The Quirks Event

Discover the Unknown Unknowns faster!

Jenna Pepers

PointClickCare®

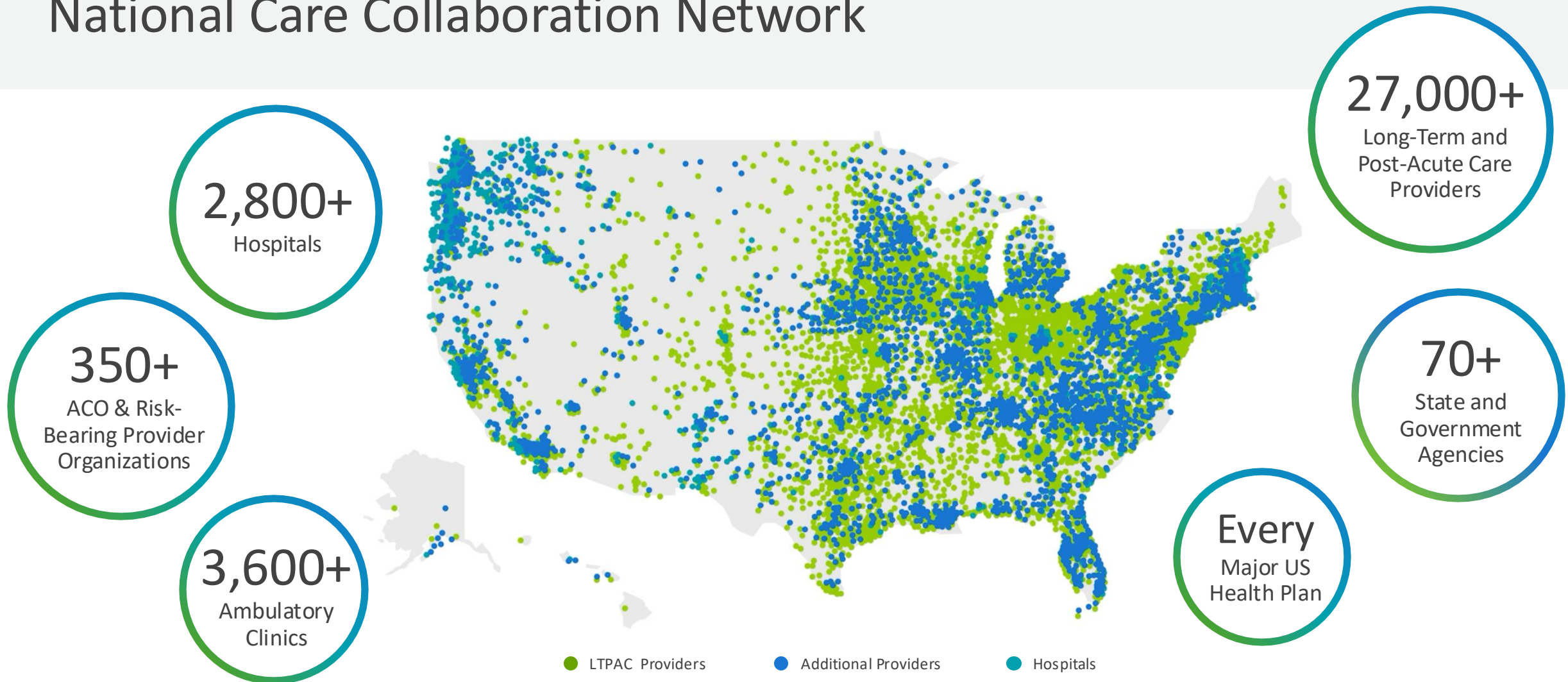**Jenna