

salesforce


Rokket.
create better experiences

Vision



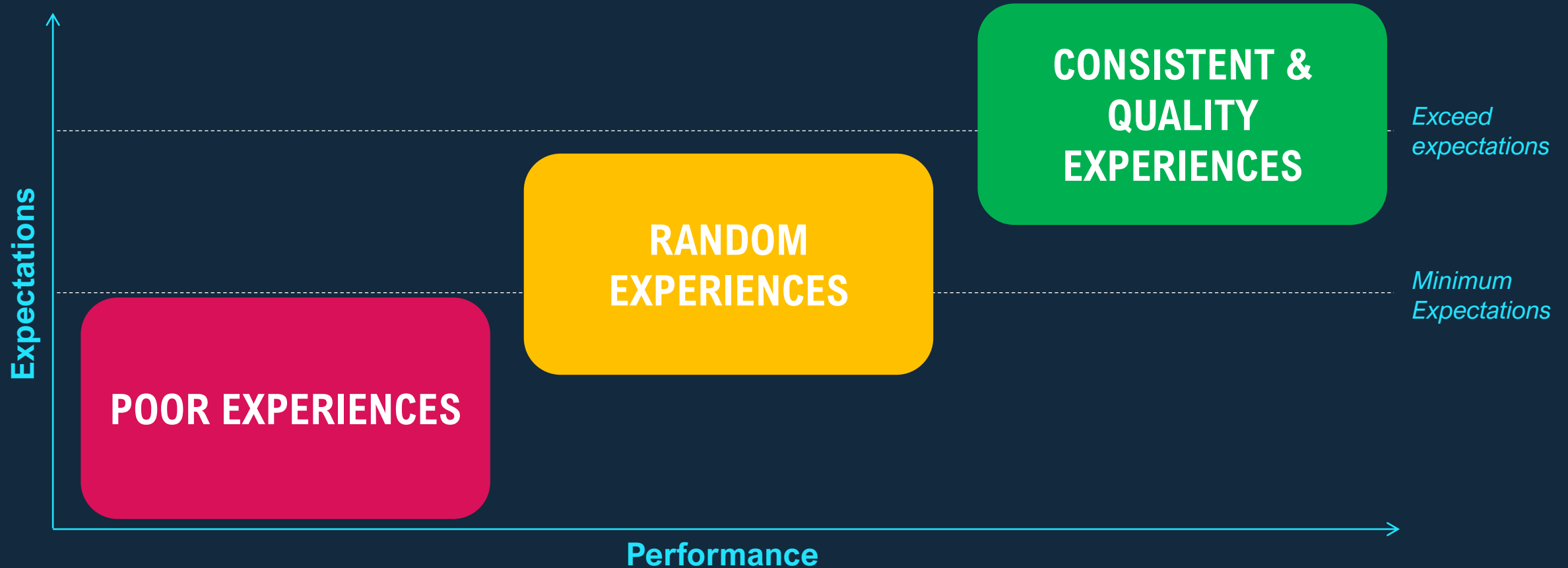
Create better experiences

Rokket helps organisations continually improve through the power of their people.

People are organisations most valued and knowledgeable asset- Rokket gives them a voice to help organisations realise their strategic goals and ultimate vision.



Problem



Unsustainable

- Large experience gap
- High volume of complaints
- Disengaged employees
- Organisation will change or fail
- Constant fire fighting

Carrying unnecessary cost

- Medium experience gap
- 'Luck of the draw' experiences
- Employees feel overworks/overburdened
- Regular firefighting
- Some improvement activity visible

Progressive

- Small/ no experience gap
- Delivering brand promise
- Employees think and act "customer"
- Focus on continual improvement

Continuous Improvement Loop

Engage, understand & leverage knowledge from customers & employees.

