Market-Specific Management of Digital Touchpoints

Why worldwide research on digital platforms matters to your business!

Understand your audiences

Monitor performance

Consider tonality effects

Market-Specific Management of Digital Touchpoints

Overview - Why worldwide research on digital platforms matters to your business

Audience

- Learn about **international differences** in terms of user **expectations & requirements**
- Customize your digital platform to the **needs of the local audience**

Performance

- **Assess performance measures** of markets / touchpoints **appropriately**
- **Meaningful benchmarks** and insightful performance modelling via **“global citizens”**

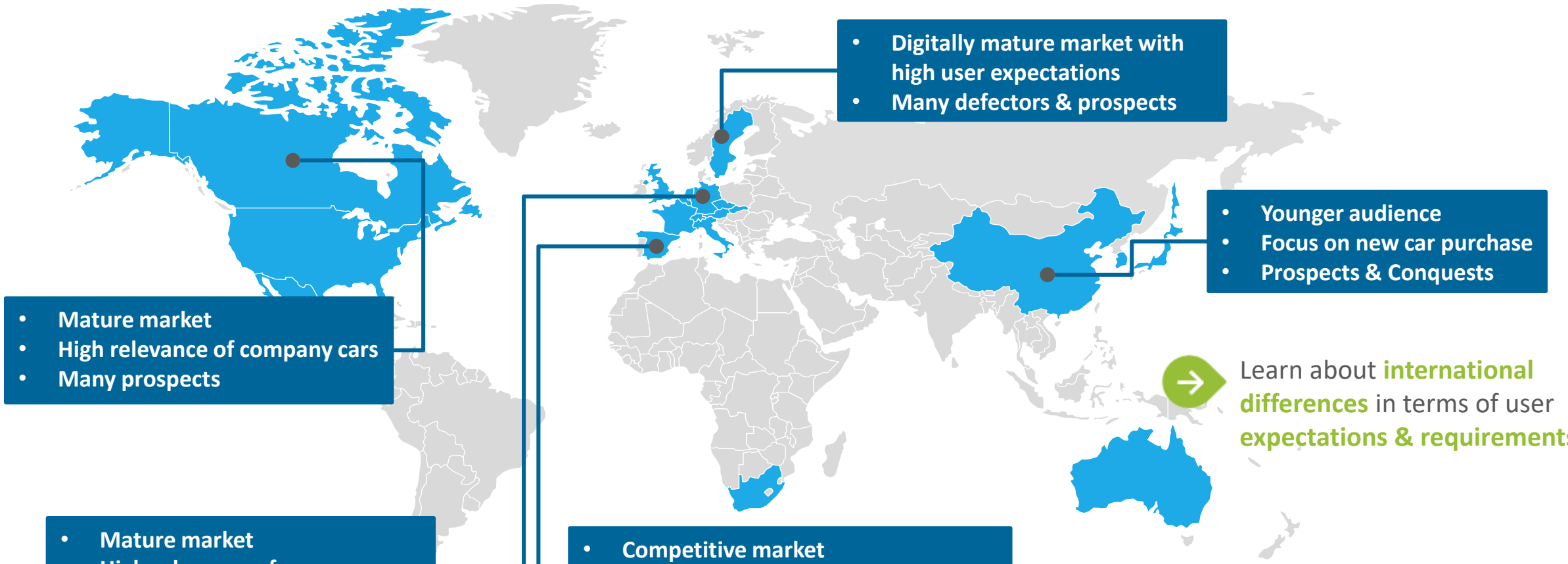
Tonality

- **Understand** country specific **response behaviors**
- **Draw the right conclusions** in the context of **socio-cultural differences**

Profile & Understand Markets

Example:
Automotive Touchpoints

Audiences – Understand and manage different user expectations!

