CUSTOMER EXPERIENCE DASHBOARD

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Abstract - *A customer experience represents the dashboard blind major metrics that track and analyze customer interactions with a product or service. These help dashboard organizations understand customer behavior, improve service quality and increase overall customer satisfaction. Additionally, they allow businesses to identify customer travel pain points, which enable more targeted improvements. Finally, they support data-operated decision making, helping organizations prefer the tasks that align with customer needs and expectations.*

*Key Words***:** *Customer experience dashboard, major matrix, track and analysis products or service, customer satisfaction, customer retention, data-propagated decision making*

1. INTRODUCTION

A customer experience dashboard is a powerful tool that provides businesses with visual representation of major customer-related matrix. It consoles data from various touch pants, such as customer response, service interactions, and purchase behavior, single interfaces. It enables outfit to track customer satisfaction, net promoter score (NP), resolution time and other important indicators that affect overall customer travel. By centralizing this data, businesses get a clear understanding of how customers interact with their brand and where improvement is required. To simply track the metrics, these dashboard outfits help the customer travel pain points. By analyzing trends and patterns, businesses can indicate normal customers frustrations, whether they are long waiting time, ineffective support, or product -use issues. With this insight, companies can apply targeted reforms, such as optimizing customer service workflows, refining product features, or increasing self-service options. This active approach ensures that businesses constantly develop to meet customers' expectations and reduce dissatisfaction.

1.1 Data Collection Module

The **data collection module** is the foundation of a customer experience dashboard, which is responsible for collecting, processing and integrating customer interaction data from various sources. This module ensures that businesses have access to accurate, real -time and relevant information to assess customers' satisfaction and make informed decisions.

1.2 Data Integration Module

Data integration module is responsible for collecting and harming customer data from several sources in the integrated system. This module ensures that all relevant customer interaction data is collected, processed, and customer experience is made available for analysis in the dashboard. By integrating various data currents, business customers get a comprehensive approach to the level of behaviour, preferences and satisfaction.

1.3 Data Storage Module

The **data storage module** is responsible for securely storing, organizing and managing customer interaction data collected from various sources. This ensures that the data is accessible, structured and adapted to analysis, allowing businesses to achieve meaningful insights from their customer experience dashboard.

2. Data Visualization module

The **data visualization module** is responsible for transforming raw customer data to be comfortable, interactive and easily understanding visual representations. This module enables businesses to monitor the major matrix, to get actionable insights from the track and their customer experience dashboard. By taking advantage of various visualization techniques, teams can quickly identify areas for improvement, detect emerging issues, and increase the satisfaction of overall customers.
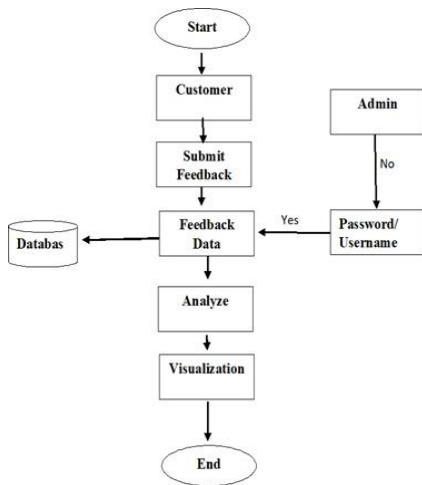
Fig -1: Data Flow Diagram

3. CONCLUSIONS

A customer experience dashboard exceeds only one reporting tool; It acts as a strategic property that helps businesses stay customer-focused. Customer interactions and response by constantly monitoring, organizations can ensure that their services align with customers' needs and expectations. This ongoing evaluation allows businesses to make informed decisions that increase the user satisfaction and drive customers loyalty, eventually leading to a competitive advantage in the market. The ability to track and analyze the major performance indicators in real time enables businesses to stay fit and active. Instead of reacting to problems after they are generated, organizations can estimate challenges and apply pre -compositions. This accountability not only improves customer relations, but also improves the trust, as customers appreciate brands that give importance to their experience and address concerns immediately. For a long time, businesses who invest in customer experience keep themselves in the position of dashboard for sustainable development. By taking advantage of frequent adaptation procedures, refined services, and customer insights, companies can build strong relationships and promote brand advocacy. Finally, a well-used customer experience serves as a foundation stone to improve the dashboard overall commercial performance and ensure long-term success in the customer-operated market.

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