Visualize infinite possibilities with Quantum Metric data in Looker.
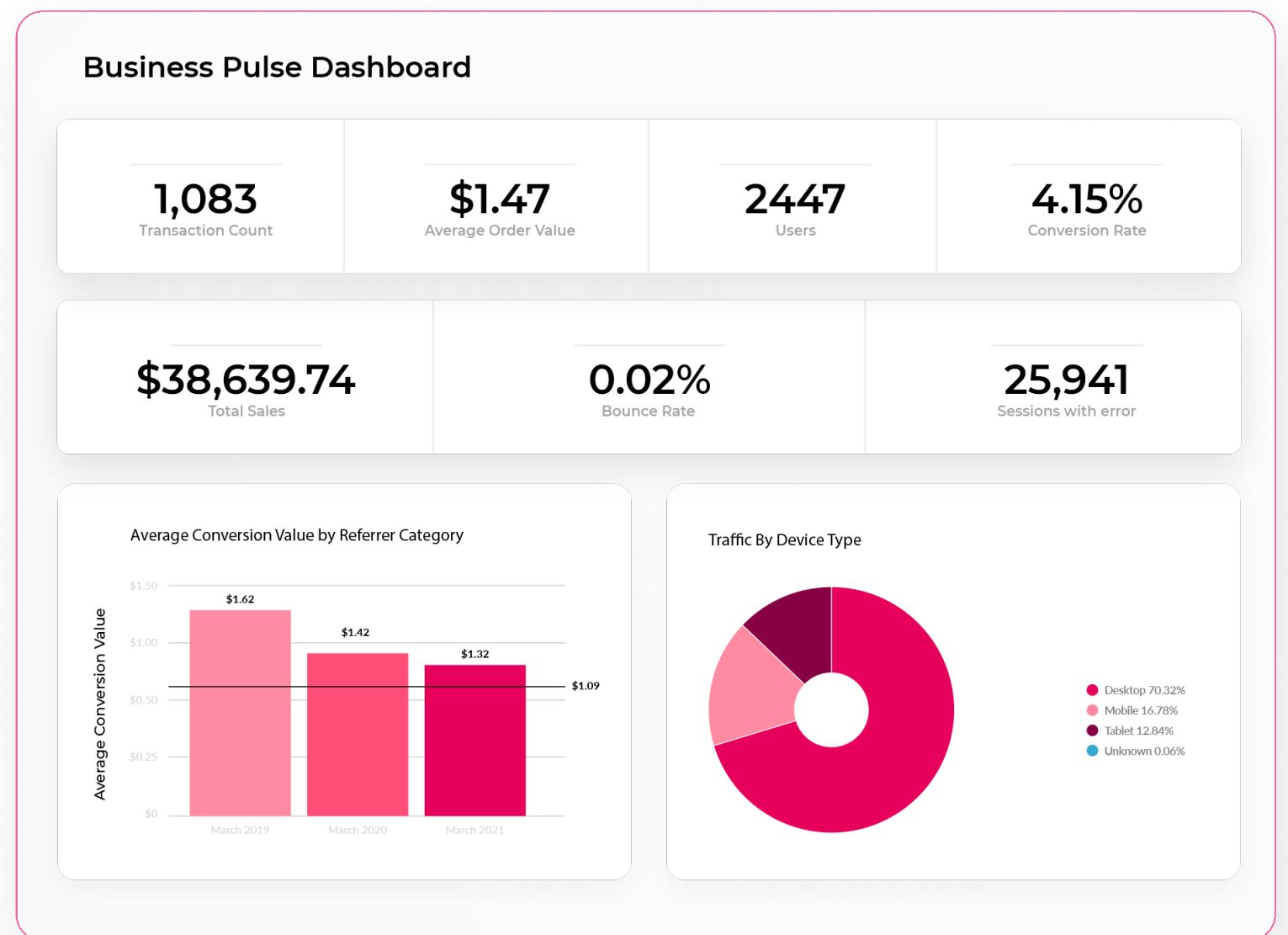
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Quantum Metric | Looker

Your one stop shop for deep customer intelligence.

When it comes to building better products, understanding the customer experience at speed and scale is easier said than done. One challenge is the amount of data wrangling – across multiple data silos – that is often required to derive actionable insights for your product teams. Cross-channel data is often siloed and must be manually stitched together across data lakes before understanding customers in depth. With multiple analytics tools and platforms, it's easy to go from data lakes to data swamps.

