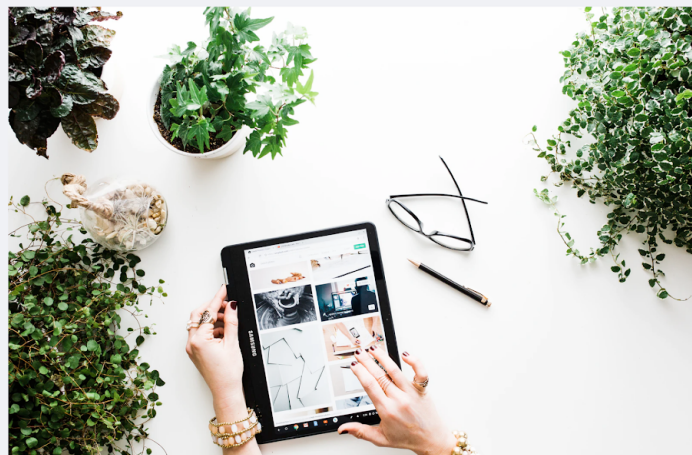
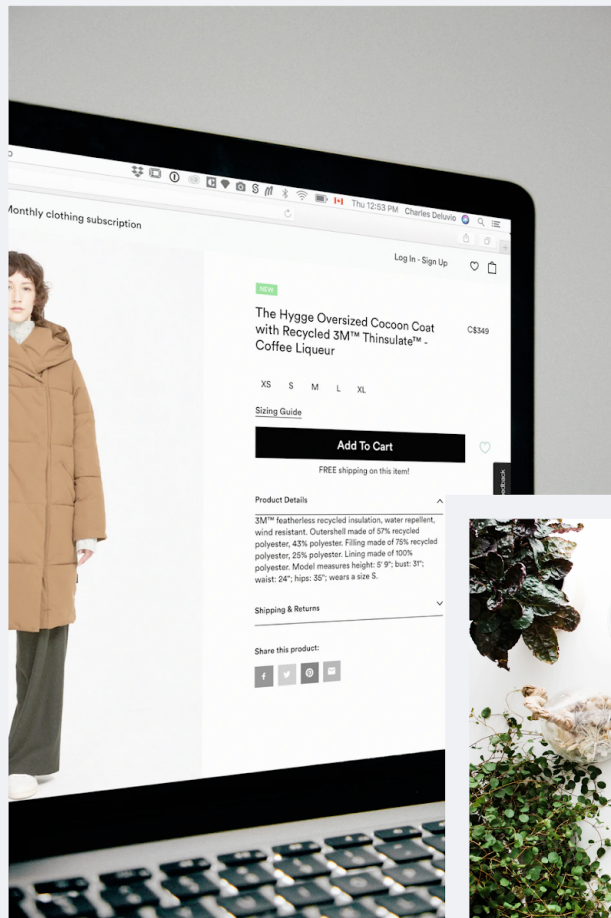




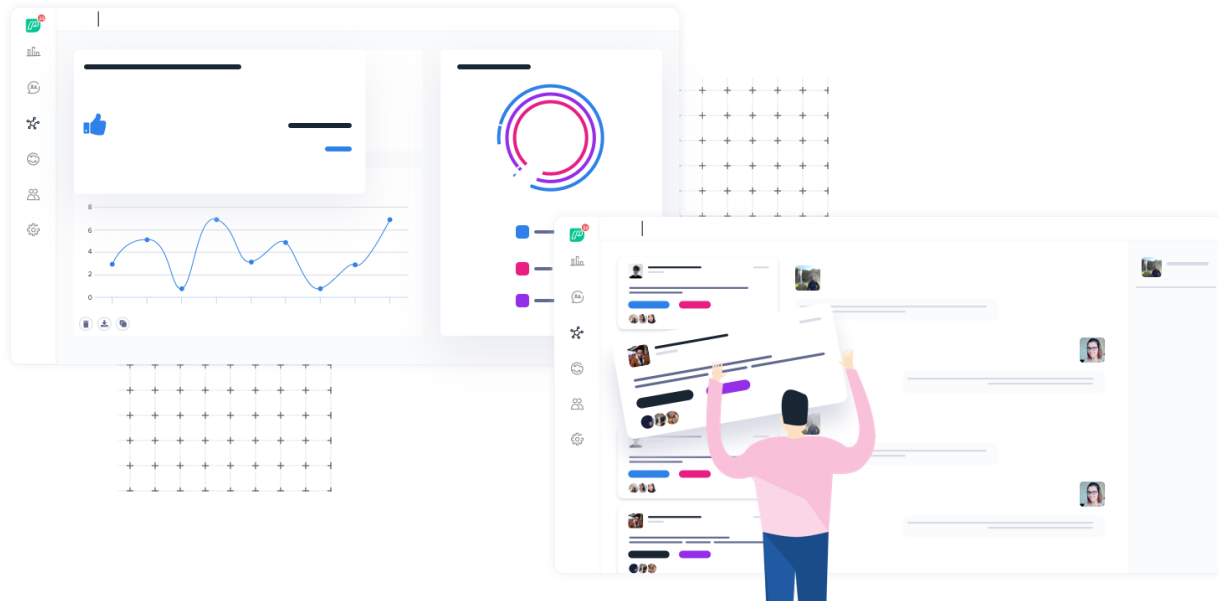
Deliver Exceptional Omnichannel Experiences.

www.pisano.co



About Pisano

Pisano is a global technology company that provides an Experience Management Platform where businesses can collect customer and employee feedbacks through physical and digital touch-points, engage with the respondents in real-time and analyze the metrics that actually matter.



