



CPG OhZoneSM

Qualtrics Driven XM

Leverage Experiential Data to Drive Operational Optimization All Across CPG

Leveraging the power of Qualtrics, customers—plus everyone in your Packaged Goods organization—can become activated to contribute to growth, profitability and outstanding experience management at every touchpoint. OhZone from Sierra Digital provides the framework to make it happen.



Know the What and the Why: In the example above, Customer Sentiment is measured in comparison to Sales by product over time. Below, OhZone offers you the ability to run analytics on X+O data together, in order to build What If scenarios. As you change Sentiment Scores, for example, you can see the net effect on Total Cost, Sales Revenue, etc.



Insights Made Actionable

Using the Qualtrics XM Platform, your organization can obtain experience data (X data) from any number of stakeholders—such as customers and employees. OhZone brings X data into view in relation to operational data (O data). As a result, you'll see new opportunities to optimize customer service, deliver breakthrough innovations, identify and fix weaknesses in systems, processes, manufacturing, and much more.

OhZone's intuitive dashboard highlights hotspots of focus, opportunity and concern.

A Game-Changer for Your Business

OhZone offers you the opportunity to:

- Put the customer at the center of your decision-making
- Convert input to action in real time
- Find new ways to reduce costs and build new revenue opportunity
- Manage change—from input to impact

Learn more about CPG OhZone @ <https://www.youtube.com/watch?v=Yv6RoqVZHbc>



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