But when you combine the power of Looker's BI analytics platform with Quantum Metric's real-time customer insights (built on Google BigQuery), you gain greater speed and confidence to scale data across the enterprise. This includes digital behavior linked to your online and offline customer profile across all channels. And with Looker's multi-cloud database platform, data always stays fresh (no messy, outdated extracts).

All in one place, you can understand the full customer journey in real-time so you can align teams around the customer, leveraging insights across product, sales, marketing, VoC, CRM, Ops and contact center.

Business Pulse Dashboard

1,083	$1.47	2447	4.15%
Transaction Count	Average Order Value	Users	Conversion Rate

$38,639.74	0.02%	25,941
Total Sales	Bounce Rate	Sessions with error

Average Conversion Value by Referrer Category

- $1.62 (March 2019)
- $1.42 (March 2020)
- $1.32 (March 2021)
- $1.09

Traffic By Device Type

- Desktop 70.32%
- Mobile 16.78%
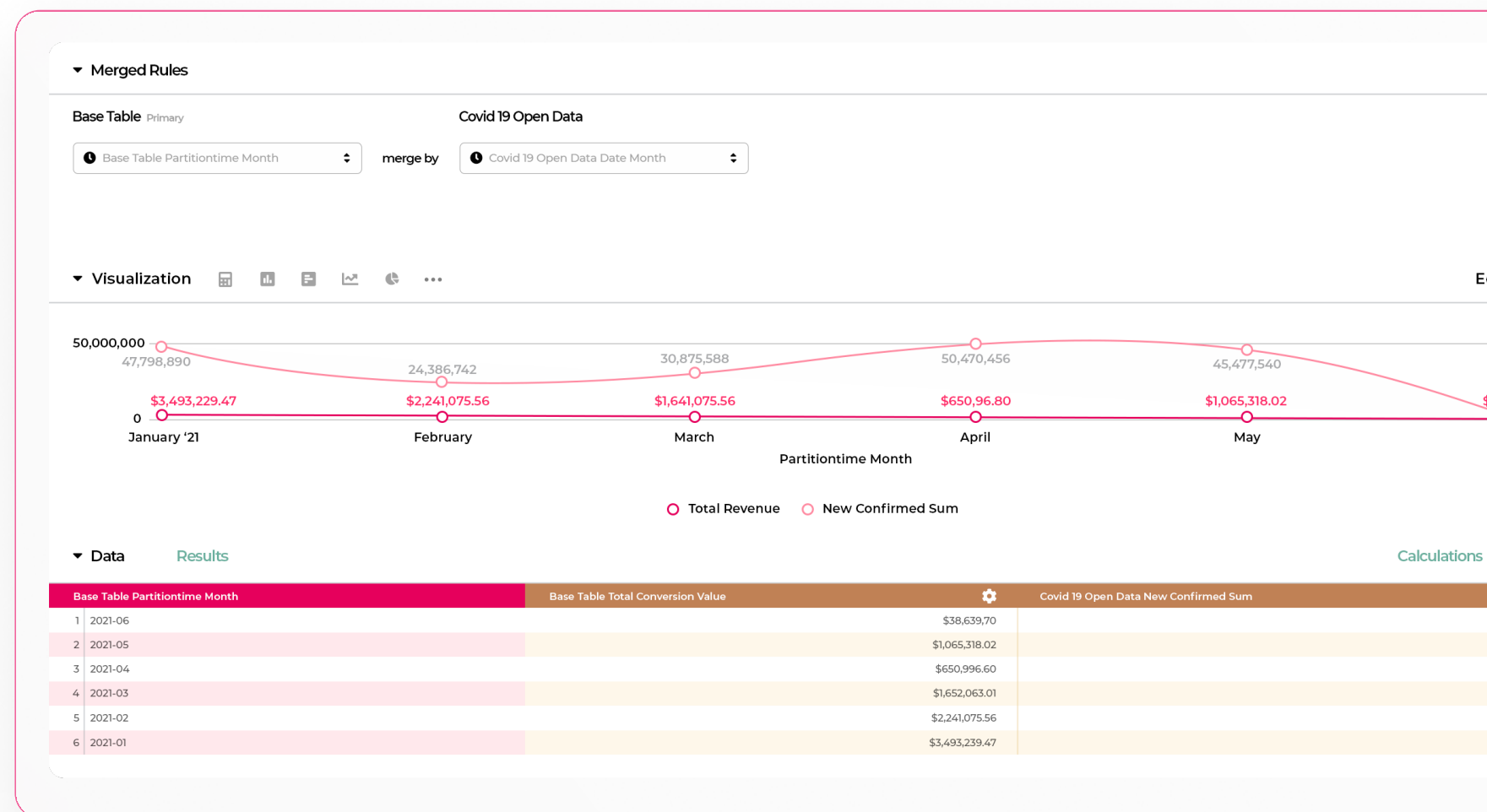- Tablet 12.84%
- Unknown 0.06%