Pisano in Numbers

Corporate

UK

Worldwide HQ

4

Office Worldwide

Customers

100+

Brands

12

Industries

3 Mins

Average First
Response Time

10+

Native Languages
Supported

99.96%

Customer
Retention Rate

100%

Implementation
Rate

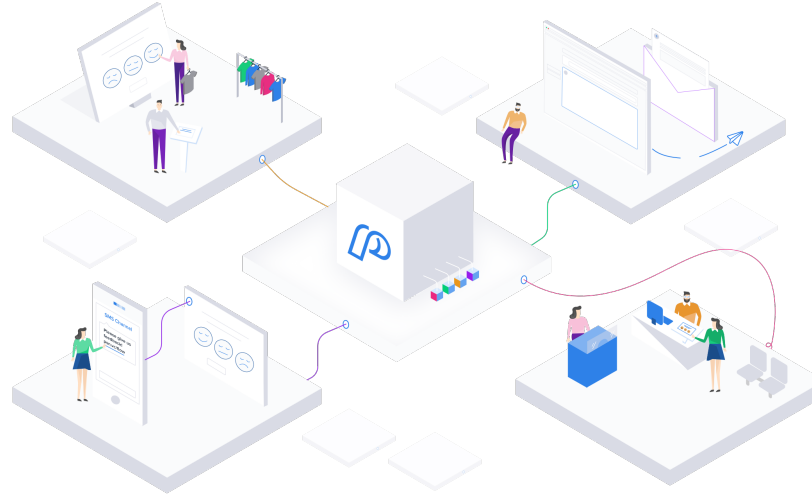
Customer Service

Sustainability



CX Assessment

- Acquiring new customers
- Increasing customer retention
- Fixing customer experience problems
- Making the company's culture more customer-centric
- Finding ways to delight customers



Financial Performance

- Increase revenues
- Provide competitive differentiation
- Decrease expenses
- Improving profitability
- Cutting costs
- Improving the work environment for employees
- Selling more to existing customers

**Manage your customer journey end-to-end.
Deliver exceptional omnichannel experiences.
Win and keep more customers.**



for **Experience Management**

Solutions Overview

Pisano Experience Management

Customer Experience

Brand Perception

Touchpoint Experience

Customer Journey Experience

Product Experience

Ad-hoc Research

Employee Experience

Candidate Experience

Employee Journey Experience

Employee Pulse



Customer Experience Management (CXM)

Brand Perception

Ask the right questions at the right time and capture the customer data that will unveil insights to help your company grow.

- **Omnichannel Surveys:** From NPS to Customer Satisfaction, from Customer Effort to Analytics Events, leverage the right tools to continuously measure CX across the board.
- **Simple Distribution:** Distribute your surveys easily with Pisano's built-in SMS, Web, IP-Telephony and Email service providers. Spend less time configuring and spend more time listening to customers.

Methodology



NPS



CSAT

Channels



Web



Email



SMS



Mobile App



CATI



for **Customer Experience**



Customer Experience Management (CXM)

Touchpoint Experience

Get closer to customers at every touch-point with ease. Unlock unparalleled insight across your whole operations at digital and offline touch-points.

- **Call Center:** Complement your operational metrics like FCR and AHT with customer experience metrics. .
- **Digital:** Capture continuous feedback across your website, mobile app and other digital assets with ease. Create benchmarks, compare and contrast results to create unforgettable customer experiences.
- **Brick-and-Mortar (Physical Channels):** Connect your physical channels to your digital CX pipeline. Gain deep insight from the frontlines and get closer to customers.