Harwood-Pepers**
Senior CX Manager, PointClickCare
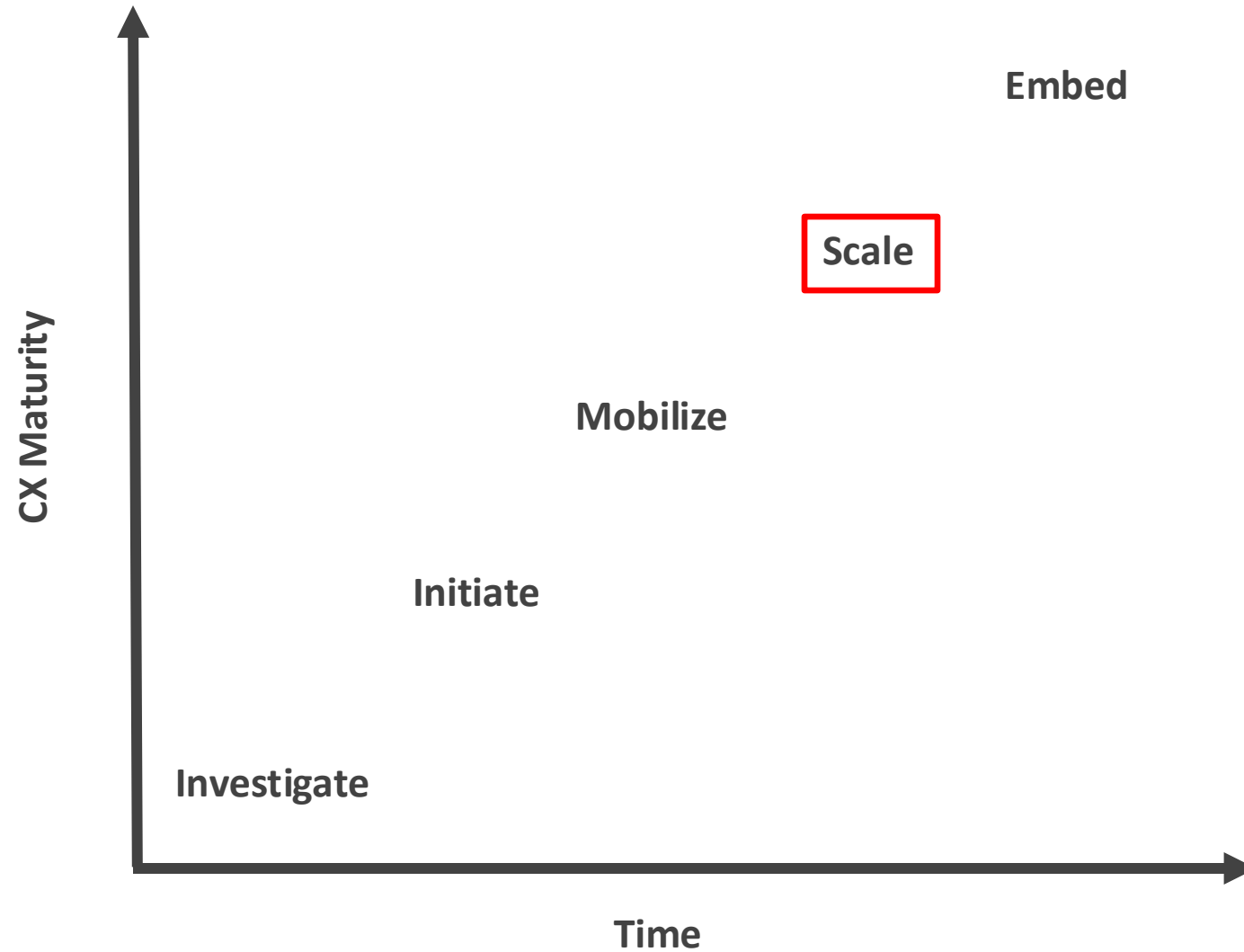
Connecting Care
Across the Continuum