PEOPLE

IMPROVEMENT

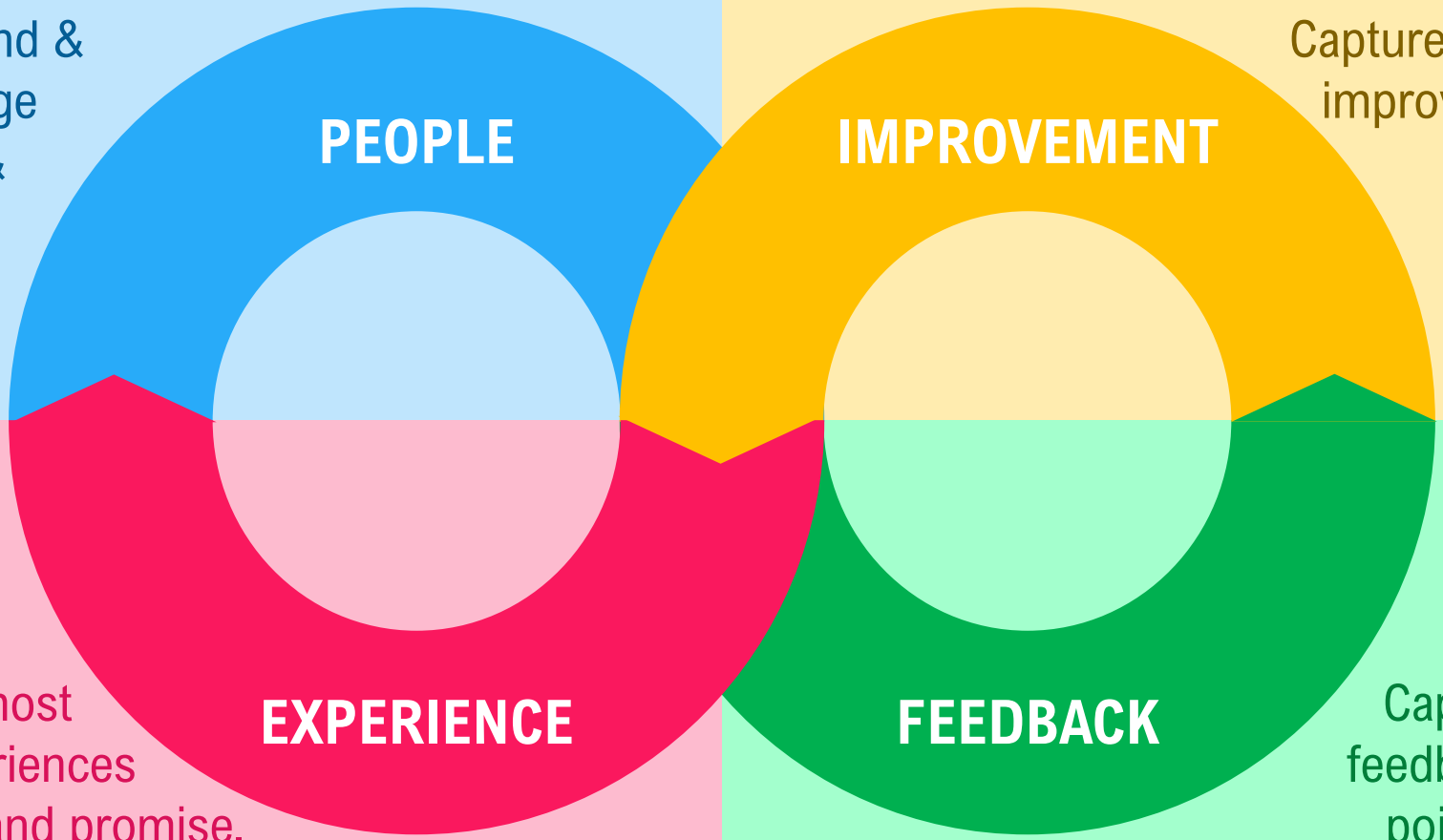
Capture, develop & manage improvements to enhance experiences.

Create the best, most value added experiences that deliver on brand promise.

EXPERIENCE

FEEDBACK

Capture in the moment feedback identifying pain points, opportunities & experience scores (NPS, CES, CSAT).



Capturing customer and employee feedback

Feedback? Err,
I don't have a
place for that.



Thanks for the
feedback! That
will get fed to
our CX team!



Front line staff are in tune with what thinks, feels and wants customers.

They know their issues, successes and are a great source of ideas. Most organisations don't have a simple and effective way to capture and action this priceless feedback.

Rocket helps agents capture in the moment feedback in a meaningful way.

Feedback can be captured easily and quickly during interactions. Rocket helps aggregate feedback by moving from flat complaints information to grouped and organised feedback.

Create better experiences

Rocket is an **experience improvement platform** fed by insights from employees and customers.

100% Salesforce Native, it can be purchased from Salesforce AppExchange adding additional functionality to an organisations existing CRM within minutes.