Methodology



CSAT



CES

Channels



Web



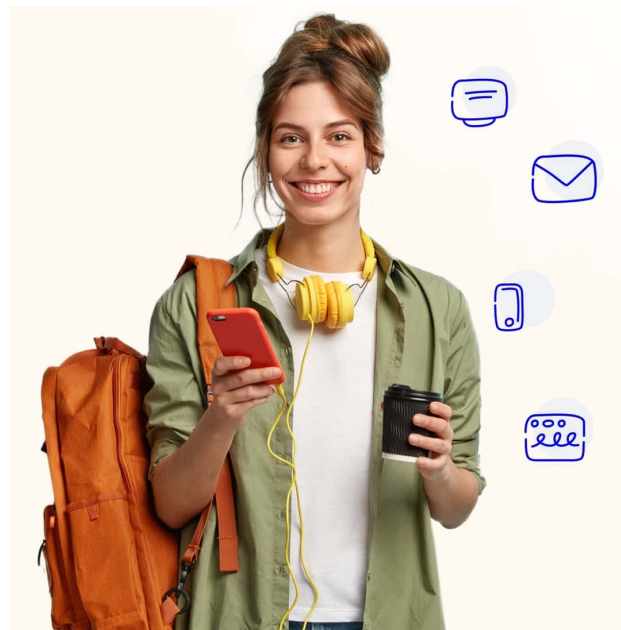
Email



SMS



Mobile App



for **Customer Experience**

Customer Experience Management (CXM)

Customer Journey Experience

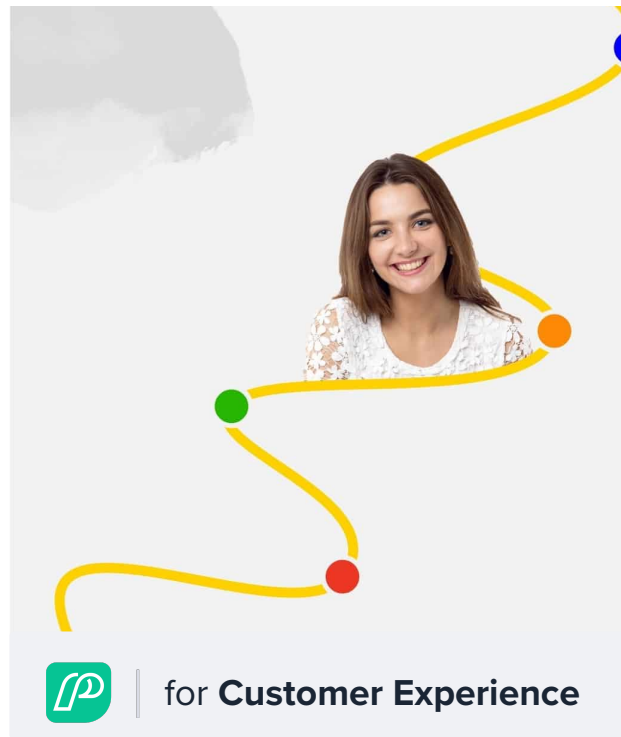
Measure journey-based customer experience. Transform pain-points into pleasure-points at every stage along the customer journey.

- **Transactional Feedback:** Capture high precision customer feedback on a per-transaction basis. And quickly eliminate points of friction along the customer journey.
- **Journey Maps:** Enrich your customer journey maps with first-hand customer experience data.
- **Single View:** Integrate all your processes into a central platform to have a 360° view of each and every one of your customers.

Methodology



Channels



Customer Experience Management (CXM)

Product Experience

Track product experience across offline, mobile and web channels. Understand how customers feel about your products better and create irresistible experiences.

- **Product-Based Journeys:** Capture user sentiment, collect usage data and analyze behavior. Empower your product teams to create the best products with customer feedback.
- **Product Features:** Inform your product decisions with real user data. Focus your efforts on the right features that will drive product success.
- **User Experience:** Capture feedback using NPS, Customer Satisfaction, Customer Effort Score and more. Streamline your UX and remove friction throughout the user journey.

Methodology



CSAT



CES

Channels



Web



Email



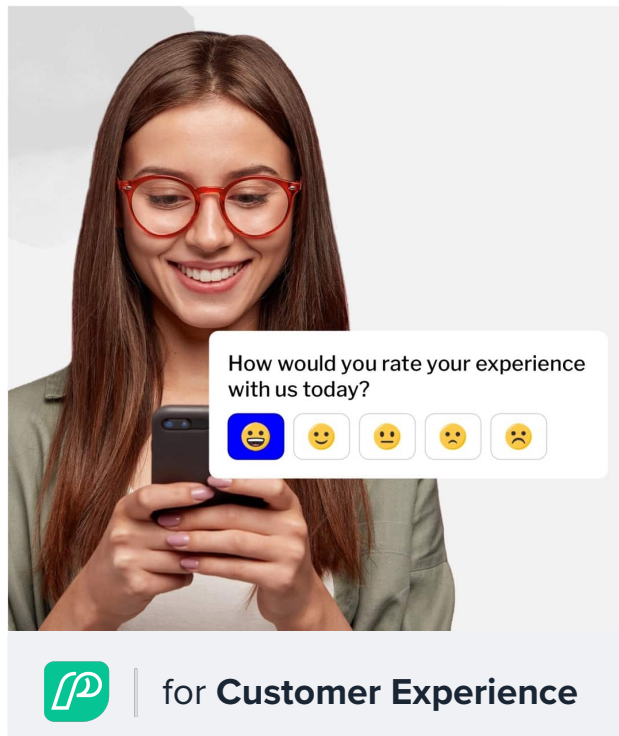
SMS



Mobile App



CATI



Customer Experience Management (CXM)

Ad-Hoc Research

Conduct research and gain customer insight through SMS, email, CATI; on mobile, web or in the field. Capture the data you need — not in months or years — but in real time.

