

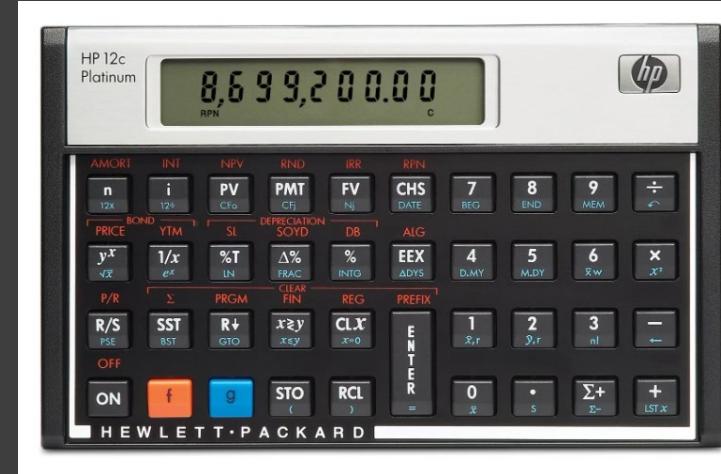


IA para que te quero!

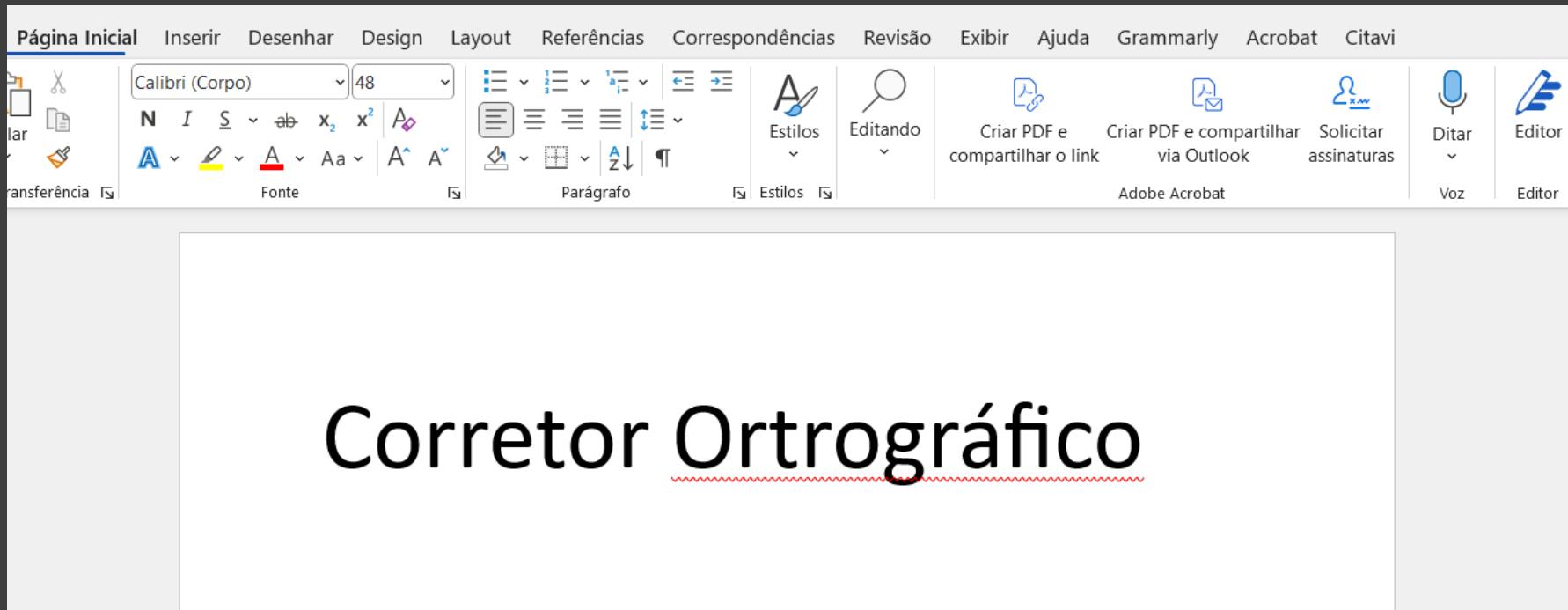
# Algumas Reflexões:



# Algumas Reflexões:



# Algumas Reflexões:



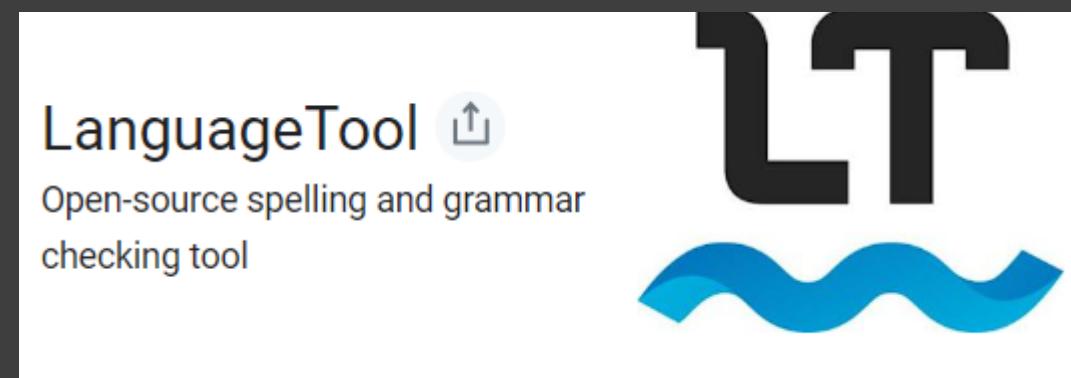
The screenshot shows the Microsoft Word ribbon with the 'Layout' tab selected. The main content area displays the text 'Corretor Ortográfico' in a large, bold, black font. The word 'Ortográfico' is underlined with a red wavy line, indicating it is misspelled. The ribbon tabs include Página Inicial, Inserir, Desenhar, Design, Layout, Referências, Correspondências, Revisão, Exibir, Ajuda, Grammarly, Acrobat, and Citavi. The 'Layout' tab is highlighted in blue. The 'Fonte' and 'Parágrafo' groups are visible on the far left of the ribbon, along with various editing and sharing tools on the right.

O que devemos aprender e o que  
devemos deixar para a máquina?

# Pesquisa com IA.



# Escrita Científica



# Escrita Científica



**The basics**

Mispellings and grammatical credibility. The same goes for other types of punctuation . N underline these issues in red, to correctly write the sentence

Underlines that are blue indicate spotted a sentence that is unfind suggestions that can pos wordy sentence in an effortle

**But wait...there's more?**

Grammarly Premium can give you very helpful feedback

**Set goals**

Get tailored writing suggestions based on your goals and audience.

**Domain** General (default): Applies most rules and conventions with medium strictness.

**Intent** Experimental. What are you trying to do? This helps us build new suggestions and won't affect your feedback today.

**Audience** Knowledgeable (default): Requires focus to read and understand.

**Formality** Neutral (default): Restricts slang but allows standard casual expressions.

Show Set Goals when I start a new document      [Reset to defaults](#)      [Done](#)

60 Overall score

Goals

GrammarlyGO

All suggestions

Correctness

Clarity

Engagement

Delivery

Get Expert Writing Help

# Escrita Científica



LanguageTool  
Seu corretor inteligente

Corretor ortográfico Parafraseador Premium Ler mais ▾

Leonardo Vils  
[Ir para o editor](#)

## Escreva. Corrija. Parafraseie.

LanguageTool é um verificador ortográfico, de estilo e gramatical multilíngue que ajuda a corrigir ou reescrever textos

Inglês ▾

Salvar Copiar Excluir

Dear Professor,

Thank you for accepting my connection. I am writing for OSLP and your book The Social Brain. By the year 2000, I was one of the participants of the OSLP, and the week there played an essential role in my life. As far as I remember, I was the first or the second Brazilian at OSLP. Ten years later, I made my transition to be an academic. By coincidence, the transi tion included studying Evolutionary Psychology and, of course, many texts by Robin Dumbar. Reading the introduction to The Social Brain, I loved it, and your role in the OSLP brought many good memories: people from different countries, the books, Oxford, and an interview at the end of the course with someone I do not remember if it were you. I would like to thank you for sparking many good memories.

My very best regards|

Correções 10

Parafrasear

- OSLP – Spelling mistake
- book – Punctuation
- of – Change the preposition
- OSLP – Spelling mistake
- the second – Grammar mistake
- OSLP – Spelling mistake
- By coincidence – Wordiness
- transi tion – Spelling mistake

# Escrita Científica



LT LanguageTool  
Seu corretor inteligente

Corretor ortográfico Parafraseador Premium Ler mais ▾ Leonardo Vils  
Ir para o editor

## Escreva. Corrija. Parafraseie.

LanguageTool é um verificador ortográfico, de estilo e gramatical multilíngue que ajuda a corrigir ou reescrever textos

Português ▾

Salvar Copiar Excluir

O homo sapiens vai às compras com uma mente moldada em um ambiente de caçadores e coletores. O estudo da biologia evolutiva não se restringe às características físicas selecionadas por meio de pressões ambientais e sua contribuição para a sobrevivência e reprodução de organismos. Características comportamentais também são selecionadas e há pouca ou nenhuma discordância a esse respeito quando o não se trata de comportamentos da espécie homo sapiens. Módulos mentais selecionados ao longo de um passado ancestral e não necessariamente adaptados ao mundo moderno influenciam, ainda que não percebidos, as decisões de seres humanos em ambientes de compra. Módulos mentais distintos como a atração de parceiros ou flerte, sua manutenção e cuidado com a prole, a reputação e status perante o grupo e a resposta frente ameaças à sobrevivência, foram selecionados, tal qual características físicas, por sua capacidade de resposta aos problemas recorrentes nesse passado ancestral. Vieses cognitivos, sintomas da irracionalidade que para os economistas comportamentais, desafiam os fundamentos da economia clássica, são, para a Psicologia Evolucionista, o resultado

Correções 9

● homo sapiens – Erro de capitalização

● o não – Há algo de errado?

