



About



InMoment is a cloud-based customer experience (CX) optimization platform that gives you the ability to listen to and engage with your customers to improve business results through better experiences. Products and services include Voice of Customer (VoC), Social Reviews and Advocacy, Employee Engagement, Support, and Consulting. We are the leading VoC vendor for the food services, retail, and contact center industries, with deep domain expertise in B2B, healthcare, hospitality, and numerous others.

Contact:

InMoment
info@inmoment.com
(800) 530-4251
www.inmoment.com

InMoment Uses Plum Voice technology to Drive Communications for its Customer Experience Optimization Platform

InMoment needed to bolster its VoC platform to reach the broadest possible audience in the shortest amount of time. The company chose to integrate Plum's communications platform with their customer experience optimization platform to collect data from consumers in real-time via voice. Plum's technology and reliability fostered InMoment's growth, allowing the company to develop a unique product and differentiate itself within their market.

InMoment is a customer experience research firm that provides customer satisfaction surveys and analytics to a range of businesses in the retail and service industries. Thanks to InMoment's customer experience optimization platform, the company delivers results accurately, affordably, and in real-time.

InMoment was born out of a merger between Mindshare Technologies, a cloud-based Voice of the Customer vendor and Empathica, a provider of customer experience management systems.

The Problem

As a leading innovator in operations improvement, InMoment needed a way to obtain customer feedback when it is most impactful—immediately after a transaction. Because most people nowadays carry a mobile phone with them at all times, InMoment sought to leverage this tendency to expedite the customer feedback process. "If you give a person a choice between logging onto a website and using the phone, people will always choose the phone. It's just easier," claimed InMoment CEO John Sperry.

The Solution

The company created a customer experience platform that captures customer feedback through telephone surveys. The platform automatically processes and analyzes the survey data and presents it in real-time via InMoment's web dashboard.

When conceptualizing this product, InMoment knew that they needed something to drive the telephony aspects of their solution. When researching IVR technology, InMoment found most options to be too restrictive in their capabilities. Plum's platform, however, based on VoiceXML provided InMoment with the features and flexibility necessary to allow them to update and optimize applications as to fit the needs of their growing client base.

InMoment wanted something more than a linear survey that was the same for everyone. Instead, using the Plum platform as the backbone, the company created a dynamic voice application that is able to present different options based on caller responses. In addition to keyed-in inputs, InMoment can also capture audio of spoken feedback from customers.

“Plum’s not the cheapest platform available; it’s just the best... When it comes down to the bottom line, Plum provides the best value platform... You can’t afford any downtime in this type of business, and you won’t [have any] with Plum supporting you. I’d recommend Plum’s platform and solution to anyone, unless they were our competitor.”

John Sperry, CEO, InMoment

“VoiceXML makes it better,” states Sperry. “We can build a customized solution in ten minutes, and then be done. We have actually launched within 48 hours for some clients. We have been able to provide services to everyone from the smallest hair salon to the largest airlines and hotel chains.”

The reason InMoment decided to go with Plum includes more than Plum’s best-of-breed technology. According to Sperry, Plum’s customer service and “programmer’s approach” to business was a major factor in InMoment’s selection. “The staff at Plum Voice was very supportive. Their developers were instrumental in helping us get over the initial hurdles and work through all of our issues. The sales staff was also very helpful. I asked them about pricing issues in Bolivia, and they came through with a quote.” Plum’s willingness to help with the integration process was also a boon to InMoment.

The Results

With Plum’s platform baked into InMoment’s own platform, it wasn’t long before the service fielded over 200,000 calls per month. Plum’s ability to easily scale provided the elasticity that InMoment needed as they brought on more clients.

Plum’s relationship with InMoment dates back to the beginning of Mindshare Technologies. Using Plum’s technology allowed InMoment to gain market share in the customer experience space. This evolution cast Mindshare as a credible business entity and made the merger with Empathica possible.

Fueled by Plum voice, InMoment transformed into an international brand that has handled hundreds of millions of customer surveys.



Plum Voice makes interactive voice response (IVR) more effective, providing organizations with the tools and control they need to develop, measure and improve voice applications for great caller experiences, improved contact center ROI and lower overall customer service costs.

131 Varick Street, 9th Floor | New York, NY 10013

US: 1.800.955.7586 | UK: 0845.355.3330

sales@plumgroup.com

For more information, visit www.plumvoice.com.

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