- **New Product Development:** Map out the full profile of your ideal customer and transform strategic insights into product market share growth.
- **New Process Feedback:** Easily measure the customer experience impact of your processes. Link your findings with behavioral and operational data to prioritize high-impact opportunities.
- **Brand Perception:** Tailor your sales & marketing to fill in the gaps in your market, transform unprecedented insight into more customers that will stick around.

Methodology



CSAT



CES

Channels



Web



Email



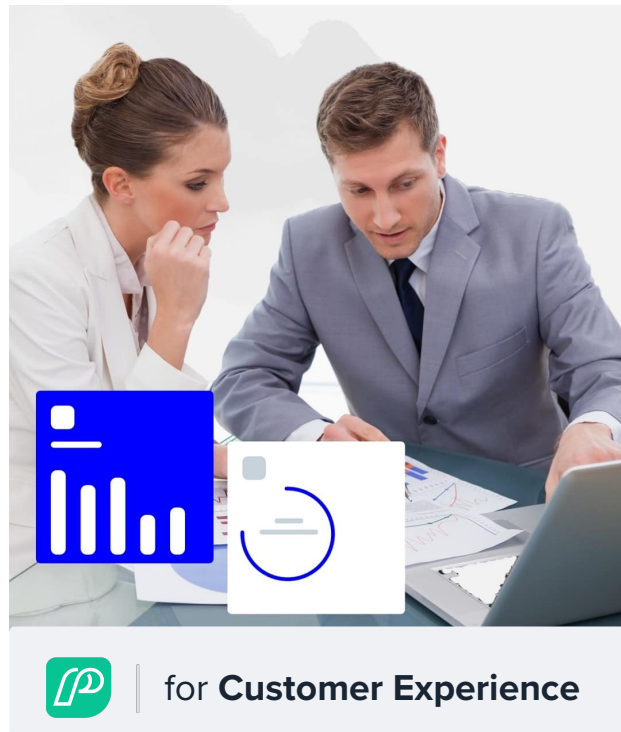
SMS



Mobile App



CATI



Employee Experience Management (EXM)

Candidate Experience

Streamline your hiring process and have a holistic view of the whole employee journey.

- **Engagement:** Communicate with candidates in real time using web and email based messaging.
- **Applications:** Collect job applications centrally with smart forms. Ask pre-interview qualifying questions and collect documents with rich media uploads.
- **Candidate Management:** Group and tag applications by department, location, stage and more. Keep your talent acquisition pipeline organized.

Methodology



eSAT



EES

Channels



Web



Email



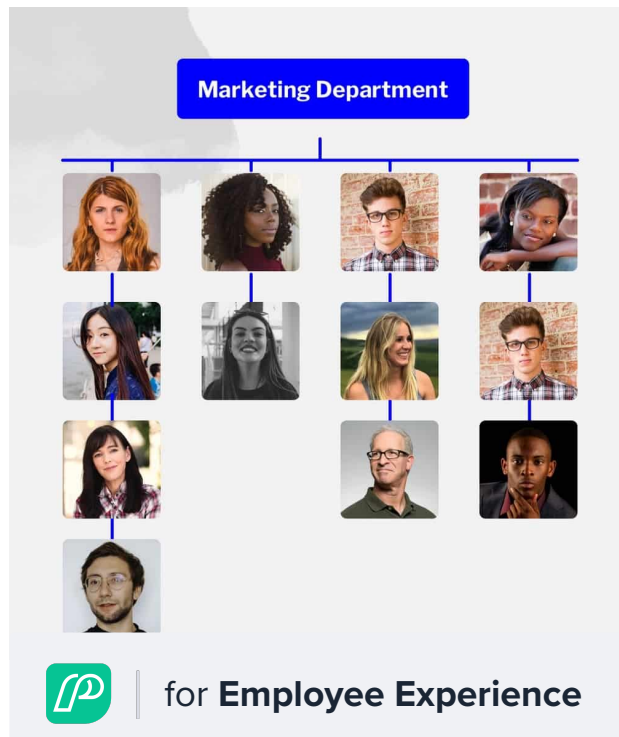
SMS



Mobile App



CATI



Employee Experience Management (EXM)

Employee Experience

Measure the whole employee lifecycle across the company.

- **Holistic View:** Incorporate employee feedback into your operational workflow to empower your CX with employee insight.
- **Flexible & Automated:** Spend less time configuring and more time listening. Cut costs and simplify your processes with a central platform.
- **Integrated:** Gain true insider information from your people on the frontlines at every single stage of your processes.