● homo sapiens – Erro de capitalização

● distintos – Falta uma vírgula

● status – Estrangeirismo

● que – Falta uma vírgula

● Cognitiva – Pontuação faltando

● percepção – Pontuação faltando

# Escrita Científica



LanguageTool  
Seu corretor inteligente

Corretor ortográfico Parafraseador Premium Ler mais ▾ | Leonardo Vils Ir para o editor ▾

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Melhore sua redação com nosso parafraseador gratuito e impulsionado por IA. Corrija ou reformule instantaneamente suas frases e obtenha o tom ideal que procura.

Português ▾ Padrão Formal Simples Copiar Excluir

parafrasear é mudar as palavras mantendo a essência do texto

Parafrasear é modificar as palavras, mantendo a essência do texto.

Reformular texto ou pressione CTRL + Enter para parafrasear

Pronto! Agora é com você

# IA para Pesquisar



Elicit



Find papers



## customer experience scale

- Searching more than 125 million academic papers
- Summarizing the first 4 abstracts
- Results

Summary of top 4 papers

Copy

A range of studies have contributed to the development of customer experience scales. [Garg \(2014\)](#) focused on the banking sector, identifying 14 factors and their impact on customer satisfaction. G (2022) extended this work to the B2B2C service setting, developing a 29-item, six-dimensional scale. [Kuppelwieser \(2020\)](#) revisited the EXQ scale, finding it to be multidimensional and exploring its psychometric properties. [Gahler \(2019\)](#) addressed the need for a multi-dimensional CX measure in the omni-channel environment, providing both text-based and pictorial scales. These studies collectively highlight the importance of understanding and measuring customer experience across various industries and contexts.

+ Add columns

Sort: Most relevant

Filters

CSV

BIB

Paper

Abstract summary

# IA para Pesquisar



Elicit Columns Sort: Most relevant Filters

CSV PLUS BIB PLUS

Paper Abstract summary

Measuring customer experience in banks: scale development and validation  
R. Garg +2  
2014 107 citations DOI

Business customer experience in B2B2C service settings: a scale development  
R. G +1  
Journal of Business & Industrial Marketing  
2022 2 citations DOI

Measuring customer experience quality: The EXQ scale revisited  
Volker G. Kuppelwieser +1  
2020 37 citations DOI

Measuring Customer Experiences : A Text-Based and Pictorial Scale  
Markus Gahler +2  
2019 5 citations

Redefining service quality scale with customer experience quality scale: a critical review  
Atul Gupta

Abstract summary

A 41-item 14 factor reliable and valid customer experience scale is presented.

Business customer experience is more objective and utilitarian than existing paradigms on customer experience.

The EXQ scale comprises two or more dimensions rather than one.

A text-based and pictorial scale are reliable and valid customer experience scales.

The dimensions of SERVQUAL are too limited to fully capture customer experience.

Search or create a column  
Describe what kind of data you want to extract  
e.g. summary, counter-arguments

ADD COLUMNS

- + Main findings
- + Intervention
- + Outcome measured
- + Intervention effects
- + Limitations
- + Funding source

Show more

# IA para Pesquisar



Search 216.790.221 papers from all fields of science

Search

Try: [Guangliang Chen](#) • [Continental Drift](#) • [Nanotechnology](#)

The screenshot shows the Semantic Scholar search interface. At the top, there's a search bar with the query "customer experience scale". Below the search bar, a message says "About 366,000 results for "customer experience scale"". There are several filter buttons: "Fields of Study", "Date Range", "Has PDF", "Author", and "Journals & Conferences". A link "See detailed insights & Compare multiple related Papers for : "customer experience scale"" is present, along with a "Compare insights" button. The first result is titled "Framing a customer experience scale for service industries (SERVEX)" by Lukas Fischer and P. Maas, published in Business, Psychology on 13 September 2018. It has options to "Save" and "Cite", and links to "Related Papers" and "Chat with paper". The second result is titled "Business customer experience in B2B2C service settings: a scale development" by R. G. Aswathy Asokan-Ajitha, published in Business - Journal of Business & Industrial Marketing on 22 June 2022. It also has "Save" and "Cite" options, and "Related Papers" and "Chat with paper" links. The overall background is white with some light gray borders around the search results.

# IA para Pesquisar



SCISPACE

customer experience scale

Extension + My Library

English (en) Save

Insight from top 5 papers

Customer experience scales have been developed and validated in various contexts. One study proposed an omnichannel-capable measurement of customer experience (CX) that applies to different customer interactions in omnichannel environments [1]. Another study developed a scale for measuring business customer experience in the B2B2C aggregator business model [2]. Additionally, a scale was developed to measure consumer experience in the retail context, identifying dimensions such as virtue, equanimous, amusement, rapture, and strange [3]. These scales provide valuable tools for understanding and improving customer experiences in different industries and settings.

