

Own the Moments That Matter to Improve Experiences

WE ARE INMOMENT

At InMoment, we believe experiences—the culmination of moments filled with emotions, judgments, learnings, and much, much more—shape the world we live in. And with every moment, there is an opportunity to make a positive impact; to leave a mark. Our goal is to deliver the data, technology, and human expertise necessary for businesses today so they can understand why people do what they do, what emotions drive them, and take informed action to solve problems and provide a truly differentiated experience for their business. We call it “owning the moments that matter.”

“Whether it’s customer acquisition, growth, or retention that’s needed, InMoment brings a rigor, discipline, and science that makes our results trusted by the boards and executive teams of the world’s best brands.”

ANDREW JOINER, CEO, INMOMENT

Experience Improvement (XI)

Despite increased investment, experience management programs have plateaued. Why? Because experiences don’t need to be managed, they need to be improved.

The truth is that monitoring services and DIY approaches aren’t enough for today’s businesses; they cause program stagnation and make meaningful ROI impossible. Instead, what’s required for success is a new approach: an Experience Improvement™ (XI™) initiative that solves for the biggest business challenges, like retention, growth, and profit.

THE MOMENTS THAT MATTER

Improving experiences begins with sifting out the noise from experience data and identifying the moments that matter: where customer, employee, and business needs meet. This allows businesses to prioritize their focus on high-emotion, high-impact areas and connect with their most valued customers. Additionally, businesses can empower their employees to recognize and take action in these moments, ultimately culminating in organization-wide transformation from the boardroom to the break room.

DATA, TECHNOLOGY, & HUMAN EXPERTISE

Experience improvement is made possible through our industry-leading Experience Intelligence (XI) technology and our in-house Experience Improvement (XI) services teams. With our ability to collect and gather data from anywhere and in any form, industry-leading technology, and decades of experience in key industries, InMoment can help you craft an experience initiative that truly meets the unique needs of your business. We are dedicated to being more than just a vendor to our clients—instead, we take on the role of a dedicated partner committed to a business’s short- and long-term success.

THE INTERSECTION OF VALUE

Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. Ultimately, our clients are able to move the needle and go beyond managing their experience to actually improving it. With the right intelligence, businesses can empower the right people to take transformative, informed action in the most effective ways and drive value across four key areas: acquisition, retention, growth, and cost reduction. In other words, better results for the business and better experiences for their customers and employees.

At a Glance

EXPERIENCED

17 Years as a Pioneer
in Experience

2000+ Leading Brands

RECOGNIZED

LEADER: Global CFM Wave

LEADER: APAC CFM Wave

LEADER: Global EX Wave

INVESTED

1500+ Global Employees

Tier 1 Private Equity Firm
Backing — **MDP**

SCALABLE

1.9M Active Users

12B Experiences Under
Management

11 Global Data Centers

Expertise in Key Industries

AUTOMOTIVE & MOBILITY

Trusted by 90 percent of the world's automotive companies



B2B

Dedicated and proven B2B solutions



FINANCIAL SERVICES

Eight out of ten of the top banks partner with InMoment



HEALTHCARE

Personalized intelligence for positive patient experiences



RETAIL

One out of five top retailers partner with InMoment



INSURANCE

Connecting with policyholders and brokers emotionally



RESTAURANT & FOOD SERVICE

Trusted by the most recognizable food brands worldwide



TELECOM

Helping brands stand out in a crowded & evolving marketplace



TRAVEL & HOSPITALITY

40 percent of the leading hospitality companies choose InMoment



UTILITIES

Utility companies around the world trust InMoment



Worldwide Presence



UNITED STATES



CANADA



GERMANY



UNITED KINGDOM



AUSTRALIA



SINGAPORE



NEW ZEALAND

#OwntheMomentsThatMatter