Democratize customer data across teams and platforms.

Customer data that's trapped in silos or endless data processing serves no purpose. To accurately understand user-level behavior across devices and platforms, most analytics tools require manual, resource-intensive identity stitching, ETL, formatting and retransformation.

Quantum Metric's data in Looker streamlines cross-channel insights with unlimited flexibility to instantly view customer behavior across sessions, devices and platforms. Moreover, it's simple for any team across the enterprise to access and view these insights in Looker.

Whether you're monitoring customer abandonment, attribution or call center performance, Quantum Metric and Looker can help.

Merged Rules

Base Table **Primary**

Covid 19 Open Data

🕐 Base Table Partitiontime Month   merge by   🕐 Covid 19 Open Data Date Month

Visualization

50,000,000

47,798,890   24,386,742   30,875,588   50,470,456   45,477,540

$3,493,229.47 $2,241,075.56 $1,641,075.56 $650,96.80 $1,065,318.02

0

January '21   February   March   April   May

Partitiontime Month

○ Total Revenue   ○ New Confirmed Sum

Data   Results   Calculations

Base Table Partitiontime Month	Base Table Total Conversion Value	⚙	Covid 19 Open Data New Confirmed Sum
1 2021-06	$38,639,70		
2 2021-05	$1,065,318.02		
3 2021-04	$650,996.60		
4 2021-03	$1,652,063.01		
5 2021-02	$2,241,075.56		
6 2021-01	$3,493,239.47		

Quantum Metric | Looker

Get deeper insights into user abandonment.

The Challenge

You're a product manager, whose team has been struggling to identify the cause of abandonment on your digital platforms, across native apps and web.

The Solution

With omnichannel insights from Quantum Metric in Looker, you can detect users dropping out of your native app checkout process and completing it on the web.

This is enabled by seamlessly linking customer IDs across mobile and web via Looker, so you can identify users crossing channels. Then with a direct link from your dashboard in Looker, you can replay the customer experience in Quantum Metric, allowing you to identify, quantify and prioritize the issue instantly.

The How

• Notice a sudden drop in the checkout process on your native app using Quantum Metric.

• Quickly see how many logged in vs. anonymous customers are abandoning the app and completing checkout on the web, using Looker.

• Drill down by referrer and add the rage click metric to see how frustration might be influencing abandonment. Rage clicks are looking high for email users.

• Get an instant replay of the customer experience in Quantum Metric and learn the root cause driving users to a broken product link that redirects the user from the native app to the web page.

• Instantly see that thousands of other email users experienced the same issue and it's costing $500,000 in annual opportunity. And quantify their propensity to purchase again based on your propensity models in Looker.

• Now prioritize the fixes in your backlog!

Empower your contact center teams with integrated customer experience analytics.

The Challenge

As a contact center leader, you understand the importance of a top-notch support team that is responsive and knowledgeable. To improve performance, contact centers generate a huge volume of data. But simply knowing about call handling and resolution times aren't enough.

The How

- Log into your Looker dashboard, where all of your contact center and cross-channel KPIs are in one place.

- Hone in on an underperforming metric for unusually high average chat handle time. "Hmmm, that's odd," you say.

- Link to the agent's chat case in your Salesforce console, with a single click.

- Instantly replay the website session that prompted the customer to chat with the agent through Salesforce's native integration with Quantum Metric.

- Learn why it took so long for the agent to resolve the issue, which was caused by website friction that made it difficult for the customer to self-service.

- Share the Quantum Metric replay with the website product team to investigate the root cause.

- Improve chat handle times - after the product team releases the fix.

