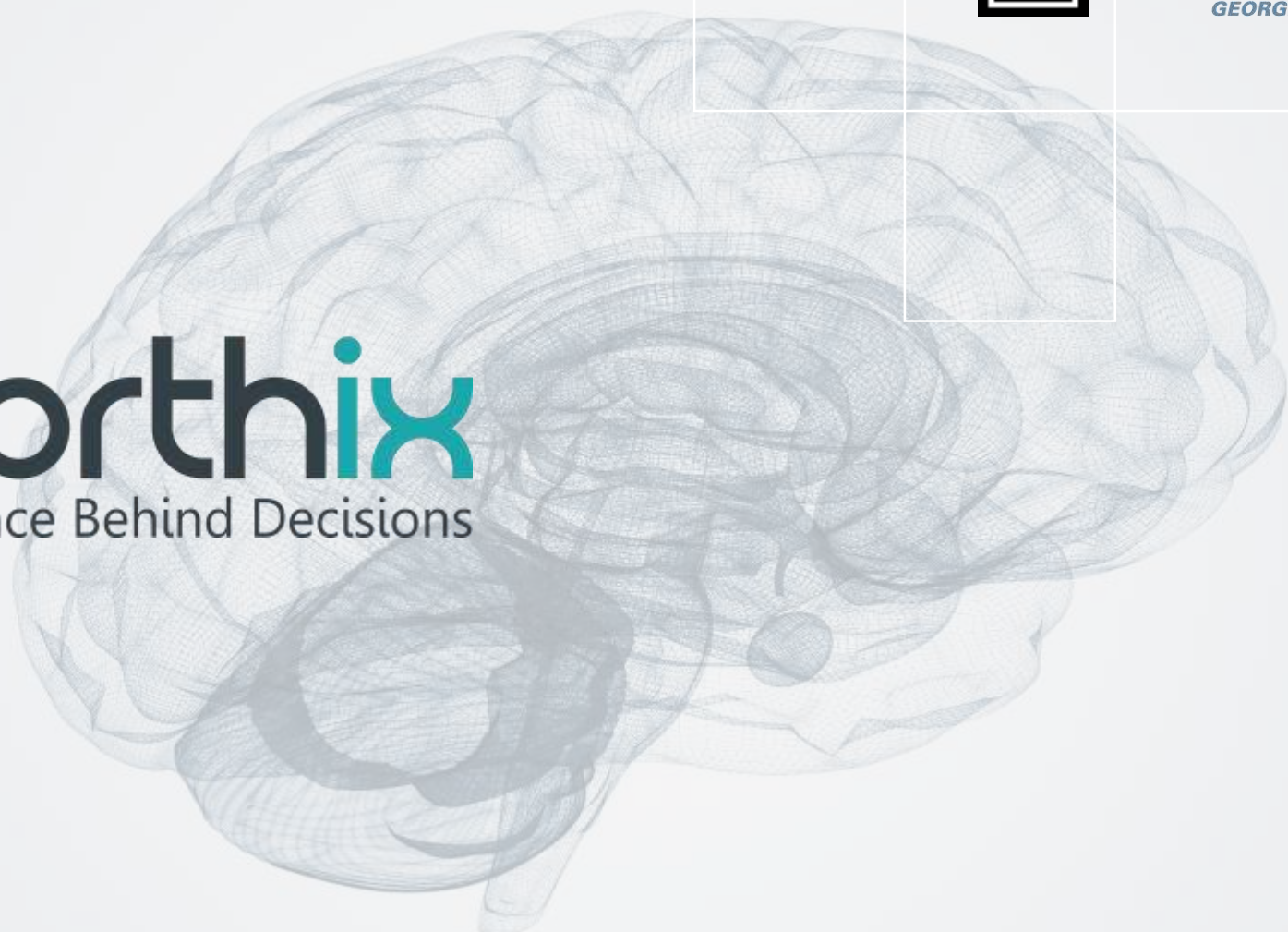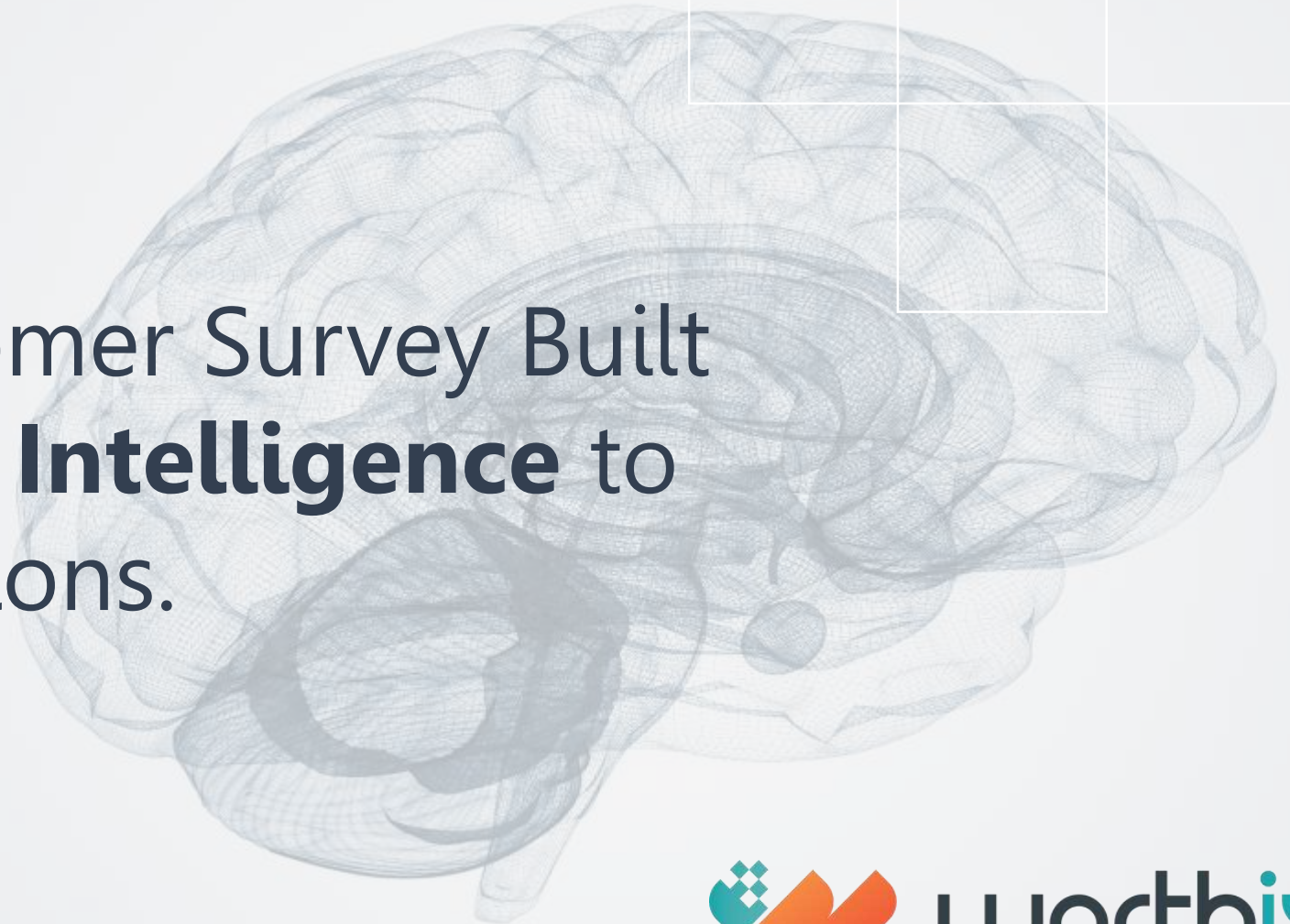# Solution
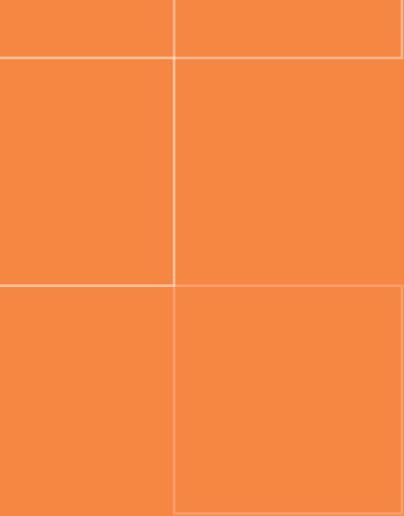
The First Customer Survey Built with **Artificial Intelligence** to measure decisions.