Was this helpful? Ask a follow up

Add columns (7) PDF Open Access Top-tier papers More filters Sort by: Relevance Export

Papers (10)	Practical Implications
<p>Open access • Journal Article • DOI</p> <p><a href="#">Customer Experience in Sports Centres: Adaptation and Validation of a Measurement Scale</a></p> <p>Fernando García-Pascual +2 more</p> <p>28 Mar 2023 - Sustainability</p> <p>   Ask Copilot</p>	The scale can be used to measure the experiences of service users in sports centres. Analysing service experience can help identify areas of improvement and increase customer satisfaction.
<p>Journal Article • DOI</p> <p><a href="#">Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments</a></p> <p>Mark R. Gahler +2 more</p>	The paper proposes an omnichannel-capable measurement of customer experience (CX). The proposed CX scale can be used to monitor and compare CX for different interactions in customer journeys and improve CX features and

My columns

Try "Funding source"

Create

POPULAR COLUMNS

TL;DR

Conclusions

Summarized Introduction

Literature Survey

# IA para Pesquisar



**Ask a question, get conclusions from research papers**

Ask a research question



Try Searching

does creatine help build muscle?

what are benefits of mindfulness?

do direct cash transfers reduce

# IA para Pesquisar



The screenshot shows the ResearchGPT interface with the search query "how customer experience is measured?" entered in the search bar. The interface includes various tools like Synthesize, Copilot, Filter, Save search, Share, and Export csv. A callout box highlights a section titled "Understanding customer experience." which discusses Customer Experience Management (CEM) and its methods. Below this, a study snapshot from Harvard Business Review by C. Meyer et al. (2007) is shown, labeled as "Highly Cited". A sidebar features a message from Christian from Consensus about the launch of ResearchGPT.

how customer experience is measured?

Synthesize | Copilot | Filter | Save search | Share | Export csv

See detailed insights & Compare multiple related Papers for : "how customer experience is measured?"

Compare insights

Understanding customer experience.

Customer experience management (CEM) involves monitoring past patterns, present patterns, and potential patterns, using methods like surveys, interviews, focus groups, and online forums.

Harvard business review | C. Meyer et al. | 1,498 citations | 2007

Highly Cited

Study Snapshot

Save | Cite | Share

Christian from Consensus  
Hi Leonardo, today, we are thrilled to launch ResearchGPT, a new custom GPT built by...

# IA para Pesquisar



SCISPACE

how customer experience is measured? X 💡

Extension + My Library Save ☰

English (en) ☰

Insight from top 5 papers

Customer experience is measured using various scales and approaches. One approach is to develop a scale that captures different dimensions of customer experience, such as emotions, interactions, and perceptions [1][2]. This allows researchers and managers to assess and compare customer experiences across different touchpoints and journey stages in omnichannel environments [3]. Another approach is to use social media data to approximate customer experience by analyzing mentions and sentiment on platforms like Twitter, Facebook, Instagram, and YouTube [4]. This method overcomes limitations of traditional survey-based approaches, such as cost, low sample size, and responder bias [5]. Additionally, customer experience can be measured through the evaluation of specific aspects, such as service quality, product features, human interaction, and brand trust . By understanding and measuring customer experience, organizations can identify areas for improvement and design strategies to enhance customer satisfaction .

Was this helpful? Like Dislike Ask a follow up

Add columns (7) <span>▼</span>	<input type="checkbox"/> PDF <input type="checkbox"/> Open Access <input type="checkbox"/> Top-tier papers More filters	Sort by: Relevance <span>▼</span>	<span>Export</span> <span>⋮</span>
Papers (10)	Insights	Summarized Abstract	
Dissertation • DOI <a href="#">🔗</a> <input type="checkbox"/> <a href="#">Measuring customer experience throughout the customer journey</a> Linda Maizels 15 Jan 2023  <span>Bookmark</span> <span>“</span> <span>Ask Copilot</span>	The paper does not provide information on how customer experience is measured. The paper focuses on examining the impact of social interaction and environmental factors on customer experiences in the maritime services industry.	<ul style="list-style-type: none"><li>• The paper examines the customer experience and journey in the maritime industry.</li><li>• It investigates the impact of social interaction and environmental factors on customer experiences.</li></ul>	<span>→</span> <span>←</span>

# IA para Pesquisar



Litmaps

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## Discover the world of Scientific Literature

Search by keyword, author, DOI, Pubmed ID or arXiv ID

LITERATURE REVIEW SOFTWARE FOR BETTER RESEARCH

# IA para Pesquisar



## Discover the world of Scientific Literature

 customer experience

Katherine N. Lemon, 2016 Understanding Customer Experience Throughout the Customer Journey

Dimitrios Buhalis, 2022 Metaverse as a driver for customer experience and value co-creation: implications for hospitality and tourism management and

Yuping Liu-Thompkins, 2022 Artificial empathy in marketing interactions: Bridging the human-AI gap in affective and social customer experience

# IA para Pesquisar



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- Map
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- Documentation

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The fastest way to get started with a new article or research topic.

**Discover**

Powerful citation search that saves you hours of citation chasing.

**Visualize**

Understand and communicate the story behind your research.