The Solution

With Quantum Metric data in Looker, you can empathize with digital customers with the ability to actually see what's frustrating customers, so you spend less time asking them how to replicate the issue in their browser.
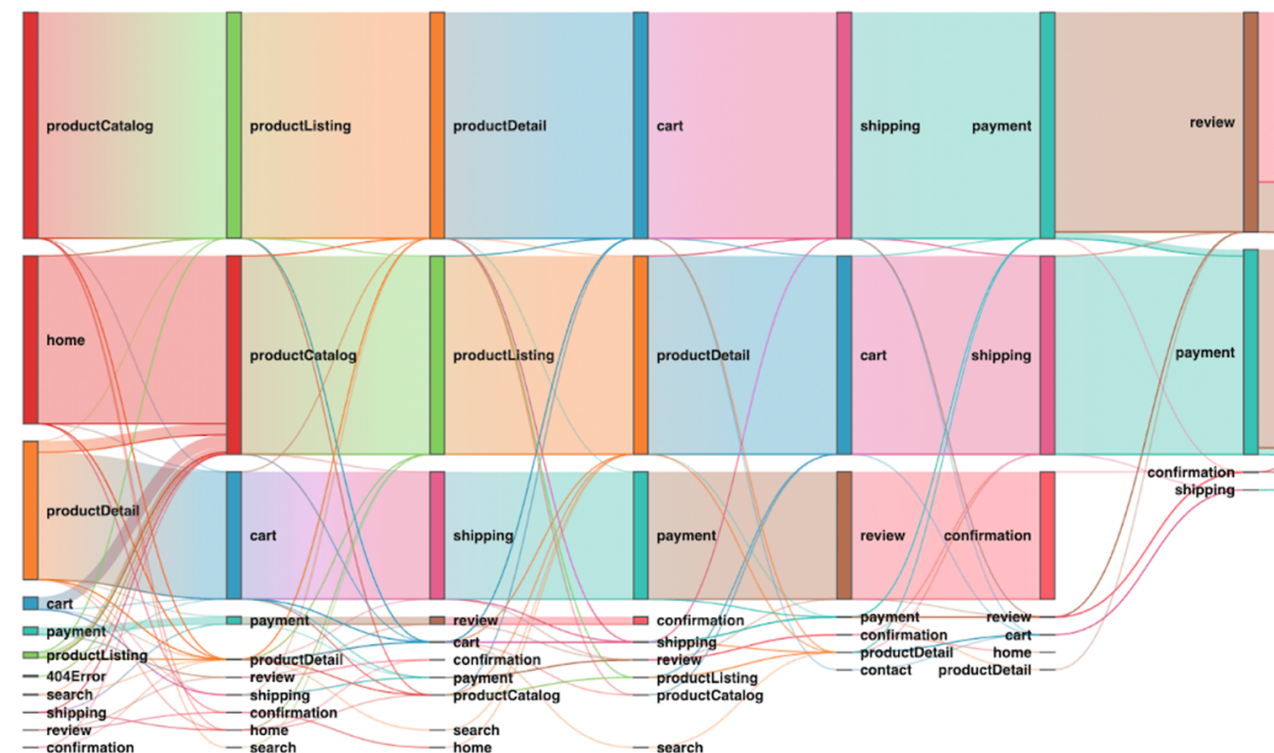
Gain unlimited flexibility with journey visualizations via multi-touch attribution.

Most journey analytics tools require extensive manual analysis to interpret every potential action sequence your users might take. But by visualizing your Quantum Metric data in Looker, you have limitless possibilities to customize the journey in real-time.

Leveraging the speed and scalability of Google Cloud BigQuery, you can query across petabytes of data in seconds, allowing you to combine offline journey data (such as in-store purchases) with online interactions (such as google paid ads). This will give your teams new visibility linking online interactions with offline purchases.

Use Case
Follow the customer journey from online to offline.

The Challenge

You're a digital marketing analyst, so you're frequently asked by your stakeholders to identify the impact of their digital advertising efforts on brick-and-mortar sales. But for marketers, mastering this online-to-offline connection is easier said than done. There are so many channels where customers interact, so you need multi-touch attribution to give credit where it's due.

The Solution

With Quantum Metric data in Looker, you can quickly see how customers are browsing your products across multiple marketing channels and ultimately purchasing in-store.