CAPTURE

- Efficiently captures feedback from employees and staff
- Qualitative issues, ideas & successes
- Quantitative experiences scores (NPS, CES, CSAT) at a journey or journey stages level



UNDERSTAND

- Create real time customer & employee journey maps
- See how feedback related to organisation goals to direct improvement activities
- View intensity of feedback items



IMPROVE

- Capture all improvement activity in one place
- Create rapid cost benefit analysis
- Management of improvement approvals
- Use out the box dashboards to understand improvements

Capture Feedback

The screenshot displays the Salesforce Lightning user interface. At the top, there's a navigation bar with the Salesforce logo, a search bar, and various utility icons. Below this is a secondary navigation bar with tabs for Service, Home (selected), Accounts, Contacts, Cases, Reports, Dashboards, Rokket, Feedback, Improvements, and Successes. The main content area features a 'Quarterly Performance' dashboard. It includes a header with filters for 'CLOSED £0', 'OPEN (>70%) £0', and a 'GOAL' section. A large chart area shows a performance trend over time, with a message: 'Add the opportunities you're working on, then come back here to view your performance.' To the right, there's a 'Feedback Capture' section with a question 'Who is the feedback from?' and two radio button options: 'Contact' and 'Salesforce User'. Below that is a 'Leaderboard report' section with a horizontal bar chart titled 'Record Count' showing values from 0 to 7.

Contact

Mr. Marc Benioff

+ Follow Edit New Case New Note

Title Executive Officer	Account Name salesforce.com	Phone (2) (415) 901-7000	Email info@salesforce.com	Contact Owner Vimal Parekh
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New Insurance

Awareness > Quote > **Purchase** > Confirmation

Related **Details** News

Contact Owner Vimal Parekh	Phone (415) 901-7000
Name Mr. Marc Benioff	Mobile
Account Name salesforce.com	Email info@salesforce.com
Title Executive Officer	Reports To

Address Information

Mailing Address The Landmark @ One Market, Suite 300 San Francisco CA 94105 USA	Other Address The Landmark @ One Market, Suite 400 San Francisco CA 94105 USA
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Feedback Capture

* Select feedback type

☐ Issue

☐ Idea

☐ Success

Next

capture

Feedback from?