# IA para Pesquisar



Search for an Article

customer experience

Search

Understanding Customer Experience Throughout the Customer Journey  
Lemon, 2016  
Details 99 233 ↗ 3k

Metaverse as a driver for customer experience and value co-creation: implications for hospitality and tourism management and marketing  
Buhalis, 2022 – International Journal of Contemporary Hospitality Management  
Details 99 39 ↗ 92

Artificial empathy in marketing interactions: Bridging the human-AI gap in affective and social customer experience  
Liu-Thompson, 2022  
Details 99 130 ↗ 42

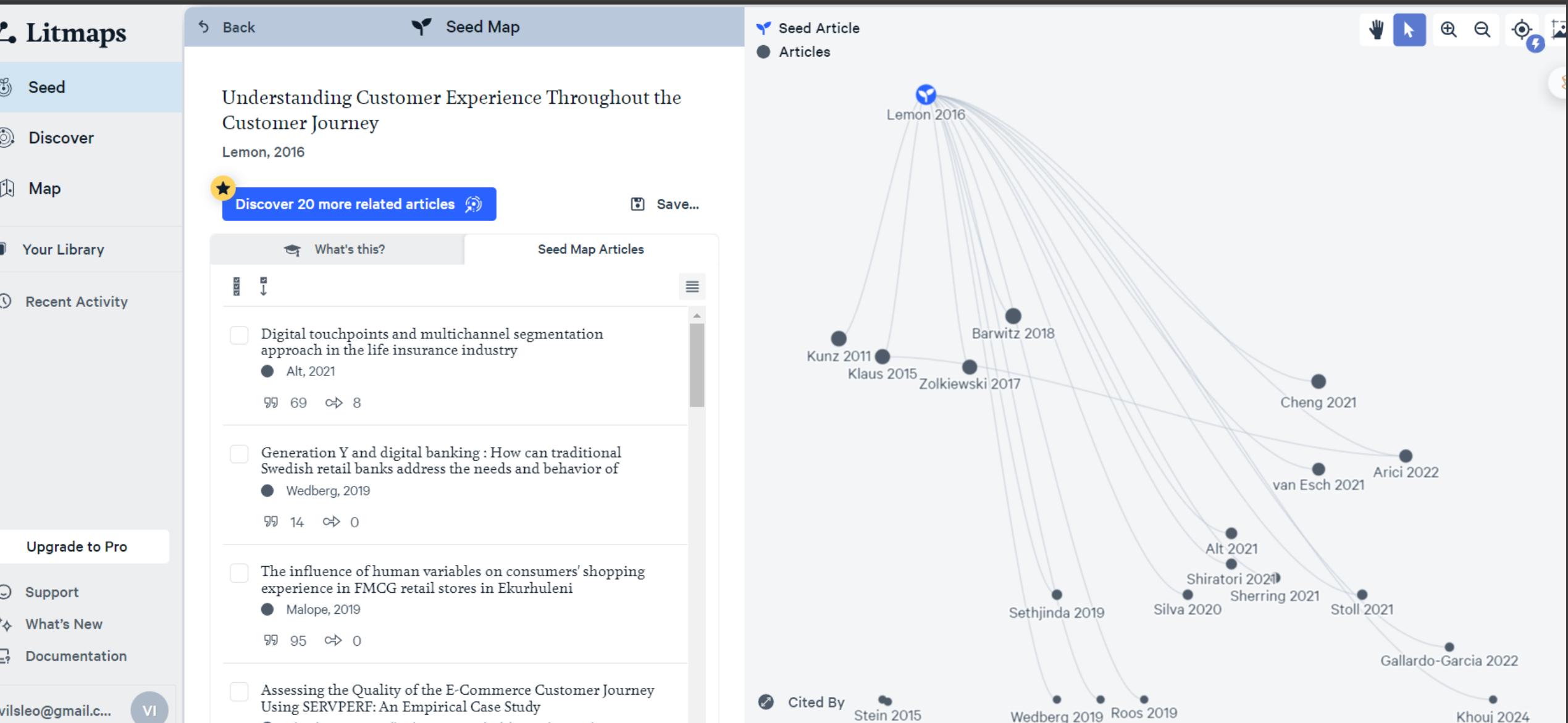
The Impact of Hotel Customer Experience on Customer Satisfaction through Online Reviews  
Kim, 2022 – Sustainability

< Previous 1 - 20 of 5,401,379 Next >

Select an article for your Seed Map Generate Seed Map

A screenshot of a web-based search interface titled 'Search for an Article'. The search bar contains the query 'customer experience'. Below the search bar, there are four search results listed in cards. Each card includes the title, author, publication year, and a 'Details' button with associated metrics. At the bottom of the interface, there are navigation buttons for 'Previous' and 'Next', and a total count of '1 - 20 of 5,401,379'. A large blue button at the bottom right is labeled 'Generate Seed Map'. The overall design is clean and modern, with a white background and blue accents.

# IA para Pesquisar



# IA para Pesquisar



Litmaps

Seed Discover Map Your Library Recent Activity

Upgrade to Pro Support What's New Documentation

vilsleo@gmail.c... VI

Unsaved Search Save

Top Connected 20 Inputs 0

Add + Customer Journey Case Study customer experience litera...

All Time Recent Only Custom...