The How

- While analyzing data in Looker's Sankey journey visualization, you can see customers coming from Google and shopping on your website.

- You then can click on a node to see they later viewed a retargeting ad on Facebook but didn't click.

- Ultimately, it shows the customer went into your physical store to purchase a separate item and while there, they found and purchased the item they were browsing online.

- In the end, you're able to understand the influence of each interaction in the online and offline customer journey.

Quantum Metric | Looker

# Measure campaign performance by audience segment.

The Challenge

As a marketer, you understand that digital acquisition and campaign ROI measurement have become increasingly complex as privacy regulations tighten. This places extra importance on ensuring users' first touch experience on your digital platforms will delight and engage them, so you're not eroding ROI to bring them back.

The Solution

Quantum Metric data data in Looker lets you deep dive into any campaign and audience segments landing on your digital products, so you can better understand their frustration and reasons for abandonment.

The How

- As a marketer, you can instantly view Quantum Metric's campaign segmentation and conversion data in your Looker dashboard, tracking user-level KPIs, otherwise difficult to capture in other tools.
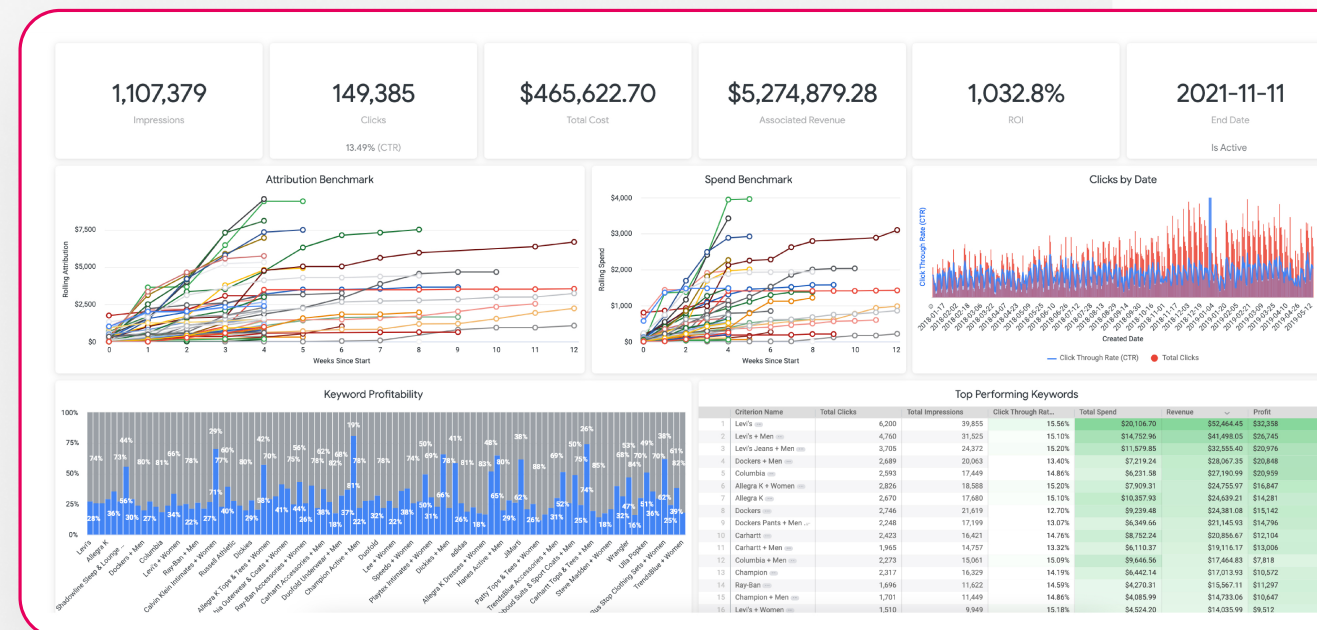
Sample KPIs

- Measure last touch revenue attribution by channel
- Track non-converting users by campaign segment
- Understand customer lifetime value
- Compare converters and non-converters by campaign segment, and understand average number of sessions before a user converts
- Improve Net Promoter Score (NPS) by analyzing user experience by promoter vs. detractor segments

Amplify your dashboards with dynamic drill down capability.

As data proliferates across the enterprise, dashboards multiply. Dashboards are designed to make life easier, yet too often, they are static and built in silos to meet the disparate needs of business and technical teams.