worthix
Science Behind Decisions

Some of Our Customers

hp · ZURICH · Santander · FICO · VOLVO

BLIZZARD ENTERTAINMENT · Localiza Hertz · L'ORÉAL PARIS · nextel · CAE

sura · BANCO DO BRASIL · verizon✓ · vivo · elo7

TIM · TechCrunch · PRAXAIR · Oi · COTEMINAS S.A.

worthix
Science Behind Decisions

Alone,

CSAT and NPS can't explain customers' decisions.

worthix
Science Behind Decisions

In 2009 BlackBerry's Customer Satisfaction index was peaking...

...while they were losing a tremendous amount of customers

FORESEE EXPERIENCE INDEX: NET PROMOTER SCORE REPORT

Net Promoter Scores: U.S. Retailers

| | LOW NPS | AVERAGE | HIGH NPS |

Average NPS for American retailers is 34. Websites scoring higher than 34 can congratulate themselves for being above average, but only Amazon, L.L. Bean, and Adidas, can consider themselves exemplary. These brands are providing customer experiences that make customers want to recommend them. At the other end of the spectrum, Overstock, Urban Outfitters, and Fingerhut are struggling. It's hard to imagine continued success for these retailers if so few people are recommending them.

We've benchmarked scores on the following pages by retail category to help retailers more easily identify their peers and competitors.

URBAN OUTFITTERS **7**	**34**	L.L.Bean **63**	APPAREL / ACCESSORIES
Lenovo **23**	**35**	Apple **46**	COMPUTERS / ELECTRONICS
wayfair **23**	**38**	BED BATH & BEYOND **44**	HOME IMPROVEMENT / HOME FURNISHINGS
FINGERHUT **3**	**32**	amazon **55**	MASS MERCHANT
GROUPON Goods **24**	**35**	Toys R us **47**	SPECIALTY / NON-APPAREL

0   10   20   30   40   50   60

worthix
Science Behind Decisions

52%
of the fortune 500 firms

SINCE 2000 ARE GONE !

worthix
Science Behind Decisions

"What customers value in a product or a service **can be hard to pin down**."

Team

800+ Customer Research Projects

15+ years in the CX Industry

Deep knowledge about the pains of this market

Guilherme Cerqueira
CEO - Chief Executive Officer
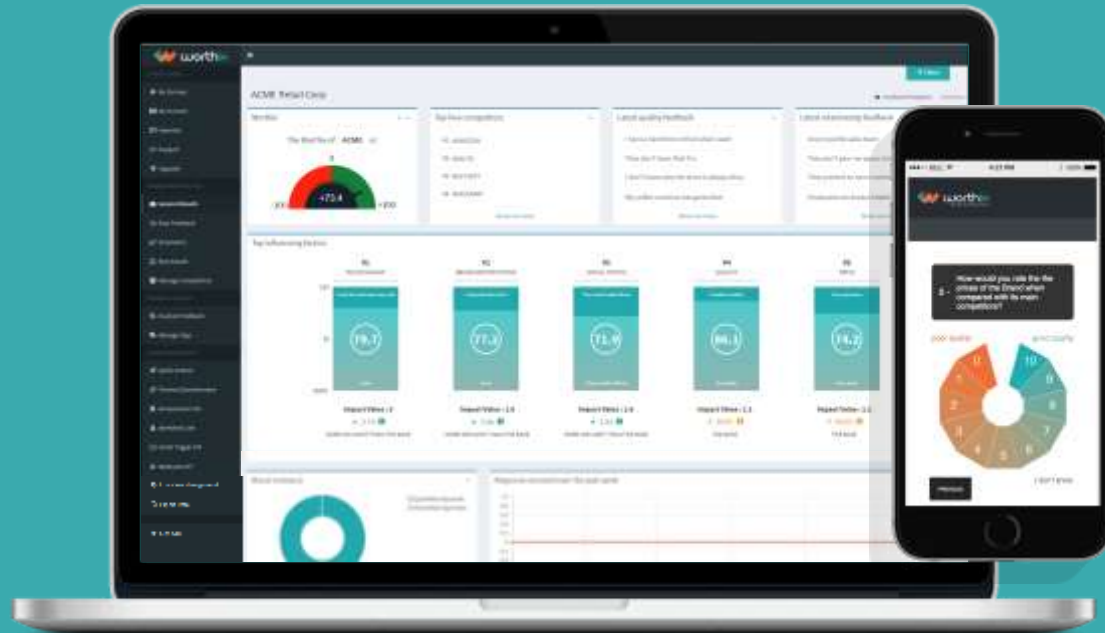
Rogerio Monteito
CCO - Chief Client Officer