Select results you're interested in Finish →

Servicescapes: The Impact of Physical Surroundings on Customers and Employees:  
Bitner, 1992  
Details 71 6.5k

Customer experience quality: an exploration in business and consumer contexts using repertory grid technique  
Lemke, 2011 – Journal of the Academy of Marketing Science  
Details 116 778

A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions  
Oliver, 1980  
Details 34 13k

A Multistage Model of Customers' Assessments of Service Quality and Value  
Bolton, 1991  
Details 15 3.6k

Results Inputs

Cited By

Neslin 2006, Arnould 1993, Cronin 1992, Cronin 2000, Lemke 2011, van Esch 2021, Shiratori 2021, Alt 2021, Silva 2020, Sethjinda 2019, Barwitz 2018, Morgan 1994, Meyer 2007, Zeithaml 1996, Puccinelli 2009, Bitner 1992, Gentile 2007, Bolton 1991, Grewal 2009, Bitner 1990, Oliver 1980, Rust 2004, Verhoef 2009, Klaus 2015, Lemon 2016, Roos 2019, Malope 2019, Wedberg 2019, Kunz 2011, Li 2015, Stein 2015, Sherring 2021, Cheng 2021, Gallardo-Garcia 2022, Arici 2022, Stoll 2021, Khouj 2024.

# IA para Pesquisar



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# IA para Pesquisar



The screenshot shows a search interface for academic papers. On the left, there's a sidebar with options like "New Collection", "New Category", and "Connect to Zotero". Below that are sections for "Uncategorized" and "Shared with Me", both currently empty. The main area displays search results for the term "CLT". Each result card includes the author(s), year, and journal information. A large green button at the bottom right says "+ Add Papers". To the right of the results, there's a sidebar with sections for exploring papers, people, and other content, along with export options and collaboration tools.

New Collection

New Category

Connect to Zotero

Uncategorized

+ Collection

CLT Z 72 ...

Untitled Collection 0 ...

Shared with Me

No collections

Filter Custom

Abstracts Comments

Select All

CLT

Ajzen Ajzen 1991 59192  
The theory of planned behavior  
Organizational Behavior and Human Decision Processes

Todorov ... Trope 2007 198  
Probability as a psychological distance: Construal and preferences  
Journal of Experimental Social Psychology

Stephan ... Trope 2010 282  
Politeness and Psychological Distance: A Construal Level Perspective  
Journal of Personality and Social Psychology

Shepperd ... Fernandez 1996 361  
Abandoning unrealistic optimism: Performance estimates and the

+ Add Papers

EXPLORE PAPERS

Similar Work 1497

Earlier Work 249

Later Work

EXPLORE PEOPLE

These Authors 213

Suggested Authors 410

EXPLORE OTHER CONTENT

Linked Content 101

EXPORT PAPERS

BibTeX RIS CSV

PUBLIC COLLECTION

SHAREABLE LINK Copy

COLLABORATORS Edit

EMAIL UPDATES

## Earlier Work

Filter

Relevance

Abstracts  Comments

Select All

Liberman

...

Trope

1998  
↳ 1949

**The role of feasibility and desirability considerations in near and distant future decisions: A test of temporal construal theory.**

Journal of Personality and Social Psychology

Trope

...

Liberman

2000  
↳ 756

**Temporal construal and time-dependent changes in preference**

Journal of Personality and Social Psychology

Higgins

...

Kruglanski

1996  
↳ 3113

**Social psychology: Handbook of basic principles.**

Vallacher

...

