

Turn fragmented CX data into clear, decisive action

From insight to execution, Sonata CX helps you measure, understand and improve experience at scale.

Where CX ambition meets operational reality

You may not see the full picture. We help bring it into focus

The gap between the experience you believe you are delivering and what customers actually receive is one of the biggest risks to brand, loyalty and growth.

Sonata CX helps global brands uncover that gap — and close it, at scale.

The Challenge

Across industries, CX, brand and operations leaders face a common reality:

- Performance metrics don't fully explain regional variation
- Brand standards are defined, but not consistently delivered
- Insights exist, but action doesn't happen in time

Operational systems show what happened.

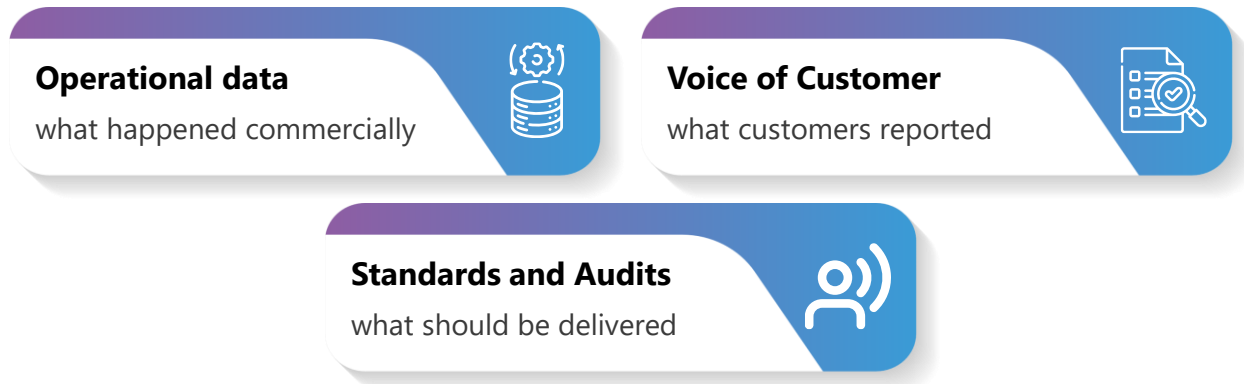
VoC shows what customers said.

But neither shows what was actually delivered — in real time, across locations, teams and touchpoints.

The risk isn't always visible — it often sits beneath stable scores.

Why the gap exists

CX insight is fragmented across multiple systems:



Each provides value. None provides a complete view.

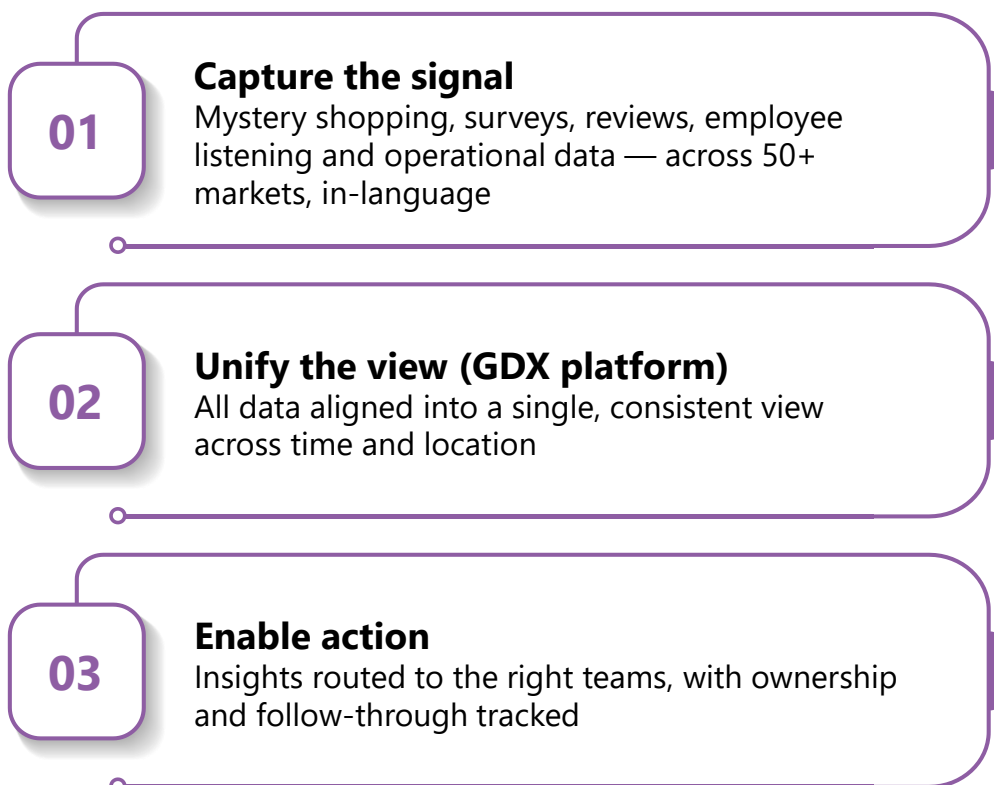
Without a unified, time- and location-aligned perspective, organisations struggle to answer:

- Are we delivering consistently across markets?
- Where is performance breaking down — and why?
- Which actions will drive measurable impact?