Methodology (Life-cycle Based)



eNPS



ESAT



EES

Channels



Web



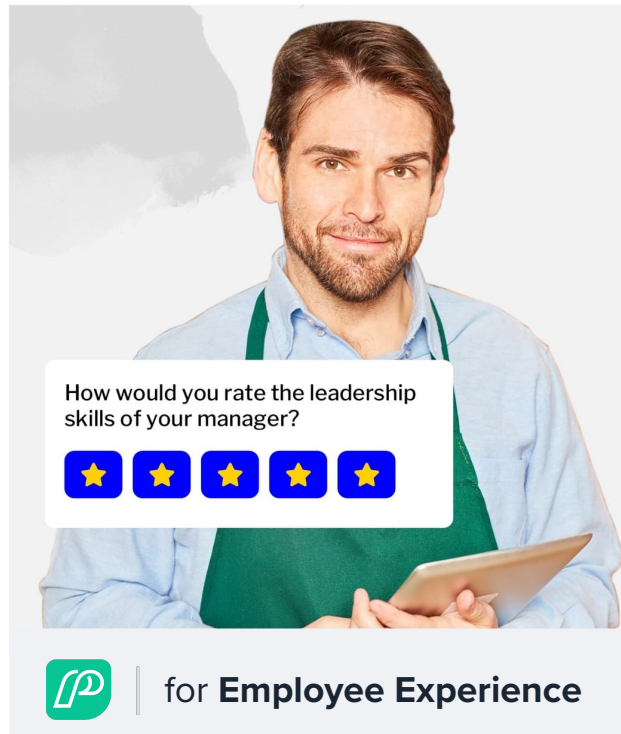
Email



SMS



Mobile App



Employee Experience Management (EXM)

Employee Pulse

Take the pulse of your organization with periodic and rule-based surveys.

- **Continuous Feedback:** Capture continuous employee feedback at every stage of the journey.
- **Identify & Improve:** Empower and retain the best employees by making it easy for them to have a say. Quickly act on their input and protect your culture.
- **Work Closer Together:** Overcome the ever-changing challenges in today's business landscape by bringing team members closer together.

Methodology



ESAT

Channels



Email



SMS




Mobile App

Progress bar: 4 segments, 3 yellow (Your Company)

Question: **How was your experience at work today?**

Input field: Your answer...

