

IN **5 STEPS** TO INSIGHTS-DRIVEN LEADERSHIP



● **SIMPLY DECIDE**

Would you like to integrate customer and employee insights into your daily management routine? We will show you how to make insights-driven decisions into your everyday life in 5 steps.

● **STEP 1 - INDEXES**

You know your relevant indexes: Store them in the ECHONOVUM INSIGHTS PLATFORM.

● **STEP 2 - MOMENTS OF TRUTH**

Use the Insights Platform to create the customer or employee journey with the central interactions (Moments of Truth) between your company and your customer.

● **STEP 3 ASK QUESTIONS**

Select in the Insights Platform at the Moments of Truth relevant questions with regard to your indicators.

● **STEP 4 - FEEDBACK**

At every Moment of Truth: the questions reach your customer.



● **STEP 5 - CHECK THE DASHBOARD AND DECIDE!**

Your indexes now reflect the answers: you immediately see opportunities. Optimize!

