dragonfly
by centific

Dragonfly: Global Experience Assessment
Improve CX & Scale Product Usability Worldwide

Delivering the right brand experience – from how you position your products and services to how you promote your brand – strengthens the connections that build customer trust. In an increasingly global and digital world, **bringing your brand to a bigger audience** requires on-the-ground knowledge of language, culture, and customer preferences. **Dragonfly by Centific helps ensure you are creating meaningful brand connections with customers around the globe.**

1 IN 3 CUSTOMERS
will leave a brand they love after just one bad experience.

92%
would completely abandon a company after two or three negative interactions.

SOURCE: PwC Future of CX Report 2022

How We Help

Centific's unique global brand assessment solution connects organizations with users from around the world, providing real-time feedback and invaluable customer journey and experience insights through a localized lens.

Enable or expand international access to your brand

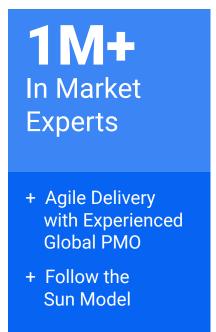Build meaningful connections with customers, regardless of location

Impact your bottom line & Increase ROI by improving your online experience

Fueled by **OneForma, our proprietary global talent platform, Dragonfly leverages more than 1M+ users in 230+ markets** to assess your brand at scale, giving you a complete experience understanding" to "analyze your customer experience and empowers you to improve & scale product usability.

Unlock Access to In-market Insights with Speed and Scale

Localized insights delivered via OneForma's global pool of experts, segmented by persona, domain, and vertical.

1M+
In Market Experts

+ Agile Delivery with Experienced Global PMO

+ Follow the Sun Model

OneForma

ENTERPRISE-GRADE FULLY CUSTOMIZABLE PLATFORM

230+
Markets

Use Cases

FOR MARKETING + CX TEAMS

Comprehend. Deliver. Grow.

Get a 360-degree overview of your digital experience and how it's perceived in local markets. With this information, you'll be able to design a better experience for both your customers and workforce.

FOR PRODUCT TEAMS

Understand. Scale. Innovate.

Test your product using an innovative and secure methodology that provides detailed responses from real users in target markets before or after a release.

FOR LOCALIZATION AND GLOBALIZATION TEAMS

Plan. Expand. Advance.

Collect data that drives strategic decisions. Determine how much content to localize in each language, which content to create from scratch, and which content is best suited for transcreation.

Case Studies

Customer Journey Experience And Competitor Benchmarking

CUSTOMER
A Multinational Technology Company

Challenge: Our client's digital experience was not engaging customers as well as their competitors. In addition, they were struggling to capture specific global markets.

Solution: Customer Experience Assessment:

- Experience assessment with in-market users that went through different scenarios (shopping, payment, return, cancellation) and gathered data on experience and linguistic quality.

- Experience benchmarking against leading market competitors to gain a better understanding of performance improvement opportunities.

Results:

- Delivered actionable insights on customer journey pain points
- Provided recommendations to improve platform experience
- Identified cultural and linguistic improvement opportunities

Japan Customer Research: Brand Tone of Voice Study

CUSTOMER
A Multinational Financial Technology Company

Challenge: Our client engaged Centific to conduct a study of the voice and tone of Japanese-language copy on its consumer-facing platforms.

Solution: Leveraging Dragonfly's capabilities, our clint's team worked to ensure all copy was on-brand, met customer needs, and struck the ideal tone.

Through one-on-one user interviews with expert moderation, our client gained a rich understanding of Japanese user attitudes to their content, allowing for optimization.

Results:

- Provided actionable recommendations on content creation and optimization opportunities

- Produced insight-driven guidance on rewriting content, eliminating uncommon phrases, and replacing them with culturally relevant and contextual messaging

- Delivered an updated content style guide featuring updates in brand phrasing and terminology and a consistent way of addressing users

User Experience Assessment For E-commerce Site

CUSTOMER
A Multinational Technology Company

Challenge: Our client's eCommerce site was experiencing increased volume of customer support requests across 11 markets, that negatively impacted CX quality and satisfaction.

Solution: Evaluated web page experience run by selected resources who are active users, using both a set of pre-set questions and open questions.

Identified non-localized service offerings as well as other comprehension issues, which potentially lowered customer experience.

Results:

- Uncovered customer experience insights that caused increased Customer Support contact rates

- Provided recommendations on decreasing contact rates by improving customer experience based on the insights gained in evaluating over 220 support pages

Why Centific

Systems of Intelligence for the Modern Enterprise

ONEFORMA: OUT OF THE BOX PROPRIETARY PLATFORM
Modular & customizable enterprise grade globalization platform.

GLOBAL SCALE
Access the pool of 1M+ subject matter experts across 230+ markets around the world.

OVER 25 YEARS OF EXPERTIZE
Driving CX excellence for global 500, by employing human-centric agile solutions approach to digital transformation.

TOP GLOBAL LANGUAGE AND LOCALIZATION PROVIDER
The Nimdzi 100 Global LSPs

The Slator Language Service Provider Index

Want to learn more? Drop us a line at
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