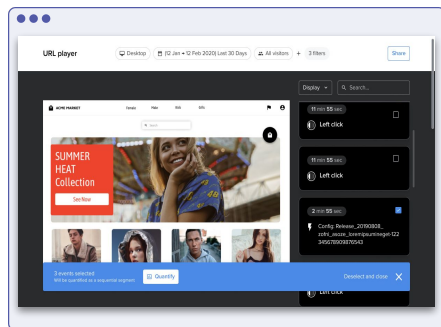
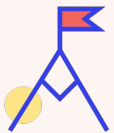


Contentsquare & GetFeedback

Integrate GetFeedback and ContentSquare for a look into the interplay between digital experience and customer feedback.



Customer journey insights are finally becoming operational at scale. Combining data from Contentsquare and GetFeedback Digital helps CX professionals quantify and discover the reasons why customers are experiencing friction and dropping off along their journey with your brand.



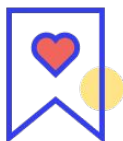
The challenge

Too often customers provide vague feedback about their digital experience which can leave CX and marketing teams guessing. Your teams need to work together cross-functionally to understand and fix the friction points that are causing low feedback scores.



The solution

Through the GetFeedback Digital & Contentsquare integration, visualize your customer's experience when they leave feedback. Further, combine quantitative and qualitative data to attribute conversion & revenue to specific feedback and prioritize which digital experiences to enhance or remediate.



Benefits

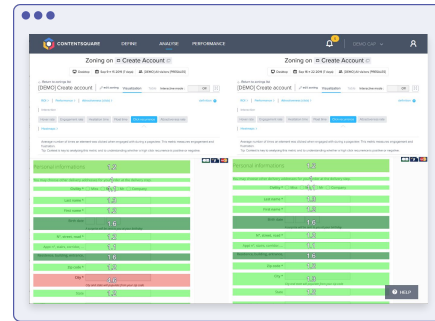
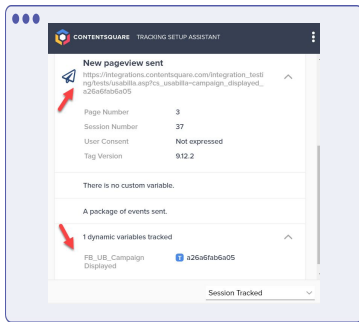
Visualize & empathize with your customers' experience by seeing exactly what issues your customers faced when leaving feedback.

Understand which journeys and behaviors are driving feedback most frequently.

Uncover the correlation between feedback scores and revenue to prioritize the right CX improvements that will drive an increase to your bottom line.

Align the entire team around the issues to resolve and ship fixes faster than ever before.

How Customers Use Contentsquare & GetFeedback Today

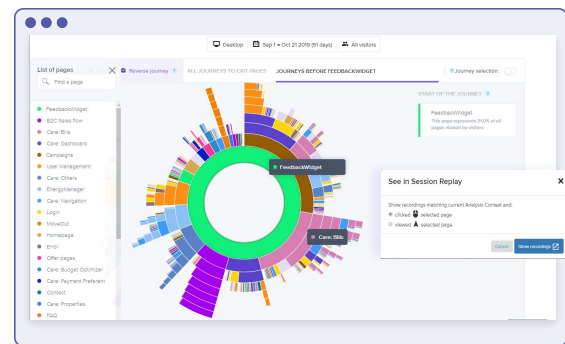
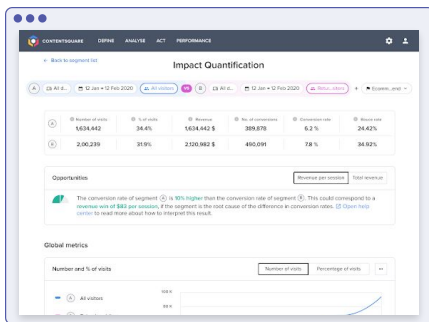


Visualize your Customer's Experience

In GetFeedback Digital, access the Contentsquare session replay link to view the individual's experience and get the full context behind their feedback. Respond to your high-value customers quickly and with context.

Segment by Feedback Score

In Contentsquare, create a segment for specific feedback scores to understand how happy customers behave differently from those with a lower score. Uncover the root cause of less than ideal feedback and find the right fix.



Quantify the Impact Feedback Scores have on Revenue

Surface the correlation between a low or high feedback score and understand its impact on conversion rates and revenue.

Uncover Journey's Leading up to Feedback

Using reverse journey analysis, see the most common paths leading up to specific types of feedback. Further, improve your response rates by surfacing the best timing and placement for feedback solicits in your visitor journey.



About

Contentsquare delivers the power to make the digital world more human. The leader in digital experience analytics, its AI-powered platform provides rich insight into customer behaviors, feelings and intent, enabling businesses to develop empathy, create lasting impact and build customer trust with security, privacy and accessibility.

Contact

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