Wegner

1989  
↳ 870

**Levels of personal agency: Individual variation in action identification.**

Journal of Personality and Social Psychology

Connections between your collection and 40 papers

Graph Type

Network

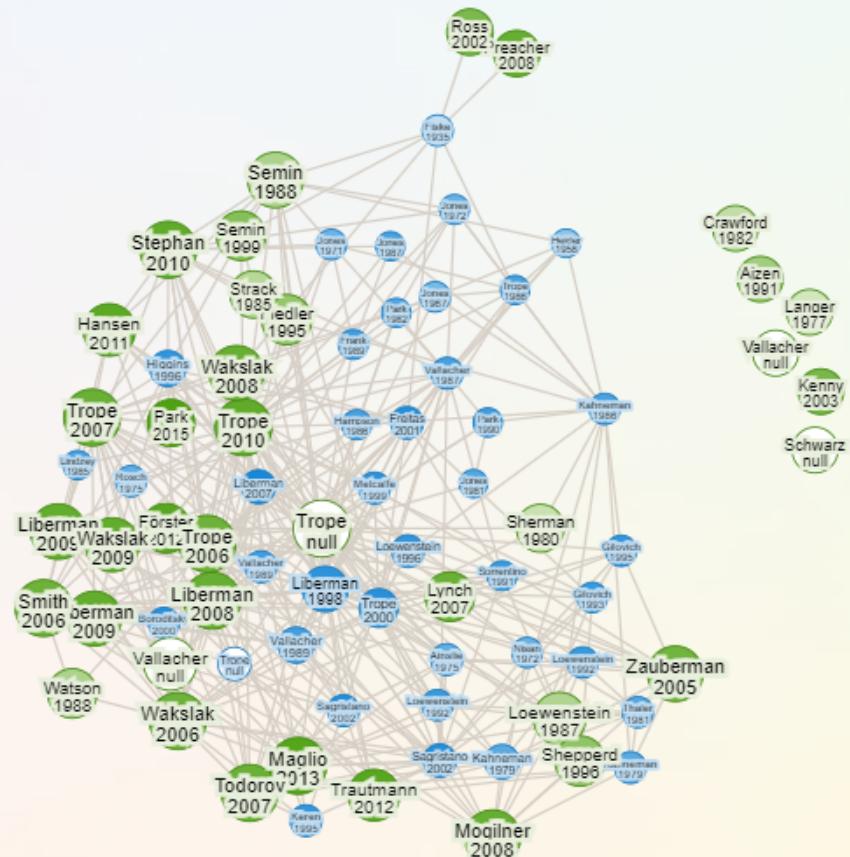
Timeline

Labels

First Author

Last Author

Filter these items



 Remove from:  
CLT

 Add to Other Collection

## EXPLORE PAPERS

 Similar Work **1497**

 Earlier Work **249**

 Later Work **25227**

## EXPLORE PEOPLE

 These Authors **213**

 Suggested Authors **410**

## EXPLORE OTHER CONTENT

 Linked Content **101**

## EXPORT PAPERS

BibTeX RIS CSV

## PUBLIC COLLECTION



## SHAREABLE LINK

**Copy**

## COLLABORATORS

Edit

## These Authors

Filter

Relevance

Abstracts  Comments

Select All

## Yaacov Trope

? publications ? citations

## Nira Liberman

? publications ? citations

## Yaacov Trope

New York University  
232 publications 28425 citations

## Nira Liberman

Tel Aviv University  
157 publications 19991 citations

## Cheryl J. Wakslak

University of Southern California  
60 publications 3847 citations

## Cheryl J. Wakslak

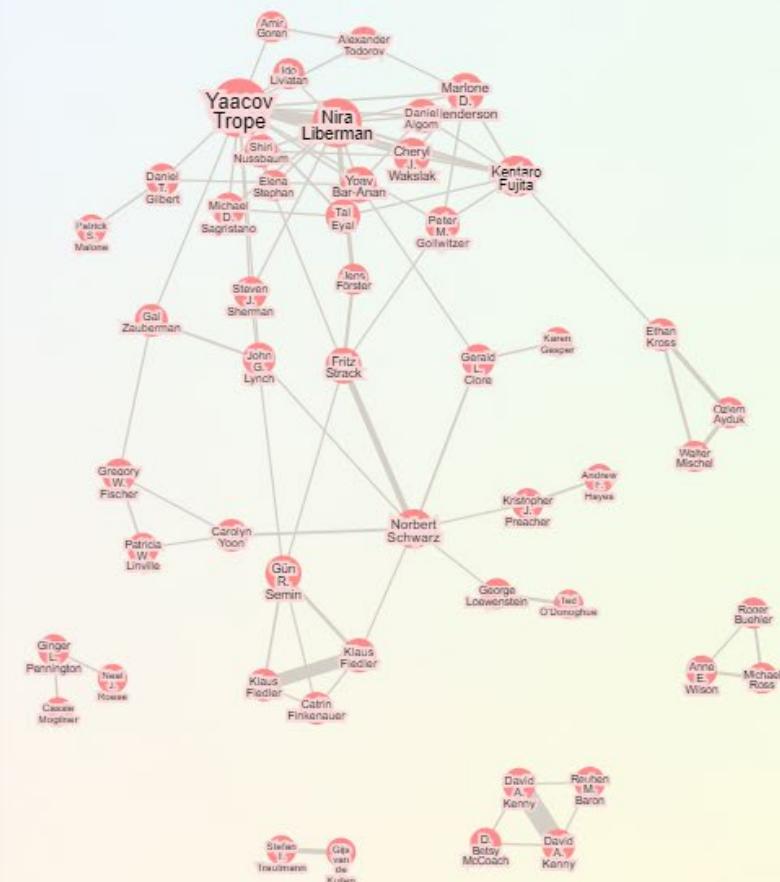
? publications ? citations

## Jens Förster

Ruhr University Bochum  
138 publications 9132 citations

## Connections between 51 authors

Filter these items



Zoom Out

Fit All

Zoom In



Remove from:  
CLT

Add to Other Collection

## EXPLORE PAPERS

Similar Work 1497

Earlier Work 249

Later Work 25227

## EXPLORE PEOPLE

These Authors 213

Suggested Authors 410

## EXPLORE OTHER CONTENT

Linked Content 101

## EXPORT PAPERS

BibTeX RIS CSV

## PUBLIC COLLECTION



## SHAREABLE LINK

Copy

## COLLABORATORS

Edit

## Suggested Authors

Filter

Relevance

Abstracts  Comments

Select All

## Yaacov Trope

New York University

232 publications

28425 citations

## Nira Liberman

Tel Aviv University

157 publications

19991 citations

## Kentaro Fujita

Ohio State University

79 publications

5144 citations

## Cheryl J. Waksłak

University of Southern California

60 publications

3847 citations

## Jens Förster

Ruhr University Bochum

138 publications

9132 citations

## George Loewenstein

548 publications

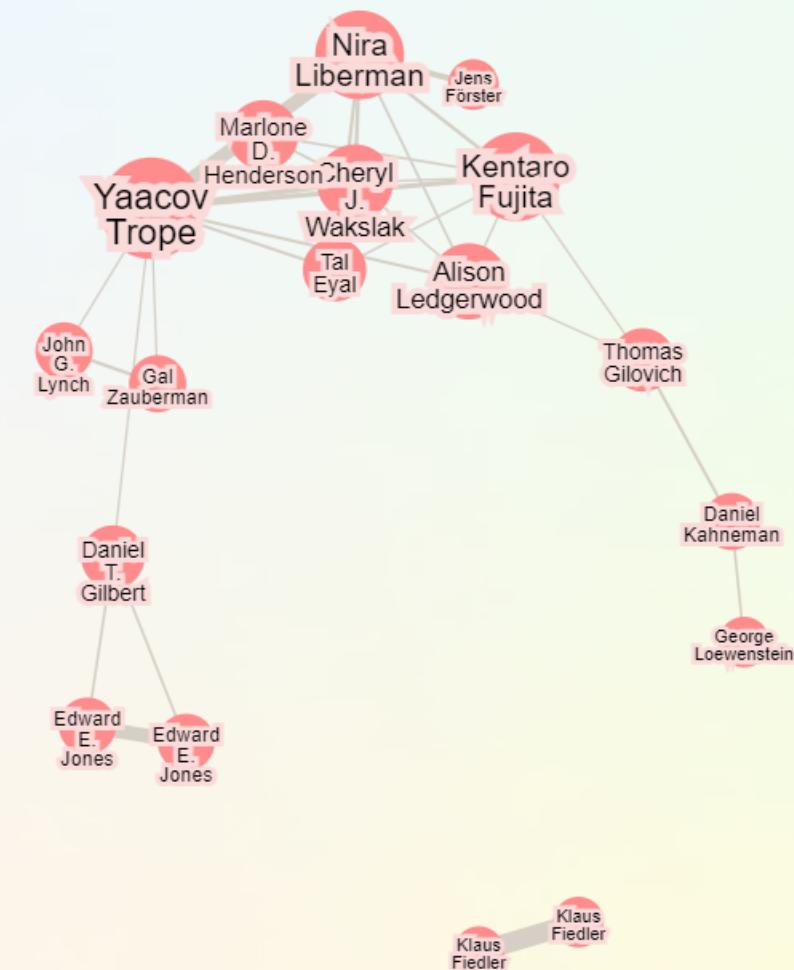
80914 citations

## Edward E. Jones

Duke University

Connections between 18 authors

Filter these items



Zoom Out

Fit All

Zoom In



# IA para Pesquisar



perplexity

New Thread Ctrl I

Q Home

Discover

Library

self-determination...

Try Pro  
Upgrade for image upload,  
smarter AI, and more  
Copilot.

Learn More

vilsleo8308

Where knowledge begins

Ask anything...

Focus Attach Copilot

Try Copilot The best fishing spots in Canada Are all mushrooms edible?  
How do cacti survive in the desert? What's the meaning of al dente?