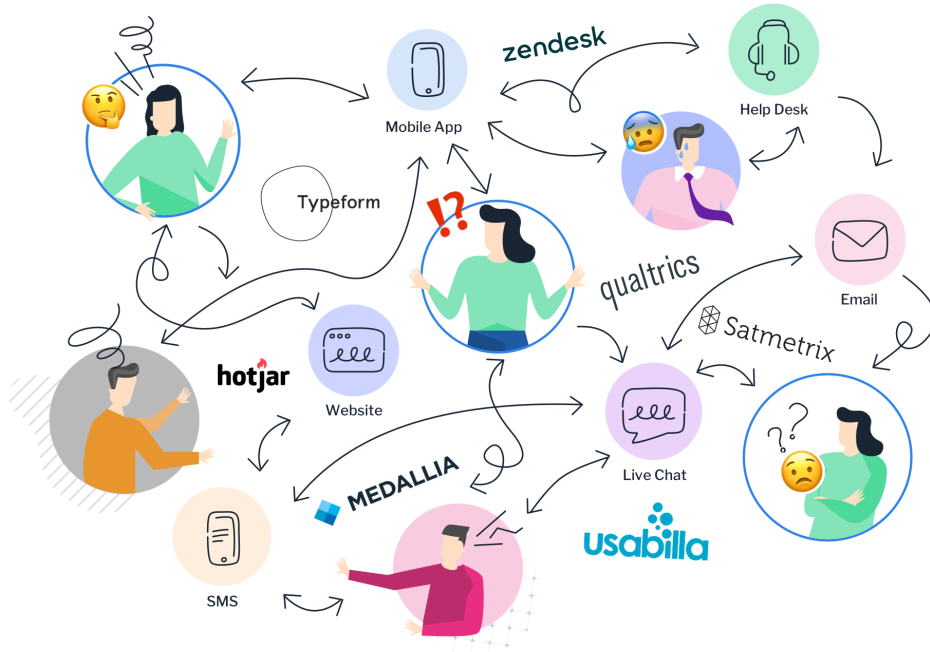
Button: Update My Answer

Footer:  for **Employee Experience**

Platform Features

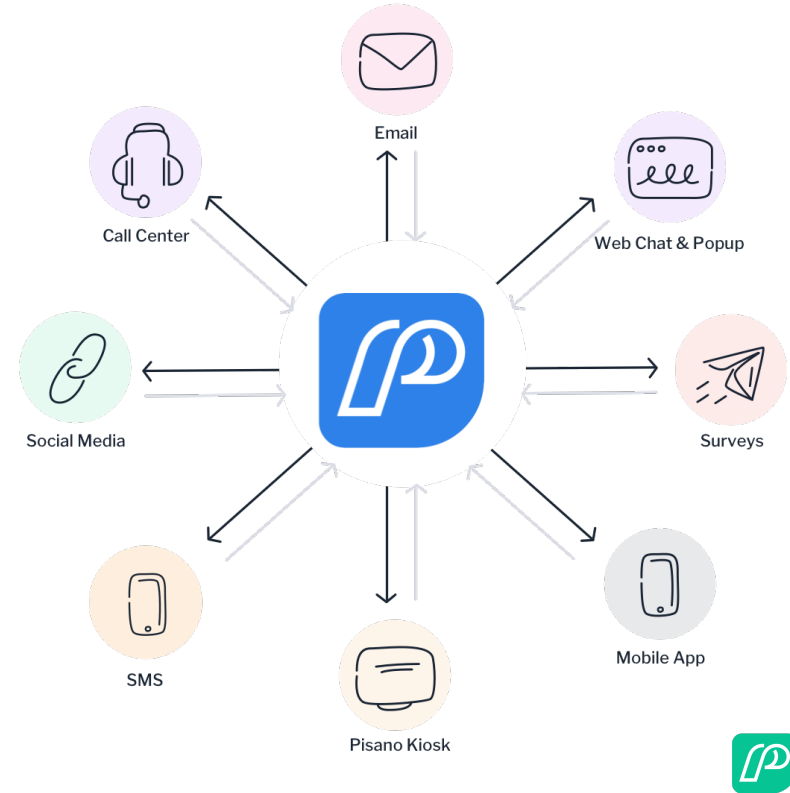
Problem

Too many tools and too much complexity cause inconsistent customer experiences

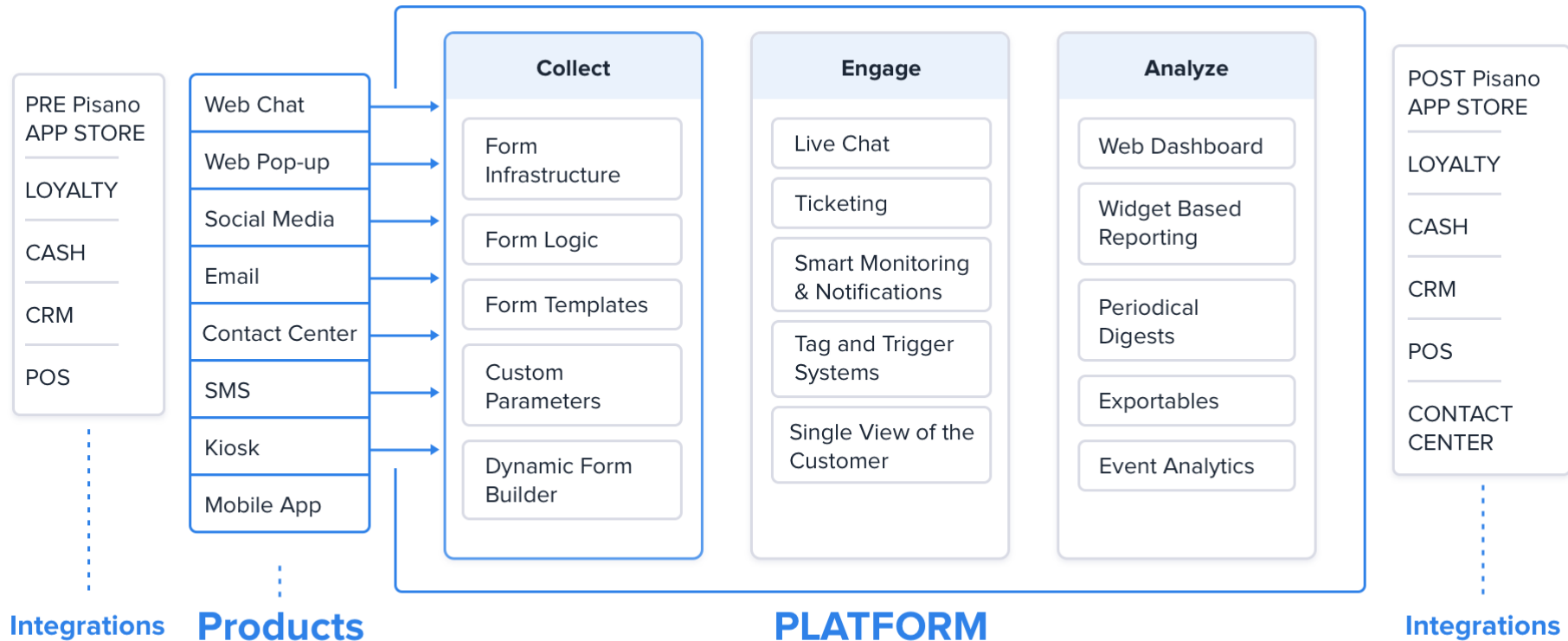


Solution

Manage all customer experience at all touch points with a single platform



Pisano Platform Capabilities



for **Experience Management**

Pisano Platform Capabilities

Power-ups

Text Analytics

Advanced Survey Builder

Advanced Reporting

Behavioral Analytics

Corporate Hierarchy & SSO

Social Experience

Knowledge Base

Sequences & Workflows

Custom Domain Support

Enterprise Grade

LISTEN

Customer Experience (VoC)