Care Transitions

Clinical Outcomes

Financial Health

Public Health

CCRC

Hospitals

Skilled Nursing

Diagnostics

Pharma/Life Sciences

Pharmacy

ACO

Senior Living

FQHC

National Care Collaboration Network

27,000+ Long-Term and Post-Acute Care Providers

2,800+ Hospitals

350+ ACO & Risk-Bearing Provider Organizations

3,600+ Ambulatory Clinics

70+ State and Government Agencies

Every Major US Health Plan

● LTPAC Providers   ● Additional Providers   ● Hospitals

300+ integrated solutions as part of the Partner Marketplace

100+ national and regional association partnerships with organizations such as CMS, AHCA, Argentum, Leading Age, HIMMS, AHIP

Our CX Maturity Journey

Embed

Scale

Mobilize

Initiate

Investigate

CX Maturity

Time

*Maturity Stages from Qualtrics XM Institute

Voice of the Customer Program

Comparing my options

Enabling my organization to use the product

Sharing my positive experience with others

| Explore | Evaluate | Purchase | Implement | Adopt | Use | Retain | Advocate |

Exploring the website

Purchasing a product

Implementing the product

Using the new product

Ensuring my organization sees value in the product
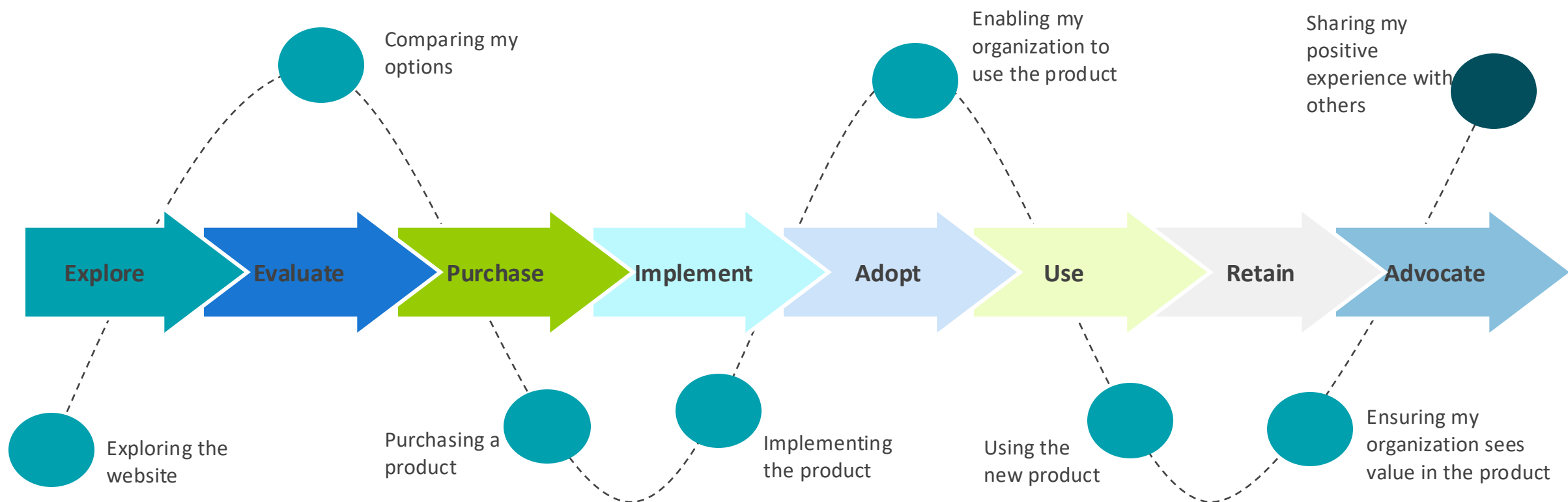
Goal: Transform customer experiences to earn engagement, retention and loyalty