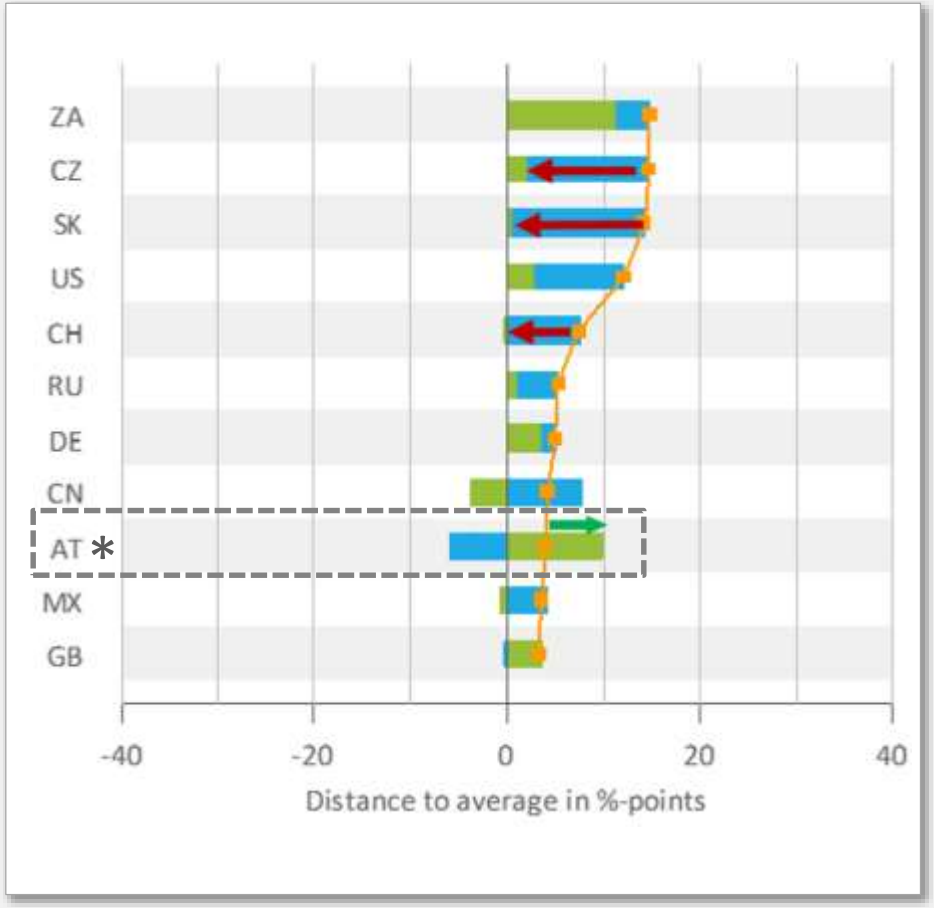


Learn about **international differences** in terms of user **expectations & requirements**

Customize your digital platform to the **needs of the local audience**

Heterogeneous Audiences & Cross-Country Performance

Normalize user structure across countries for a fair assessment of touchpoint performance



Challenge	**Differences in user structure** impact ratings / scores / benchmarks

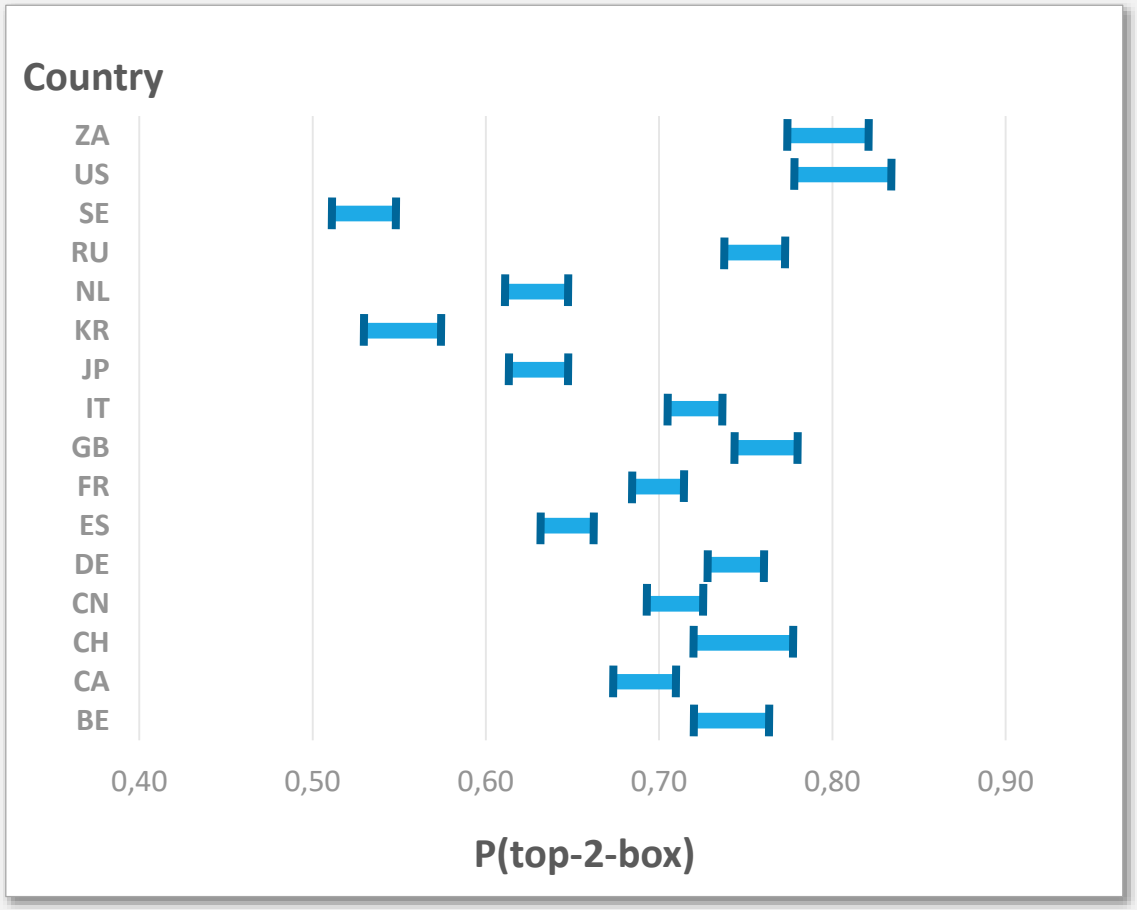
Solution	Create comparability by assuming an **identical** user structure **across countries**:
	• Starting point: **Original top box percentage** —
	• Logistic **regression** of respective rating on relevant user characteristic
	  • **Impact of user structure** (■)
	  • **Normalized score** for cross country comparison (■)