User

Next

Record report

Record Count	Count
3	3

As of Today at 08:48



Create new or like existing Issue

☐ New

Existing Issues

☐ Short Reporting Time limit

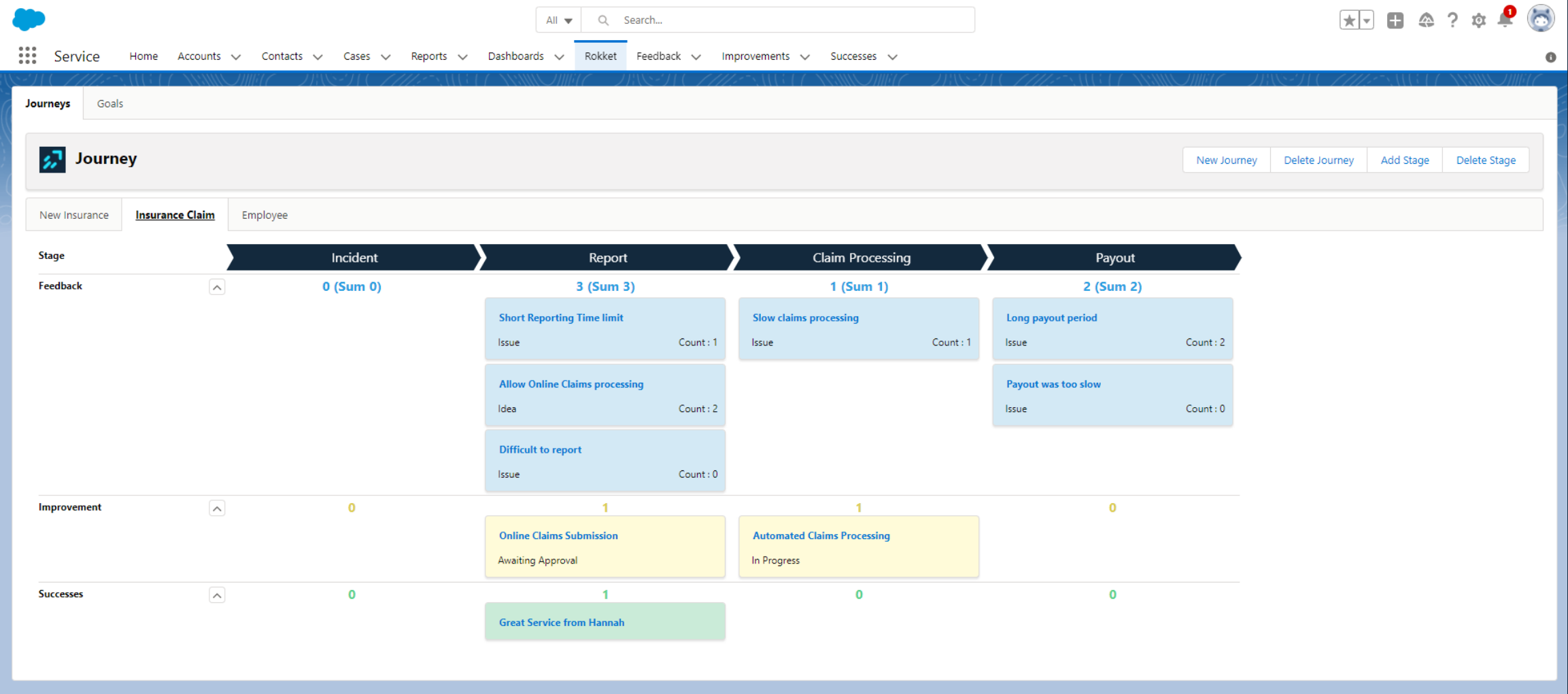
☐ Long payout period

☐ Slow claims processing

Previous

Next

Realtime Customer Journey Maps



Feedback Log

Service

Home

Accounts

Contacts

Cases

Reports

Dashboards

Rokket

Feedback

Improvements

Successes

All

Search Feedback and more...

★

+

?

⚙

🔔

👤

Feedback

Recently Viewed

8 items • Updated a few seconds ago

Search this list...

Service

Home

Accounts

Contacts

Cases

Reports

Dashboards

Rokket

Feedback

Improv

All

Search Feedback and more...

Feedback

Recently Viewed

8 items • Updated a few seconds ago

Outstanding (4)

Improvement in Progress (2)

Closed (2)

6

Short Reporting Time limit

Issue

Process

Insurance Claim

Incorrect quotation

Issue

Technology

New Insurance

Allow Online Claims processing

Idea

Insurance Claim

Delay on receiving confirmation

Issue

Process

New Insurance

3

Slow claims processing

Issue

People

Insurance Claim

Long payout period

Issue

Process

Insurance Claim

0

Payout was too slow

Issue

Behaviours

Insurance Claim

Difficult to report

Issue

Insurance Claim

9

Improvements Log

Improvements

Recently Viewed

3 items • Updated a few seconds ago

Search this list...

New

Import

☐	Title	Group	Tags	Start Date	Finish Date	Owner Alias	Status
1	Automated Claims Processing	Technology	Back End automation; Dev Team C;	10/05/2021	10/12/2021	VPare	In Progress
2	Improve quote system accuracy	Other	Website Improvement; Dev Team A;			VPare	Planning
3	Online Claims Submission	Website	Website Improvement; Dev Team B;	04/10/2021	11/03/2022	VPare	Awaiting Approval

Improvement

Automated Claims Processing

Category

Major Project

Goal Impacted

[Reduce Costs](#)

Journey

[Insurance Claim](#)

Stage

[Claim Processing](#)

Owner

[Vimal Parekh](#)

In Progress

Done

Mark Status as Complete

Details

Business Case

Attachments

Details

Title

Automated Claims Processing

Status

In Progress

Description

Automated processes for 50% of all claims.