You need a way to quickly and dynamically integrate all of your siloed dashboards and data sets into one platform so everyone is more aligned a single view of the customer. With Quantum Metric data in Looker, you can track and report on any initiative with real-time data on business, behavioral, or technical KPIs in one spot.

Looker's dashboards then allow you to dynamically drill into the data with one-click access to deeper customer insights. Data teams can curate interactive data experiences, allowing users to build their own reports and dashboards.
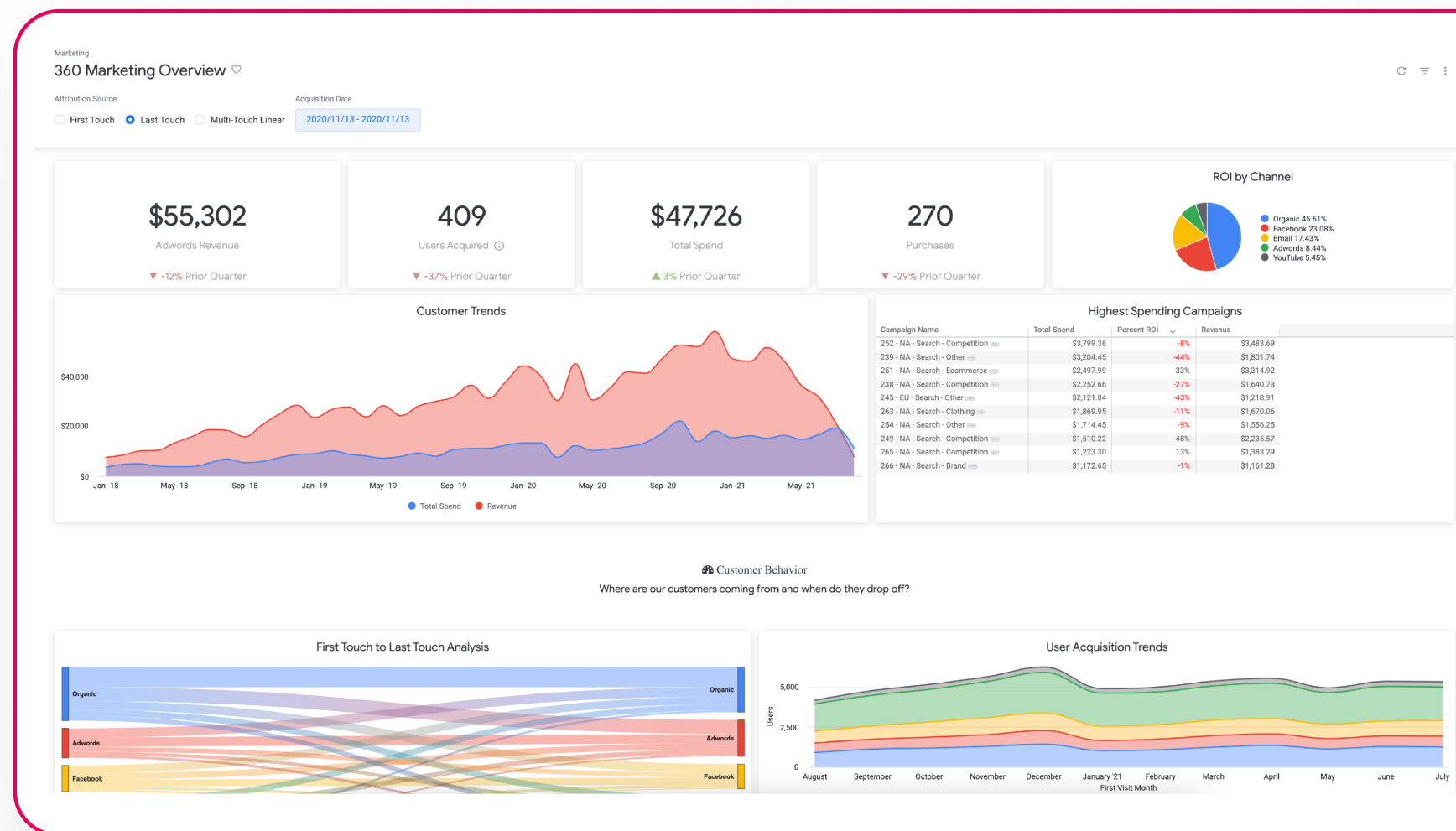
Measure campaign performance by audience segment.