Delighted customers drive growth

B2B Experience

Build trusted relationships with your business customers

User Experience

Listen to your users and make the right decisions

Employee Experience

Visibility, intelligence, and action to unlock the power of your people

Market Research

Sophisticated research made simple

SUPPORT & RESOLVE

Live Chat

Create a personal connection with customers looking for support

Chatbot

Helps you automate tasks and create better experiences for your customers

SELL MORE

Personalised Campaigns

Coming Soon...

Lead Generation

Coming Soon...

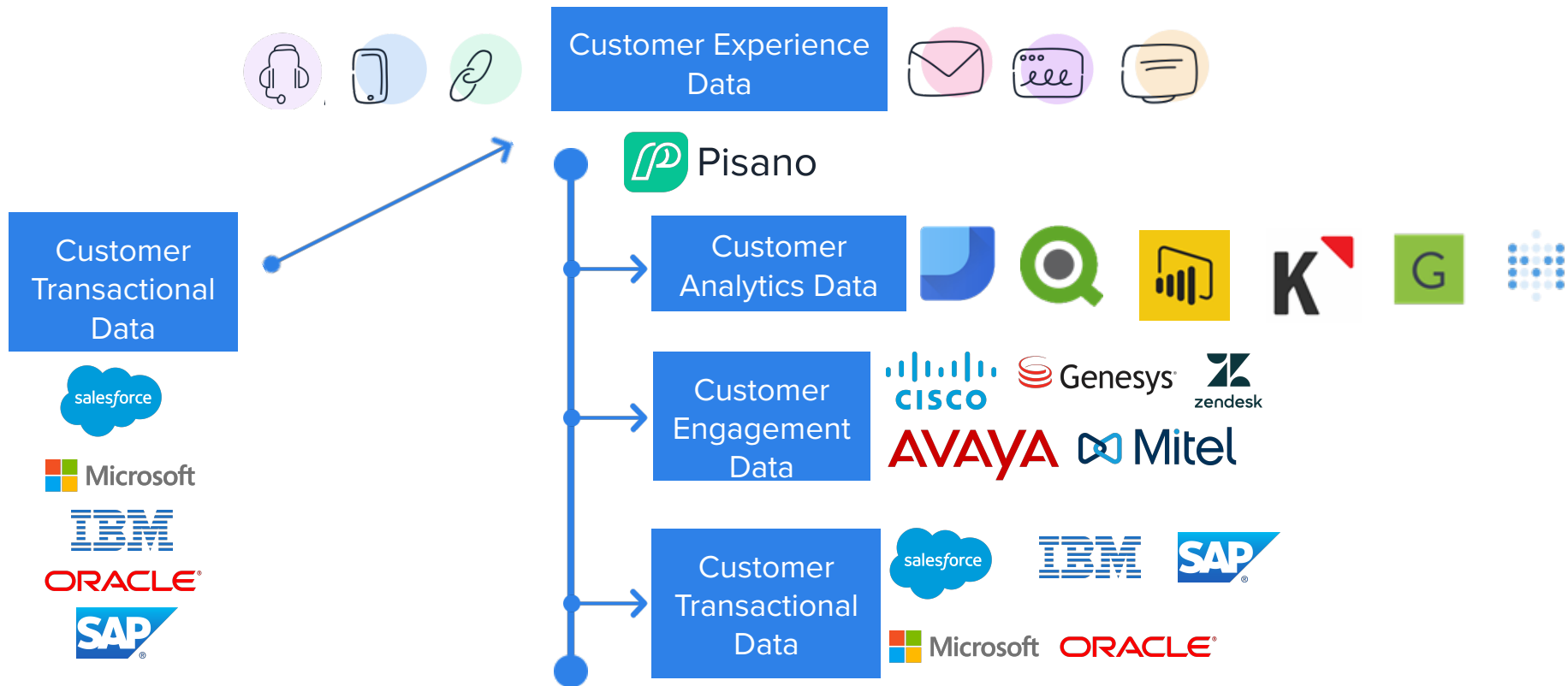
Marketing Intelligence

Coming Soon...



for **Experience Management**

Pisano in Live Customer Ecosystem



for **Experience Management**

Fully-Featured Platform Right Out of the Box

- ✓ Built-in omni-channel coverage
- ✓ Universal analytics and tracking
- ✓ Performance measurement
- ✓ Employee segmentation
- ✓ Issue / ticket management
- ✓ Routing and escalation
- ✓ Executive reports and dashboards
- ✓ Workflow automation
- ✓ NLP based insight engine
- ✓ Realtime multi-channel alerts
- ✓ Enterprise user management
- ✓ Org. structure & hierarchy mapping
- ✓ Built-in Email & SMS provider
- ✓ Dedicated account manager
- ✓ 99.995% cloud services up-time
- + And much more