Group

Technology

Created By

[Vimal Parekh](#), 14/09/2021, 13:56

Hide from Insight

☐

Project Details

Tags

Back End automation; Dev Team C;

Project Plan

Owner

[Vimal Parekh](#)

Start Date

10/05/2021

Finish Date

10/12/2021

Journey & Goal

Journey

Related

Chatter

Activity

Feedback (1)

New

Title

Likes

Group

Type

[Slow claims processing](#)

1

People

Issue

[View All](#)

Approval History (0)

10

Experience Scores

Details

Journey

New Insurance

Stage Name

Purchase

Order

3

Experience Score Method

NPS

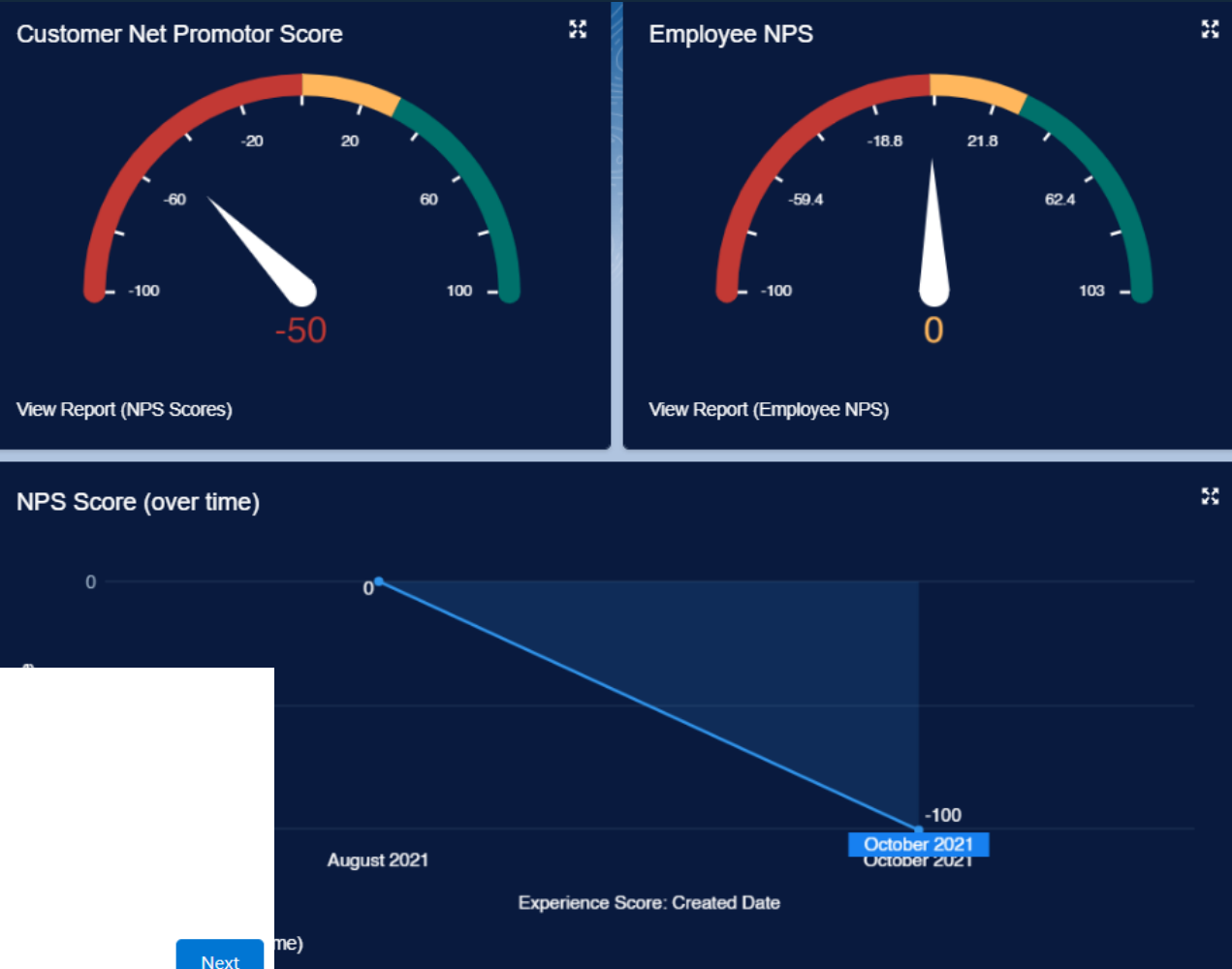
Custom Experience Score Questions

Created By

Vimal Parekh, 03/08/2021, 14:09

Last Modified By

Vimal Parekh, 03/08/2021, 15:22



Feedback

How likely are you to recommend Betatest2 to to a friend or colleague?

