



## Online Governance

Make online CX  
more profitable.



**60%**  
of customers  
research products  
and services online.

**50%**  
or more say a bad  
web experience will  
affect their view\*.

In a multi-channel world the internet is the problem child. Without a strong online experience businesses can't achieve the omni-channel strategies that drive more sales, retention and loyalty. The answer is more effective Online Governance™. It can improve customer experience and stop price being king, increase awareness and reputation, strengthen competitive difference, and better integrate online with other channels. The result? A more effective omni-channel strategy that could retain almost 90% of your customers\*.

### Axim brings strong governance to your online channels.

We employ Retina™, an online governance framework. Online monitoring software and reporting delivers near-real-time visibility of the online experience. Then consultants focus the data to manage and optimize the customer experience. Retina™ is a relevant CX tool for many industry verticals.

- 1. Online monitoring** – Scans price and distribution, observes sentiment, tracks the key customer experience dimensions and follows the competition, in near real-time.
- 2. Active CX management** – Utilizes dashboarding and analytics to enable better retail compliance, online experience, revenue and margin improvement, brand protection and asset management.
- 3. Ongoing optimization** – Driven by CX consultants, improves omni-channel strategies, CX operating models and capabilities, and customer insights that shape online experience and content.

### What could it mean for your business?

- Understand the online market place in near-real-time.
- Strengthen customer experience.
- Deliver more seamless omni-channel.
- Protect brand value and grow revenues.
- Increase customer retention and loyalty.

## Retina™ in the real world

### Context

A global consumer electronics company faced a specific threat to their customer experience. The desirability of their products was spawning a growing unauthorized distributor base and increased the incidence of counterfeit goods. The unauthorized retailers were not delivering the service standards, and the fake products were damaging brand reputation. The problem wasn't localized to a single market, it was European-wide.

### Solution

The need was for stronger online governance. It was critical to identify the unauthorized online retailers and remove them as a distribution channel. It was also paramount to identify and remove all the counterfeit products being sold online. The solution used software to identify every product sold online internationally, and analytics to identify the retailer and the likelihood it was a fake.

### Impact

Retina™ not only outed unauthorized online retailers and fake products, it reported in near-real-time so the electronics brand could monitor the success of their online governance. And its alerts ensured that any new errant resellers were identified immediately. The benefits included:

#### Richer customer experience

- Two thirds of unauthorized sellers were removed from online markets
- £1m of counterfeit goods seized
- Customer complaints were reduced substantially

#### Stronger retailer relations

Authorized retailers saw:

- Business growth
- Improved margins
- Less competition

Learn more about Online Governance™ and what Retina™ can bring to your customer experience, contact [Mark Quesenberry at markq@aximglobal.com](mailto:markq@aximglobal.com)

## The Retina™ online governance framework

### Monitoring

- Price
- Distribution
- Sentiment
- Retailer and brand experience
- Competition

By price scraping, retailer capability audit, sentiment analysis, and customer experience assessment.

### CX Management

- CX
- Revenues
- Channels
- Reputation
- Assets and content
- Brand value

By visualization and alerts, retail compliance, online experience, brand protection, and content management.

### Optimization

- Omni-channel strategies
- CX operating model
- Customer insight
- Intellectual property

By business development strategy, customer journey mapping, Voice of the Customer, CX capability development, and content empathy.

Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit [www.aximglobal.com](http://www.aximglobal.com)



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