Reading Example *	**AT:** Negative impact of user structure on score leads to a clearly higher rating with a normalized score (second best instead of third last)

Learn how to **assess performance measures** of markets / touchpoints **appropriately**

Use of Market-Specific Benchmarks

Expected Country Specific Performance Score for ‘Global Citizens’



Expected range of KPI-level in a VOC survey

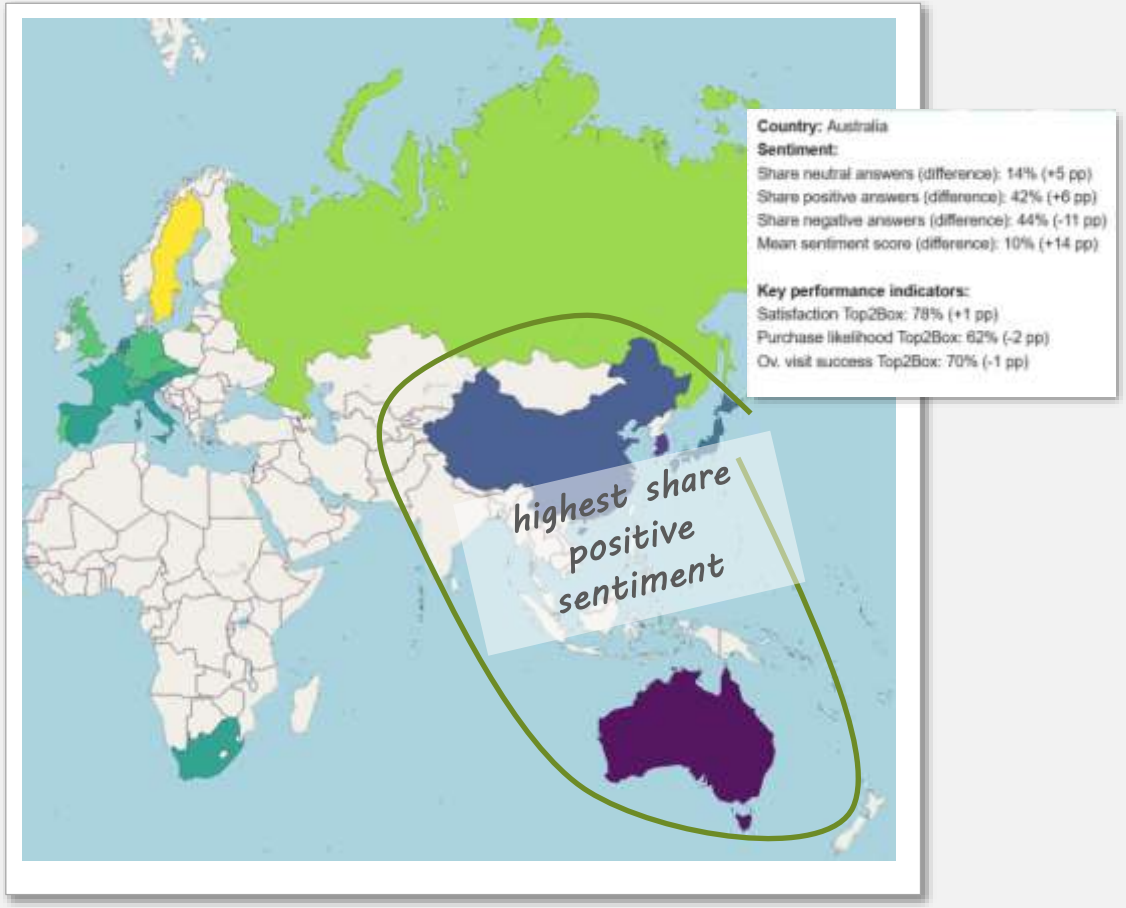
- **Different levels of user satisfaction or success in different markets**

Learn how to **assess performance measures** of markets / touchpoints **appropriately**

Meaningful benchmarks and insightful performance modelling via **“global citizens”**

Understand What Qual Feedback Really Means

Meaningful interpretation of sentiment of user feedback across countries!