The Challenge

You're an enterprise IT leader who sees your organization is littered with dashboards. Each team within your organization asks different questions and needs unique data. But UX, CX, Product, Ops and engineering teams all have their own data sets and different views of the customer.

How can you possibly align all these teams on a single version of truth?

The Solution

With Quantum Metric's automatic anomaly detection metrics linked to Looker's built-in dashboard functionality, it's easy to see all your customers' critical experience interactions (errors, performance issues, struggle indicators) in one place.

The How

- As an IT leader, you log into your Looker dashboard which lets you dynamically drill down on any metric or dimension for deeper insights.

- You quickly discover the annualized revenue impact of slow page load times and API errors on the business.

- This allows you to share this information with your product teams so they can prioritize it in their backlog.

Sample KPIs

Frustration indicators

- Rage Clicks
- Back Button Used
- Abandons
- Bounces
- Page Reloads
- Frustrated Slow Navigation

User-level/event counting metrics

- # of users who received "Unable to Process Payment" errors more than x times in a session

- # of times a specific error occurred more than x times in a session

- # of times "Invalid Login Credentials" occurs per user

Frustration indicators

- API/JS Errors
- Long Running Spinners
- Application Not Responding
- Mobile App Crashes

Fraud detection

- Anomaly detection of suspicious behavior, i.e. bots that enter user names rapidly on login page

Gain omni-channel insights by combining online and offline data sets.

While traditional data lakes can be difficult and expensive to build and maintain, Looker makes it seamless to connect and visualize multiple data sources.

Often CRM data is housed in one cloud while marketing data is housed in another. Looker can help you analyze key data from these different sources and link it to Quantum Metric without the complex task of full data consolidation.

Business Pulse

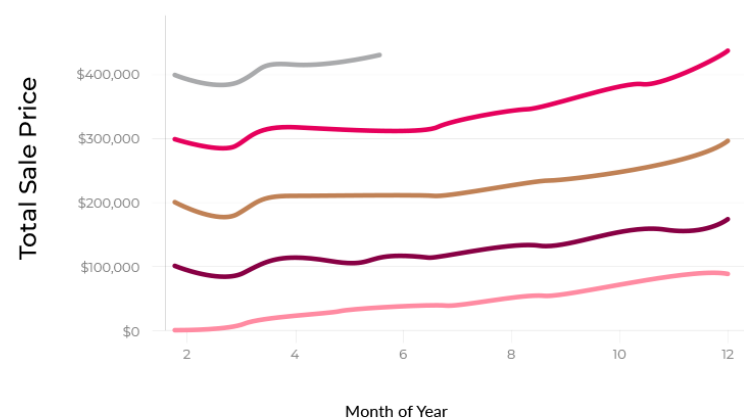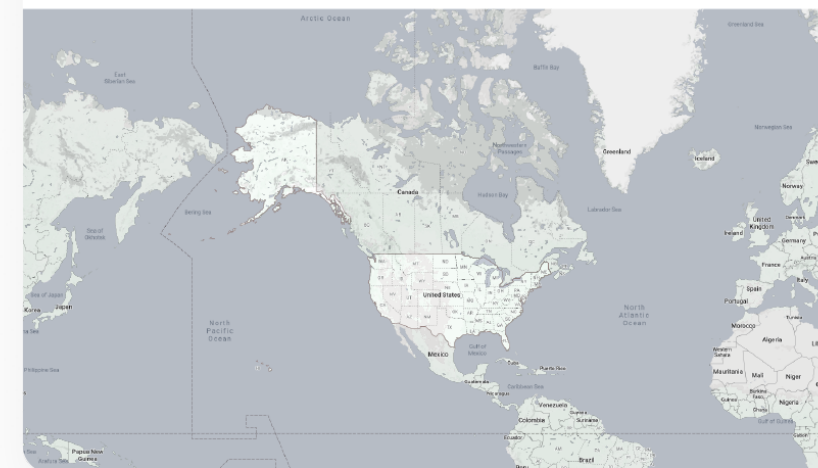| **2,148**	**$45.94**	**4.6%**	**64,755**
New Users Acquired	Average Order Sales Price	Repeat Purchase Rate	Order This Year
			↗ 43% vs Same Period Last Year

Total Sales, Year over Year

Highest Spending Users

Measure campaign performance by audience segment.