0 = Not at all

10 = Extremely Likely

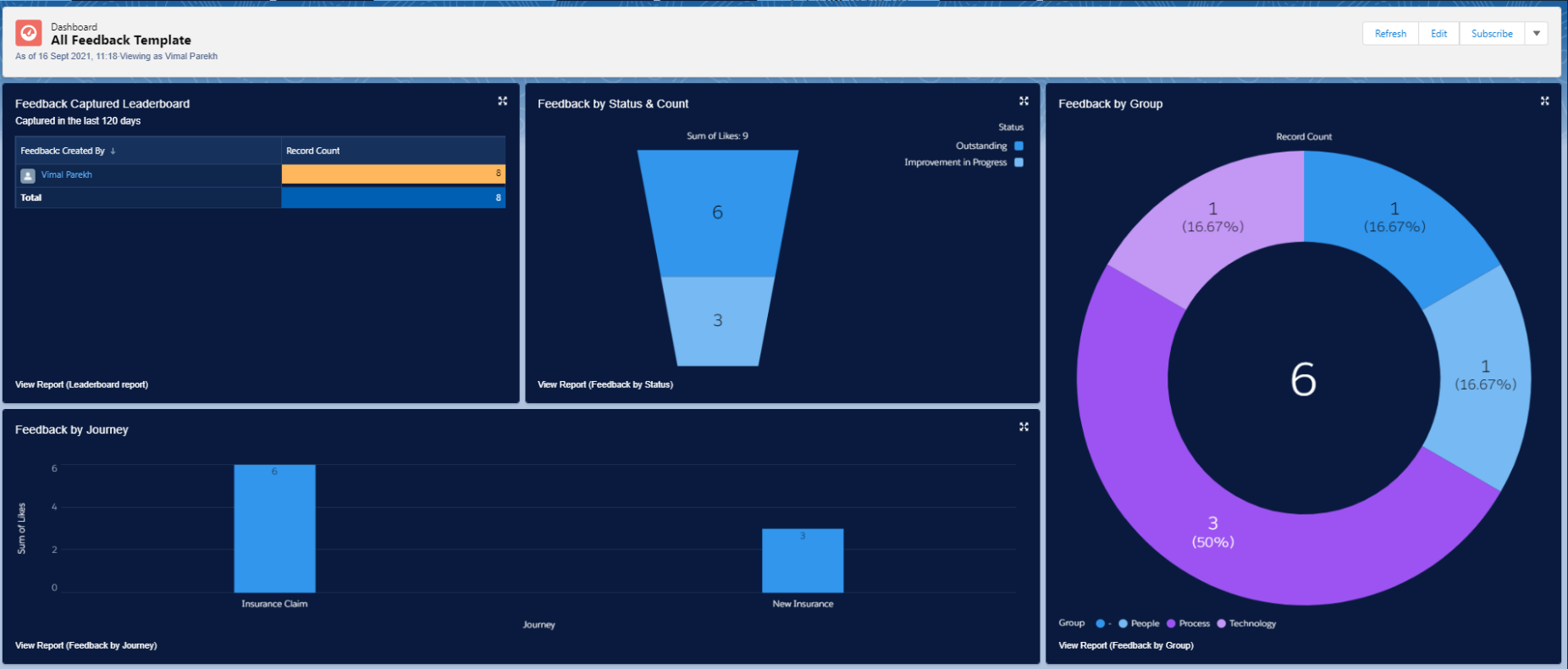
Select value

0-10



Next

Dashboards & MI



Impacts to stakeholders



CUSTOMER

'Valued'

- Can provide feedback on in an impactful way.
- Better experiences



EMPLOYEES

'Engaged'

- Are encouraged to share issues effecting them and customers.
- Can share their improvement ideas.
- Can get involved in the problem solving process.



CX / IMPROVEMENT

'Empowered'

- Clearly understand the issues effecting customer and employees.
- Can easily manage improvement delivery.



MANAGEMENT

'In control'

- Can control organisation performance by focusing improvements on a shared goals.
- Simplified approval process
- Transparency of improvements activity, ROI.

Benefits

1. Improve Customer Experience
2. Improve Employee Experience & Engagement
3. Steer the ship

Only **4%** of UK consumers say they'll **keep interacting** with a company that provides unsatisfactory experiences.

PWC

Customer-centric companies are **60%** more profitable than companies that don't focus on customers.

Forrester

81% of executives expect to be competing mostly or completely on the basis of CX.

Gartner

Delivering positive customer experiences can **reduce your cost to serve customers by up to 33%.**

Deloitte

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