Interactive world map

- **Sentiment in open-ended user comments varies across markets & regions**

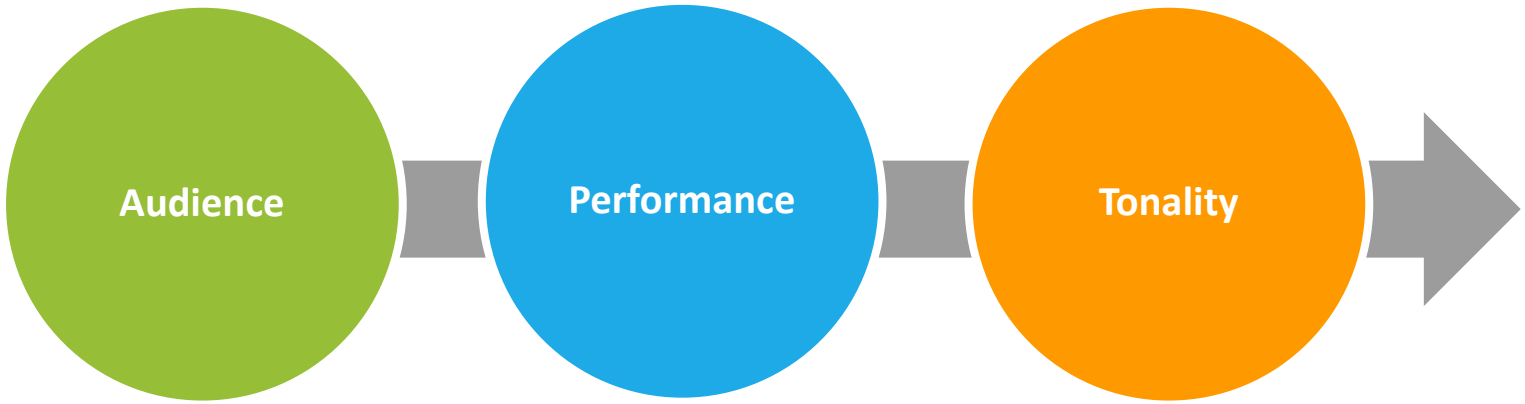
Understand country specific **response behaviors**

Draw the right conclusions in the context of **socio-cultural differences**

Base: n=617.117 cases including 61.832 verbatims

Market-specific Management of Digital Touchpoints

Why worldwide research on digital platforms matters to your business!



Understand

Which **audience** on which touchpoint in which market?

Improve

Meet the digital needs of your local and touchpoint-specific audience!

Consider

Take **socio-cultural effects** into account!

Business Impact:

- Manage Effectively
- Enhance Stickiness
- Drive Conversion

Why psyma ?

Benefit from our expertise und our wide range of proven & innovative approaches

1 Independent Partner

External, neutral perspective allows for impartial, unbiased results

2 Understanding User Feedback

Experienced experts who understand the truths of behavior and look behind the scenes

3 Targeted Recruitment

Careful setup to reach relevant target groups & gain optimum value results

4 Psyma Benchmarking

Unique insights into industry & channels' gold standards with Psyma's proven benchmarking

5 Digital Expertise

Coverage of any sort of digital touchpoint plus flexible usage of methodologies lead to clear perception of trends and innovations

The psyma Solution - Digital Touchpoints Monitoring

User-insights paired with Psyma's Digital Expertise

User Survey	Flexible Recruitment	KPIs	In-depth Insights
● Survey-based **"voice of the customer"** ● Real users with real life **expectations** and **requirements**	● **All digital touchpoints can be covered!** ● Branded & unbranded Websites, Customer Portals, Apps, Social…..	● **Optimal mix of Psyma Standards & Bespoke** ● Watch your corporate / brand / operational targets being achieved	● Report & Management Summary ● Workshops & Consulting ● Dashboards
→ **High-quality feedback from actual users**	→ **Touchpoint-specific messaging**	→ **From user satisfaction to brand strategy**	→ **Track, Trend & Improve**

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