

## MaritzCX Integration for Tableau

# Extend CX data and insights to line of business decision makers

Generating CX outcomes is about much more than collecting data. It's ultimately about putting that data in the hands of those in the best position to act on it. Sometimes that means your frontline employees. Other times, it's the line of business leaders making decisions every day—decisions that could benefit from real-time customer feedback and insights.

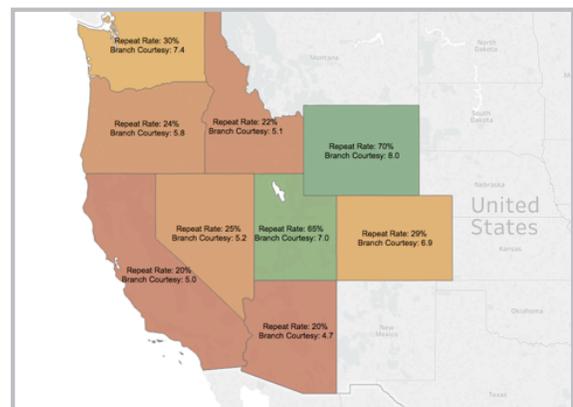
In fact, if CX data isn't front-and-center and top-of-mind in functional groups across the organization, you're limiting its power to drive bottom-line results. In order to achieve maximum impact from your CX program, you need to infuse customer data into the systems that represent "home base" for leaders across the enterprise.

That's why MaritzCX offers a connector that enables CX data to be exported to Tableau, the business intelligence solution many organizations use to visualize data and aid enterprise decision-making. With CX data immediately reflected in Tableau, organizations can:

- Gain a holistic view of business, operational, and CX data from a single place
- Create bi-directional information sharing between CX and line of business teams
- Bring organizational data to life by infusing it with customer response data and CX metrics
- Raise the profile of CX data—and the customer perspective it represents—across the enterprise

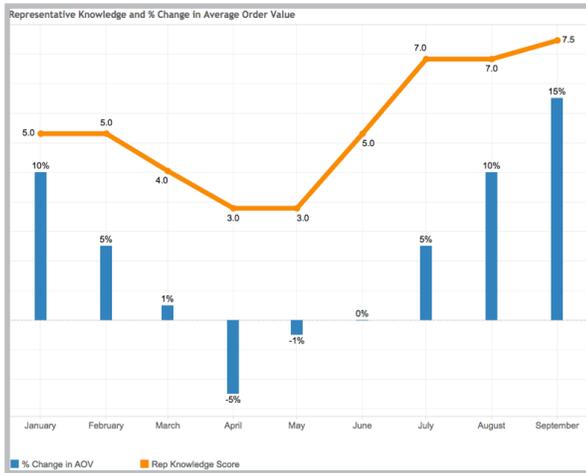
With this information, you can see and seize opportunities in every area of your business. Here are just a few examples of the powerful "ahas" that can be facilitated by layering CX data with traditional line of business measures:

### OVERLAY CX METRICS WITH REPEAT PURCHASE RATES TO INCENT AND MOTIVATE YOUR FRONTLINE STAFF



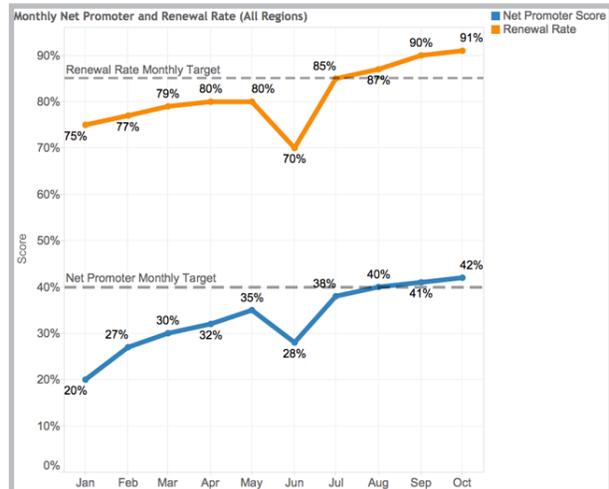
Use the robust geographical reporting capabilities of Tableau to create heat maps that combine CX metrics and operational data. For example, this chart shows the correlation of branch courtesy scores and repeat purchase rates by location.

**ASSESS REP KNOWLEDGE IN THE CONTEXT OF AVERAGE ORDER VALUE TO QUANTIFY THE IMPACT OF A TRAINING INVESTMENT**



Create bar graphs that combine CX metrics and sales results. For example, this graph lets you assess rep knowledge alongside changes in average order value to see how recent training is paying off for your organization.

**SEE AT-A-GLANCE HOW LOYALTY METRICS CORRELATE WITH RENEWAL RATES TO MEASURE BOTTOM-LINE BENEFIT OF CX INITIATIVES**



View measures of CX health and bottom line benefit hand-in-hand. For example, this graph lets you monitor Net Promoter Scores along with renewal rates to correlate how effectively your CX program is driving key business metrics.

**CONCLUSION**

If you're still grappling with data silos—or an inability to correlate CX data with measures of business success—let the MaritzCX integration with Tableau connect the dots. As part of our CXFuel™ integration framework, this connector will help you generate holistic insights and drive strategic action like never before.



**Add the power of MaritzCX to Your Tableau solution today.**

To demo a product or to contact MaritzCX, call

North America +1 385.695.2800 | Asia Pacific +61 (0) 2 8397 8131 | UK & Ireland +44 (0)1494 590 600 | Germany +49 (0)40 369 833 0  
 maritzcx.com | maritzcx.com | maritzcx.co.uk | maritzcx.de

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**