Customer perceptions at key moments of truth

Structured

Unstructured

Solicited

NPS

CSAT

CES

Customer Interviews

Customer Advisory Panel

One Voice of the Customer

Unsolicited

Customer Call Transcripts

Online Reviews

Product Feedback

Social Media Posts

Customer Community Feedback
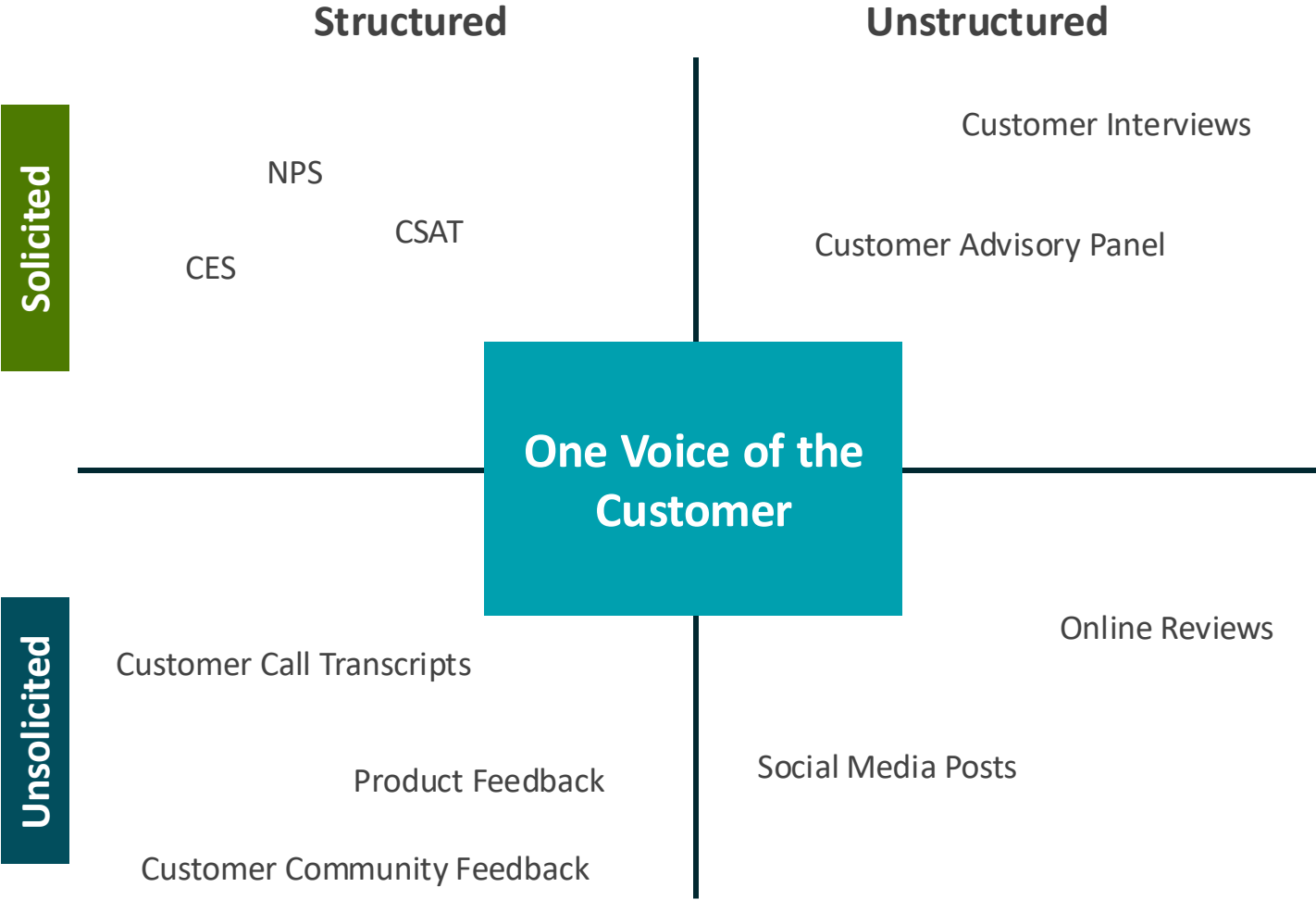
The Problem: Complexity of disparate data sources

Product
Feedback

Primary
Research

Operational
Data

Insights
and
Action
Planning

Customer
Surveys/
Interviews

Closed Loop
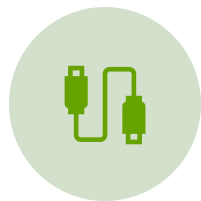Insights

Online
Reviews
and Social

Requirements

Unsupervised topic creation

Ongoing identification of new topics

Scalable platform

Flexible integration

Actionable impact driver identification

Generative AI capabilities

The Solution: Clootrack

Case study: Improving the user experience

Problem

Login & password reset issues are a top driver of NPS and support case volume

Solution

Cross functional collaboration with the Product and Customer Success

1. Improved NPS
2. OpEx savings

Thank You!