



**CEMax**

# Company Profile

CEMax delivers a complete suite of innovative, Customer Experience Management, Customer Engagement and Voice of the Customer applications. Our customers include leading business enterprises in a wide range of industries including finance, healthcare, hotel chains, insurance, retailers, automobile, government and manufacturers.

## Solution Portfolio

CEMax enables business enterprises to create a superior customer experience, reduce churn, strengthen loyalty, and gain insight across the entire range of customer interactions.



### Customer Experience Management (CEM)

CEMax CEM helps you to learn and act upon customer feedback across all channels. CEMax CEM solutions ensure that feedback and complaints are processed and analyzed via CEMax engines. CEMax CEM helps you to reduce churn, strengthen brand loyalty and promote a long term customer life cycle.



### Customer Engagement Center (CEC)

With CEMax CEC you can engage more effectively across a wide range of customer interaction media. CEMax CEC enables you to standardize service activities, identify drivers of dissatisfaction, and learn how to improve performance across all business areas to strengthen brand loyalty.



### Voice of the Customer (VoC)

CEMax VoC enables you to “listen” to the customer and make sure the “customer voice” gets heard throughout the entire organization. CEMax creates a customer-centric focus across all service levels to deliver a superior customer experience that differentiates your brand from other companies.



## Key Strengths

The key strengths of the CEMax solution portfolio include:

- **Innovative Technology:** CEMax delivers an integrated platform with built-in business intelligence, text mining, adaptive workflow and self-improvement capabilities.
- **Reliable, Field Proven Solution:** CEMax solutions are in use by dozens of medium to large scale organizations with hundreds of end users.
- **Expertise and Know-How:** With years of experience in all areas of customer experience, the CEMax team makes sure you get the right solution to meet your business needs and objectives.
- **Tailored Turn Key Projects:** CEMax supports the full life cycle of your project from needs assessment, software customization, workforce management, professional training and ongoing technical support.

## Application Suite

CEMax delivers an innovative technology platform that includes a full suite of intuitive, professional and ready-to-use applications.



### Unified Inbox

Consolidate all complaints/feedback including letters, faxes, voicemail, email, SMS, live chat and social media.



### Correspondence Engine

Streamline daily tasks with an automated, personalized response for each customer.



### Dashboard & Reporting

Analyze big data and customer interactions with drill-down analysis of KPIs and detailed activity reports



### Adaptive Workflow

Generate an SLA procedure for service requests/feedback with scheduled tasks, escalation plans and alerts.



### Social Media Interaction

Collect and act-upon feedback from VoC channels, social network sites and media.



### Knowledge Management

Build a user-centric knowledgebase and ensure flow of information throughout the organization.

## Our Value Proposition

CEMax offers a triple-bottom-line value proposition that helps organizations to evaluate performance on three dimensions: Value to the User; Value to the Organization and Value to the Business. Our triple-bottom-line value proposition enables businesses to extract value across the entire scope of customer interactions and for each of the supply chain departments.

**Value to the User:** CEMax creates an efficient and productive environment by providing service professionals with a full suite of ready-to-use, customer-centric, service request and feedback applications.

**Value to the Organization:** CEMax enables you to streamline operations, open communication channels, standardize processes, analyze KPIs and ensure regulatory compliance across the organization.

**Value to the Business:** CEMax helps you to create a sustainable competitive advantage and to improve your bottom-line performance. With CEMax solution you can gain insight from customer interactions, enhance customer experience, strengthen your brand reputation, improve quality of services and products, and identify new sales and marketing opportunities.

## Contact Information

For further information about CEMax solutions visit our website at [www.c-m-x.com](http://www.c-m-x.com)

To schedule a meeting with a CEMax representative contact: [info@c-m-x.com](mailto:info@c-m-x.com)