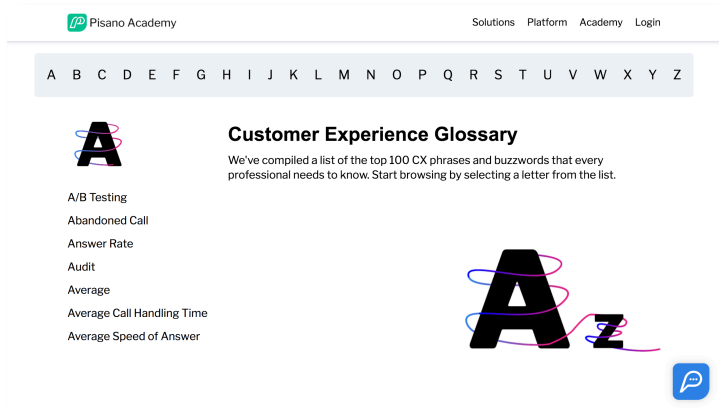
for **Experience Management**

Why Pisano

Why Pisano?

Measure the whole employee lifecycle across the company.

- **Holistic View:** Incorporate employee feedback into your operational workflow to empower your CX with employee insight.
- **Flexible & Automated:** Spend less time configuring and more time listening. Cut costs and simplify your processes with a central platform.
- **Integrated:** Gain true insider information from your people on the frontlines at every single stage of your processes.

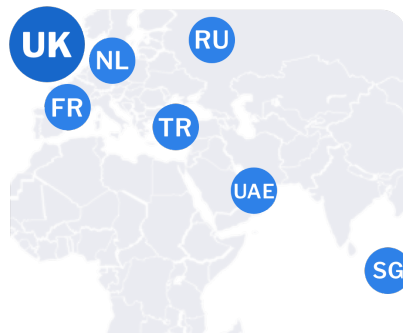


Why Pisano Wins in the Eye of the Customer



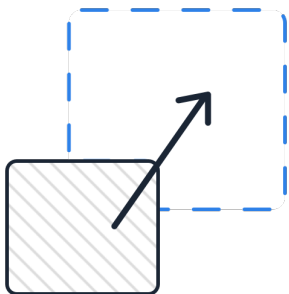
Born Omni-Channel

Get structured data from all customer touch points, online and offline.



Regional Experience

Big Enough to Deliver,
Local Enough to Care in
the Fastest Growing
Markets.



Business Model

Scalable application of
platform in a Pay as You
Go Business Model.



Fast & Easy Integration

Setup and integrate in
days not in months or
years to collect the
VoE & VoC.



for **Experience Management**

Customer Success Story - Banking

Turkey's **largest private bank.**

Ranked 96th in a survey of "The World's Biggest 1000 Banks"

24.000+ employees and **1.200+ branches.**



- **HR Generic Feedback Collection via email with Pisano Link Channels & After Events Measurement:**

- Uses Pisano in order to register participants for various charity and sports events
- Register participants and evaluate the ESAT when it comes to events organised by the bank (such as workshops for children of bank staff, art exhibitions etc.)
- Giveaways for the workers via Pisano Link (such as Ramadan Food Checks, theater tickets etc.)

- **EX measurement in Covid-19 times:**

Customized Survey for the bank employees (Learning about their concerns, general physical/emotional condition and identifying their needs in order to improve their productivity etc.)



Customer Success Story - Insurance

Multinational insurance firm and a world leader in financial protection and wealth management.

Axa Sigorta (Turkey):

- 725 employees
- 9 regions
- More than 2.6 millions clients

- Pisano enabled to **collect, delegate and monitor** all **customer feedback & Employee feedback** within **one platform**
- **HR:** Generic Feedback & After Training Measurement
- Agency Performance Measurement
- **EX measurement in Covid-19 times:**
Managing Employee Experience during the change processes by gathering feedback from Agencies employees that are working from home and getting insight about their needs and their satisfaction with the company's measures in this extraordinary times



Customer Success Story - F&B

Turkish restaurant chain hosting guests in **more than 60 branches** in different countries in **Europe & Middle East**.



- Using Pisano link channels to **hear the Voice of Employees Through Periodical Surveys** to collect data about:
 - Employee Satisfaction
 - Employee Net Promoter Score (eNPS)
 - Sense of Belonging
 - Internal Communications Satisfaction
- Using **Post-Training Pulse** surveys to collect feedback about the training satisfaction and get insight to develop the right employees training strategy





Pisano

Deliver
exceptional
employee
experiences.

**Win and keep more
loyal employees.**

www.pisano.co

