CENGN

PRESS'NXPRESS INNOVATION HIGHLIGHT

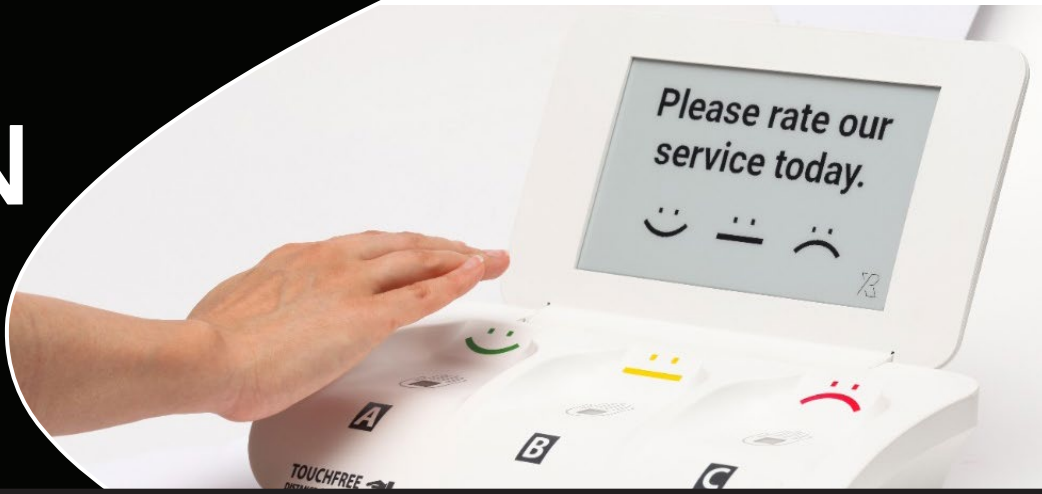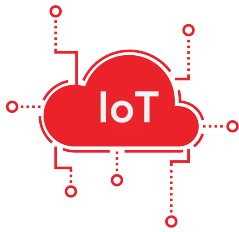### PRESS'N XPRESS

COMPANY OVERVIEW

The world has changed; how we interact with brands has evolved and so has customer experience. The fundamentals of customer experience are now commonplace and no longer enough for differentiation and growth. Press'nXPress helps companies monitor and understand customer experience gaps across customer journeys at physical, digital, and voice interaction points in real-time. It allows companies to collect in-the-moment feedback from customers right after service, integrates collected data across different interaction points on one platform, and generates actionable insights.

LOCATION: MARKHAM, ON

TECHNOLOGY

IoT

Internet of Things

PRESS'N XPRESS Mak Vaezpour, COO & Product Strategist
siamak@pressnxpress.com
pxp.ai

CENGN Rick Penwarden, Sr. Manager, Marketing
rick.penwarden@cengn.ca
cengn.ca/projects

MONITORING CUSTOMER EXPERIENCE

Companies struggle to monitor customer experience in the modern customer journey, understand/meet customer expectations, and differentiate in the marketplace. Customer interaction points are scattered across digital, physical, and voice channels, resulting in a lack of integrated information on the quality of customer experience and company improvement areas. The focus of most current customer experience monitoring solutions is to collect feedback days after service and rely on customer memory. The Press'nXPress platform provides companies with in-the-moment feedback and real-time insights, leading to higher response rates and quality insights.

REAL-TIME CUSTOMER FEEDBACK

Press'nXPress collects customer feedback in the moment of service using non-intrusive feedback-collecting means. With their platform, companies don't struggle to design different surveys to drill down to the problems. Instead, Press'nXPress continuously collects feedback in real-time at all interaction points (digital, physical, and voice). Automated questions find the "Why" in service gaps, and the insights platform automatically analyzes feedback data to provide actionable insights across the organization. The platform also includes a conversation hub, allowing organizations to engage and act on the feedback received across the customer journey.

PROCESSING MORE FEEDBACK REQUESTS PER SECOND

Press'nXPress's goal was to gain an understanding of how to optimize its platform to accommodate anticipated growth in data. Using the CENGN Testbed, the company identified and rectified bottlenecks to allow their platform to scale to 200 connections per second. The updated structure is now capable of handling 500 feedback requests per second with a 100% success rate. Press'nXPress also validated that concurrent connections of 150 feedback terminals can be supported without any issue, a required benchmark for forecasted business growth. Having completed their CENGN Project, Press'nXPress is confident in its capability to handle high demand.

> "The infrastructure resources that were made available by CENGN allowed us to perform stress tests and understand the resources required to support operations as the business grows."
>
> **Mak Vaezpour**
> COO & Product Strategist,
> Press'nXPress