Kevin Berry
Senior AI Research and Development
Georgia Tech

$33B

Is the total amount of money invested every year in

Customer Surveys

worthix
Science Behind Decisions

Artificial Intelligence

No need to design questionnaires

Less than 2 minutes to respond

worthix
Science Behind Decisions

Traction

2017

2018

2019

Q1.2017
Raised $1,3MM
seed round

Q3.2017
Stoped doing
free trials and
started selling

Q1.2017
US$1MM
ARR

worthix
Science Behind Decisions

Traction

2017

2018

2019

Q1.2017
Raised $1,3MM
seed round

Q3.2017
Stoped doing
free trials and
started selling

Q1.2017
US$1MM
ARR

Q4.2018
US$3,3MM
ARR

worthix
Science Behind Decisions

Financials
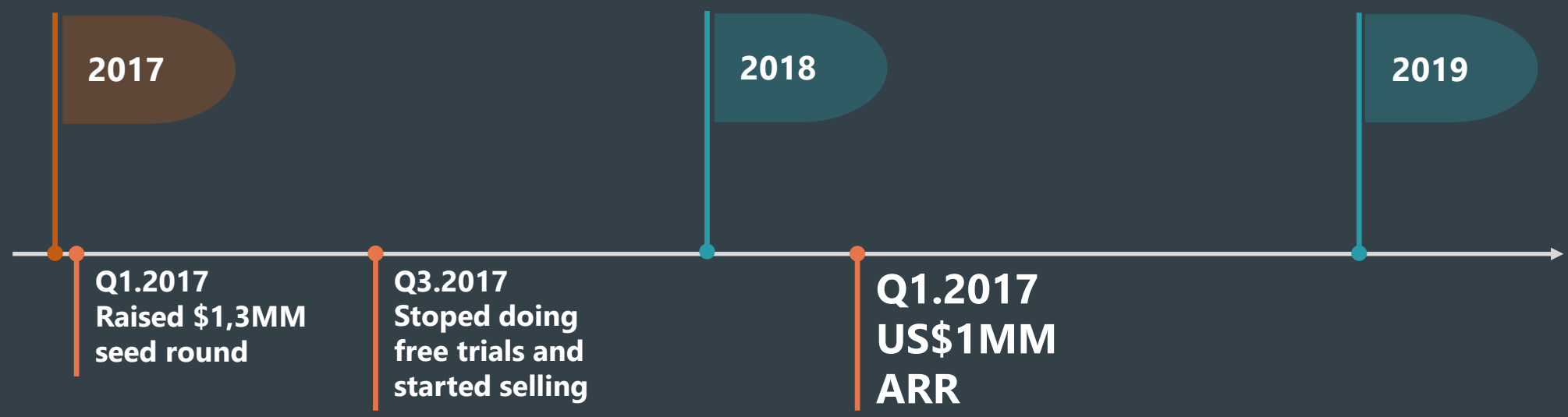
SOME HOT DEALS IN THE PIPELINE

APRIL 2018

75 DEALS IN THE PIPELINE

TOTAL: $6,7MM

...AND WE ARE JUST STARTING!

Strategic Partners & Resellers

FICO

accenture

Investors

500

VALOR CAPITAL GROUP, LLC

Mentoring

atdc GEORGIA TECH

worthix Science Behind Decisions

FICO WORLD¹⁸

The Decisions Conference

APRIL 16–19, 2018 [MIAMI BEACH, FL]

worthix
Science Behind Decisions

www.**worthix**.com

Guilherme Cerqueira

gui@worthix.com

814 Mission Street – 6th floor - 94103 – **San Francisco** | 3050 Royal Blvd South - Suite #145 floor - 30022 – **Alpharetta**