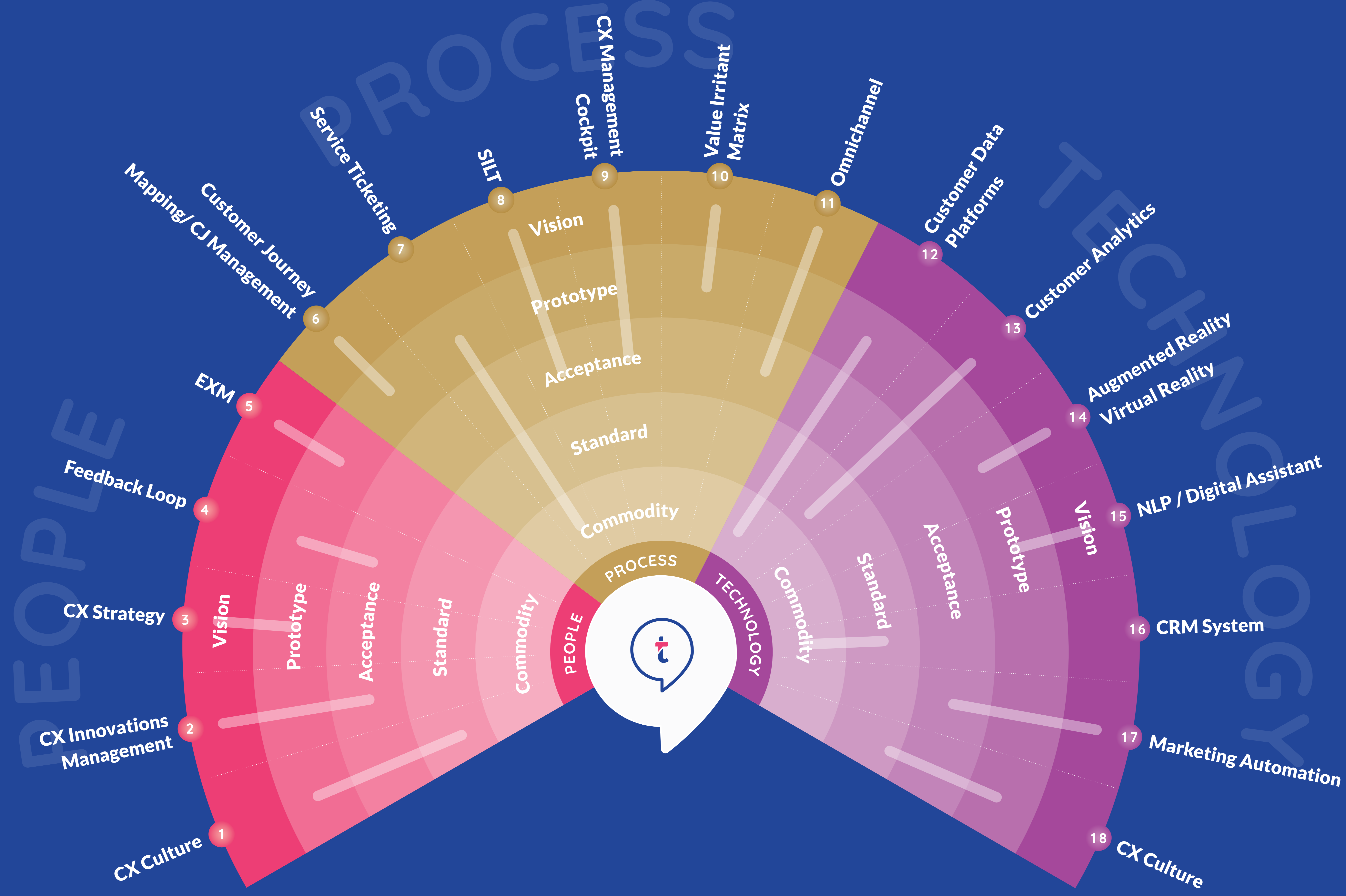


TREND RADAR

Use a structured and integrated approach when going about understanding what your customers want. Before creating the WOW factor, companies have to stop getting on the customers' nerves. This means that they have to analyze their service, develop a holistic plan, and ensure that they implement this plan using the right resources. This Trend Radar can be helpful with this.

Source: Prof. Dr. Nils Hafner



DEFINITIONS:

- 5 **EXM:** Employee Experience Management
- 8 **SILT:** The sequential incident laddering technique - more information here.
- 10 **Value Irritant Matrix:** A way companies take stock of incoming conversations. Its purpose is to get you to think critically about what types of conversations you're currently having, and how you can shift the ratio. To reduce low-value conversations, first figure out why customers are contacting you.
- 11 **Omnichannel:** An omnichannel customer journey consists of key interactions over multiple touch points between customer or prospect and a company during the point of sale and throughout the customer lifecycle. Customers expect a seamless experience — regardless of the device or communication channel they choose.
- 15 **NLP:** Natural Language Processing is a subfield of artificial intelligence which deals with the interaction between humans and computers. Simply put it's the science of gaining meaning from text data and enabling human-machine interaction in the simplest possible manner.

