



AXM Framework

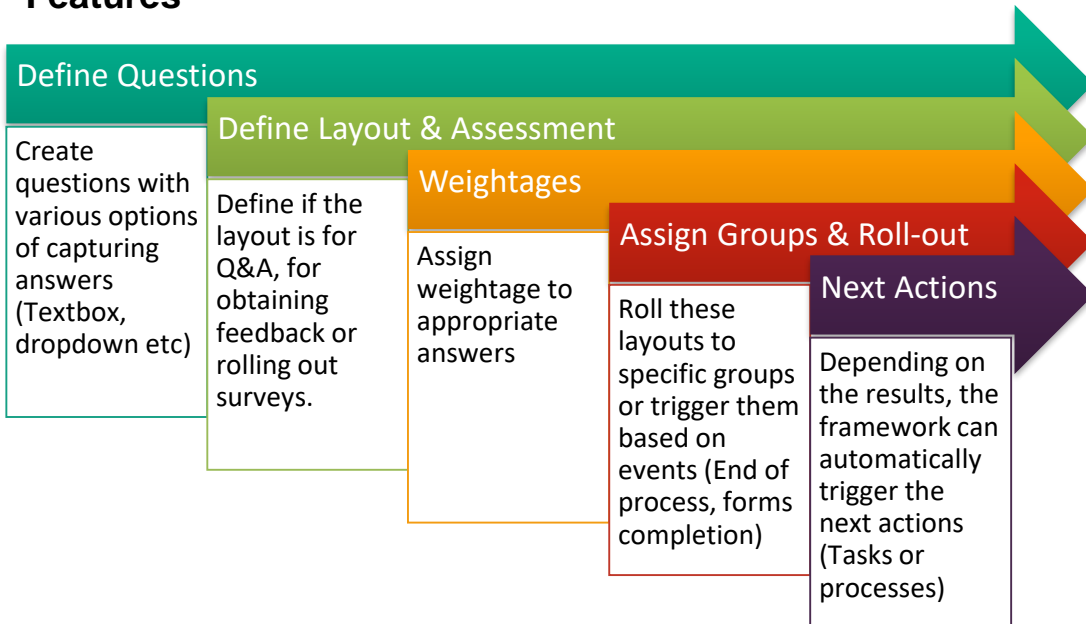
App Market Solutions from Yexle

AXM Framework

Business Need

Data in the form of Q&A, Feedback and surveys to be collected by organisations need them to be either developed specifically for applications or organisations have to depend on other survey sites to create questionnaire and obtain feedback. Combined with different surveys being triggered at different points of times too, this results in outcomes being disjointed, cumbersome to track progress and to consolidate results of assessments, root causes and conduct review / remedial actions. Our AXM Framework enables organisations configure Q&As, feedback, surveys, collate reviews and provide significant ROI to surveys through relevant actions and drive overall compliance supporting the wider agenda of organisations and service specifications

Features



Concept



This framework enables organizations to create questions, attach these to dynamic layouts and roll these out either as Q&A, Feedback or survey forms

Weightage can be assigned to questions/layouts too enabling organizations to obtain weighted survey scores and take the appropriate next steps. Trends of these scores can be tracked and monitored to improve customer journeys and User experience

Impact to Customer

Customer can create, attach and roll-out questionnaire/surveys within minutes rather than to develop a question pack

Automatic weightages associated to each questionnaire / forms help determine RAG statuses / survey outcomes immediately and alert customers to take corrective actions

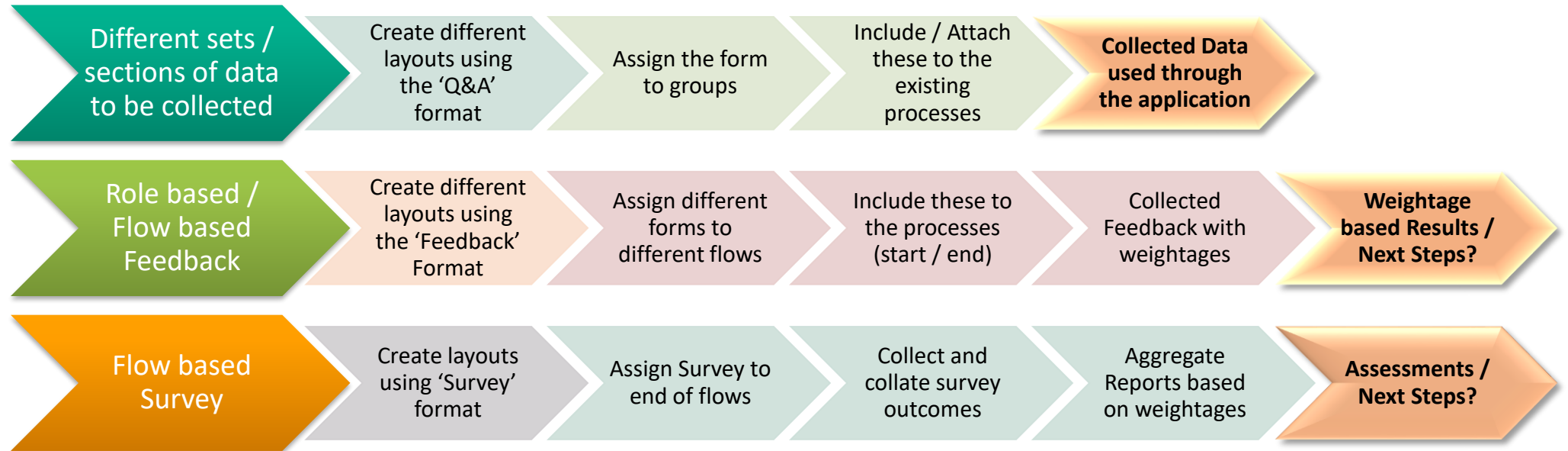
Organisations can provide end-users a seamless (everything on Appian) user experience rather than having to either redirect them to other survey sites or spend additional effort towards integrating survey outcomes

The framework can be more 'pervasive' and can be used to create multiple types of surveys or questionnaires and provide a comprehensive view of these across different points of times (trend analysis)

Customers can triggers these assessments at various points of the User journey to obtain weightages that can help them improve overall customer experience

AXM – Potential Areas of Usage

(Scalable to do repeatable activities but for various parameters)



...and many more

Any questions?

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