The Challenge

Your data science team has been struggling to wrangle large sets of data to understand the effect of your digital channel on overall customer sentiment, loyalty, and propensity to purchase. It always seemed like a pipe dream, as you watched your multiple data lakes turn into data swamps.

The Solution

Now, your data scientists can use Looker to combine data from offline channels (such as in-store, intermediaries, contact center, and marketing channels) with online behavioral data from Quantum Metric.

Quantum Metric's digital data can be seamlessly linked through a unique ID to any existing offline customer data in your Looker Business Intelligence and Data platform.

This allows you to monitor all your business KPIs in one place.

The How

- Using Looker's multi-cloud platform, you can connect to any database. In seconds, seamlessly join them based on a unique identifier, such as email or login ID.

Sample KPIs

- Track phone/contact center and digital KPIs
- Measure impact of digital friction on customer "propensity to buy" scores
- Capture customer loyalty data
- Develop customer engagement models
- Understand how possible frustration or rage click activity impacts customer lifetime value (online and offline)
- Measure the impact of bounce rate on marketing qualified leads (offline and online)

05 ways to build products with confidence using Quantum Metric insights in Looker.

According to McKinsey, nearly half of digital leaders collect and analyze customer data weekly, compared to just 16% of laggards who do this monthly. The upshot? If you want to be a digital leader, it's time to prioritize intelligent customer data over less valuable data.

Here are 5 tips you can use Quantum Metric and Looker to generate better customer insights.

1. Proactively identify customer struggle in real-time

This means using Quantum Metric for fast, automatic detection of behavioral anomalies, frustration, and business opportunities.

2. Build scalable, omnichannel customer intelligence

Leverage Quantum Metric with Looker to drill down into every possible micro-conversion inside your digital products, and link offline data in other channels to get a 360-degree view of your customer's online and offline behavior.

3. Prioritize products based on customer needs

With Quantum Metric data in Looker, there's no need for data silos and disagreement over how to prioritize your initiatives. You can build a single view of the customer, so you can align across teams (CX, UX, Product, Ops, and Engineering), democratize data, and create a single version of the truth.

4. Tell compelling stories with all the data in one place

With Quantum Metric data in Looker, you won't need to keep looking to get answers. All your data is in one place, and you can drill down on micro segments for answers. Get an omnichannel view of customer behavior and dig in from there.

5. Get certified in Continuous Product Design

Data silos and pushback seem to be part of so many enterprise leaders' daily experiences. But does it have to be? What if you could remove data silos and align business and IT around a single version of the truth? What if you had a methodology to innovate at the speed of the customer? That's Continuous Product Design (CPD). Digital leaders are getting certified in CPD and adopting this approach to build better products faster. Get certified today!

Align teams around the customer with less data wrangling and more insights.

Chances are, you don't need more data in your organization. You need to enrich the quality of data you already have with a single version of truth and actionable insights.

Taking a previously messy situation, now you can leverage two powerful platforms to transform your data into actionable insights. Quantum Metric in Looker will augment your business intelligence with customer intelligence that makes the process of becoming more customer-centric and data-driven even easier.

With Quantum Metric in Looker, you can align executives, product managers, marketers and engineers around a single view of the customer. So you'll design and develop better products with clear insight into the impact of product changes, friction points, and differences in behavior across customer segments.

- Post A/B test analysis

- Understand customer behavior and preferences

- Segment and cohort analytics

- Understand on-site activity down to the individual event level

Learn more Q   **Learn more**

Quantum Metric | Looker

Quantum Metric

Quantum Metric is the platform for Continuous Product Design. We help companies build better digital products faster, by keeping business and technical teams aligned, efficient, and focused on what matters most to customers. Our platform gives businesses real-time visibility into how their digital business is impacted, where exactly customers are struggling or engaging, and what efforts need to be prioritized based on economic impact.

www.quantummetric.com

Looker

Looker is Google Cloud's Modern BI, Embedded Analytics, and Data Application development platform for data experiences and customer applications. Looker helps you explore and share insights in real-time and delivers actionable business insights to every employee at the point of decision. Looker integrates data into the daily workflows of users to allow organizations to extract value from data at a web scale. Organizations of every size and industry around the world trust Looker to power their data-driven cultures.

www.looker.com