This leads to decisions based on partial visibility affecting customer experience, brand consistency, and investment outcomes.

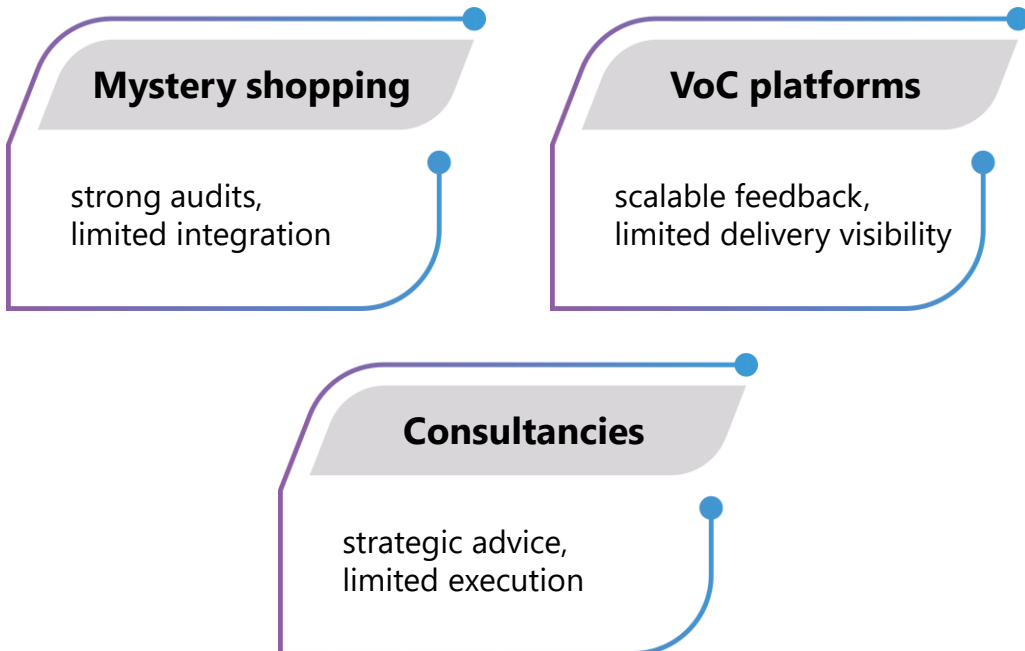
The Sonata CX Approach

We help organisations bring clarity to CX and operationalise it globally.



How we're different

Most cx providers focus on one part of the problem:



The platform — GDX

The foundation for a unified cx view.

Built for leaders

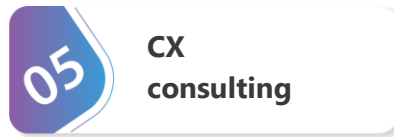
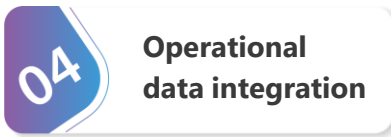
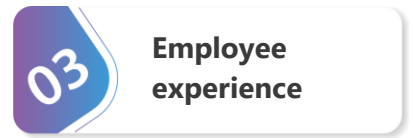
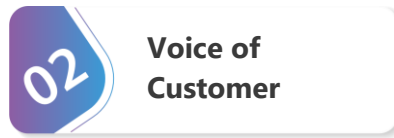
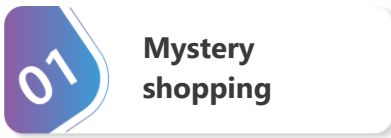
- Single dashboard across all experience data
- Role-based access from executives to frontline teams
- Integrated action tracking with accountability
- No per-seat or per-market license fees

Built for scale

- Deployed across 50+ markets, multi-language
- Integrates with existing systems (BI, CRM, EPOS, HRIS)
- ISO 9001 and ISO 27001 certified, GDPR-aligned
- Rapid onboarding

How we're different

Six connected capabilities, designed to work as one:



The impact comes from how they work together — not in isolation.

Proof and impact

50+
markets

1M+ data points
processed monthly

200+
global brands

20+ years
of expertise

Typical outcomes within 12 months:

- A unified, time-aligned view of CX across markets
- 15–25% reduction in fragmented CX spend
- Improved consistency in brand delivery
- Faster transition from insight to action
- Clearer linkage between cx and commercial performance

Global and secure

- ISO 9001 (quality management)
- ISO 27001 (information security)
- GDPR-aligned data processing
- 24/7 global operations across APAC, EMEA and the Americas
- In-country networks and multi-language delivery
- Sector-specialised expertise

The Invitation

If there are aspects of your customer experience that are difficult to see clearly — that's where the opportunity lies.

We help bring that clarity into focus.

Next steps

01 Explore

a 45-minute executive conversation to discuss your key cx challenges

02 Diagnose

a 4-week assessment of your cx ecosystem, with roadmap and GDx demo

03 Deliver

a phased rollout aligned to measurable business outcomes

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<https://www.sonata-software.com/sonatacx>