

Financials

APRIL 2018

75 DEALS IN THE PIPELINE

TOTAL: \$6,7MM

...AND WE ARE JUST STARTING!

SOME HOT DEALS IN THE PIPELINE



Georgia Power



Avalanca



Walmart

citi



ZURICH



SulAmerica

FCA



FICO WORLD¹⁸

The Decisions Conference

APRIL 16-19, 2018 [MIAMI BEACH, FL.]





atdc
GEORGIA TECH

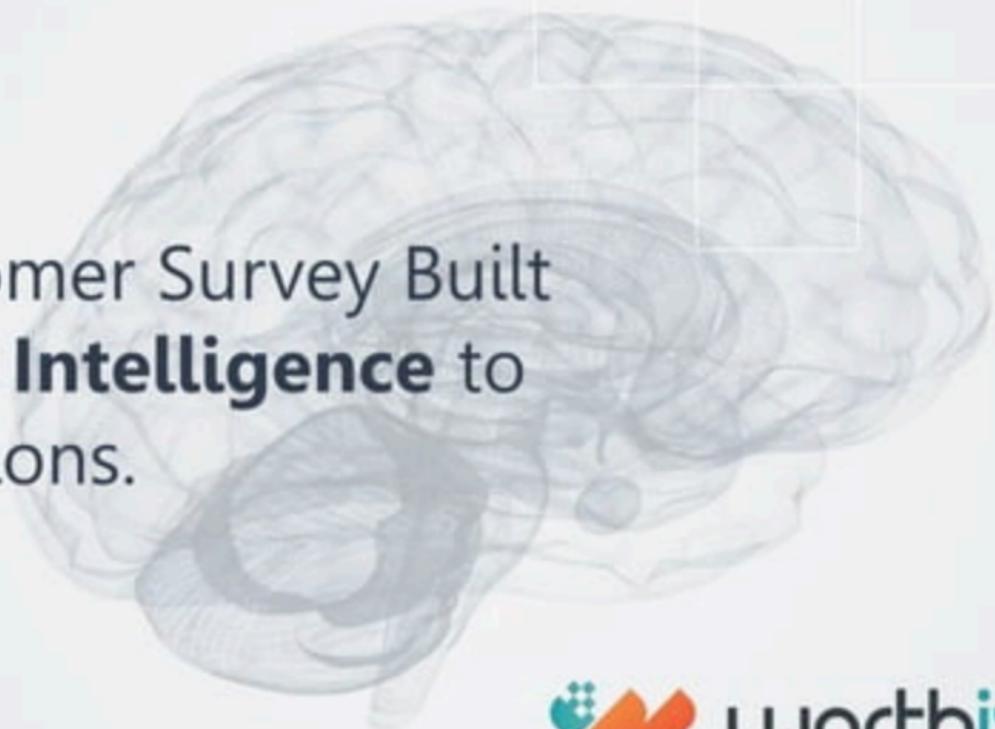


worthix
Science Behind Decisions



| Solution

The First Customer Survey Built
with **Artificial Intelligence** to
measure decisions.



worthix
Science Behind Decisions

Some of Our Customers



FICO



L'ORÉAL
PARIS

nextel



verizon

vivo

elo7

TIM



PRAXAIR





Alone,
CSAT and NPS can't explain
customers' decisions.



BlackBerry



In 2009 BlackBerry's Customer Satisfaction Index was peaking...

...while they were losing a tremendous amount of customers

Net Promoter Scores: U.S. Retailers

Average NPS for American retailers is 30. Retailers scoring higher than 30 can congratulate themselves for being above average, but only Amazon, J.J. Bean, and Adidas can consider themselves exemplary.

These brands are providing customer experiences that make customers want to recommend them. At the other end of the spectrum, Overstock, Urban Outfitters, and Target are struggling. It's hard to imagine customer scores for these retailers if so few people are recommending them.

We've benchmarked scores on the following page by retail category to help retailers more easily identify their peers and competitors.



52%
of the fortune 500 firms
SINCE 2000
ARE GONE!

“What customers value in a product or a service
can be hard to pin down.”



Team

800+ Customer Research
Projects

15+ years in the CX
Industry

Deep knowledge about
the pains of this market



Guilherme Cerqueira
CEO - Chief Executive Officer

Rogério Monteiro
CCO - Chief Client Officer

Kevin Berry
Senior AI Research and Development
Georgia Tech

\$33B

Is the total amount of money invested
every year in

Customer Surveys

Artificial Intelligence



**No need to design
questionnaires**

**Less than 2 minutes
to respond**

A woman with brown hair, wearing a dark blue shirt, is shown from the chest up. She is looking upwards and to the right with a thoughtful expression, her hand resting on her chin. Above her head is a large white thought bubble with a thick black border. Inside the bubble, the text "The why behind the buy" is written in a bold, black, sans-serif font. Two smaller white circles with black borders lead from the bottom of the thought bubble to the woman's head.

**The why
behind the
buy**

**...to keep up with
the speed of
change**

Traction



Traction



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HYUNDAI



Vanguard



| Strategic Partners & Resellers

FICO

accenture

| Investors



VALOR
CAPITAL GROUP, LLC

| Mentoring

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