The screenshot shows the perplexity AI interface. On the left, there's a sidebar with links for 'New Thread' (using Ctrl I), 'Home', 'Discover', 'Library', and a search bar containing 'self-determination...'. Below this is a 'Try Pro' section with a 'Learn More' button. At the bottom, there's a user profile for 'vilsleo8308' and a gear icon. The main area features a large search bar with the placeholder 'Ask anything...', a 'Focus' button, an 'Attach' button, and a 'Copilot' toggle switch. Below the search bar are several suggested search queries: 'Try Copilot', 'The best fishing spots in Canada', 'Are all mushrooms edible?', 'How do cacti survive in the desert?', and 'What's the meaning of al dente?'. The overall theme is 'Where knowledge begins'.

# IA para Pesquisar



how customer experience is measured?

## Sources

How to Effectively  
Measure Customer...

 genesys . 1

Measuring customer  
experience: 6 metrics to...

 zendesk . 2

How To Measure  
Customer Experience

 gartner . 3



View 2 more

## ≡ Answer

Customer experience (CX) is measured using various metrics to gauge customer satisfaction and loyalty. Some commonly used metrics include:

1. **Net Promoter Score (NPS):** This measures the likelihood of customers to recommend a company to others. It is typically measured by asking customers, "How likely are you to recommend us to someone you know?" Customers rate their likelihood on a scale of 0 to 10 [2](#).
2. **Customer Satisfaction Scores (CSAT):** This metric gathers customer feedback through simple, one-question surveys to assess their satisfaction with a product, service, or interaction [2](#).
3. **Customer Effort Score (CES):** This measures the ease of a customer's experience when interacting with a company. It is typically measured by asking customers, "How much effort did you personally have to put forth to handle your request?" Customers rate their effort on a scale from 1 to 5 or 1 to 7 [5](#).
4. **First Response Time:** This metric measures the time it takes for a customer to receive an initial response from a company after reaching out for support [2](#).
5. **Average Resolution Time:** This metric measures the average time it takes for a company to resolve a customer's issue or request [2](#).
6. **First Contact Resolution (FCR):** This measures the percentage of customer tickets resolved on the first attempt, indicating the efficiency of the customer support department [2](#).

These metrics help organizations understand and improve the customer experience, leading to increased customer satisfaction, loyalty, and advocacy [1](#) [2](#) [5](#).

São muitas opções, um cardápio  
enorme para nos auxiliar na  
condução de pesquisas.

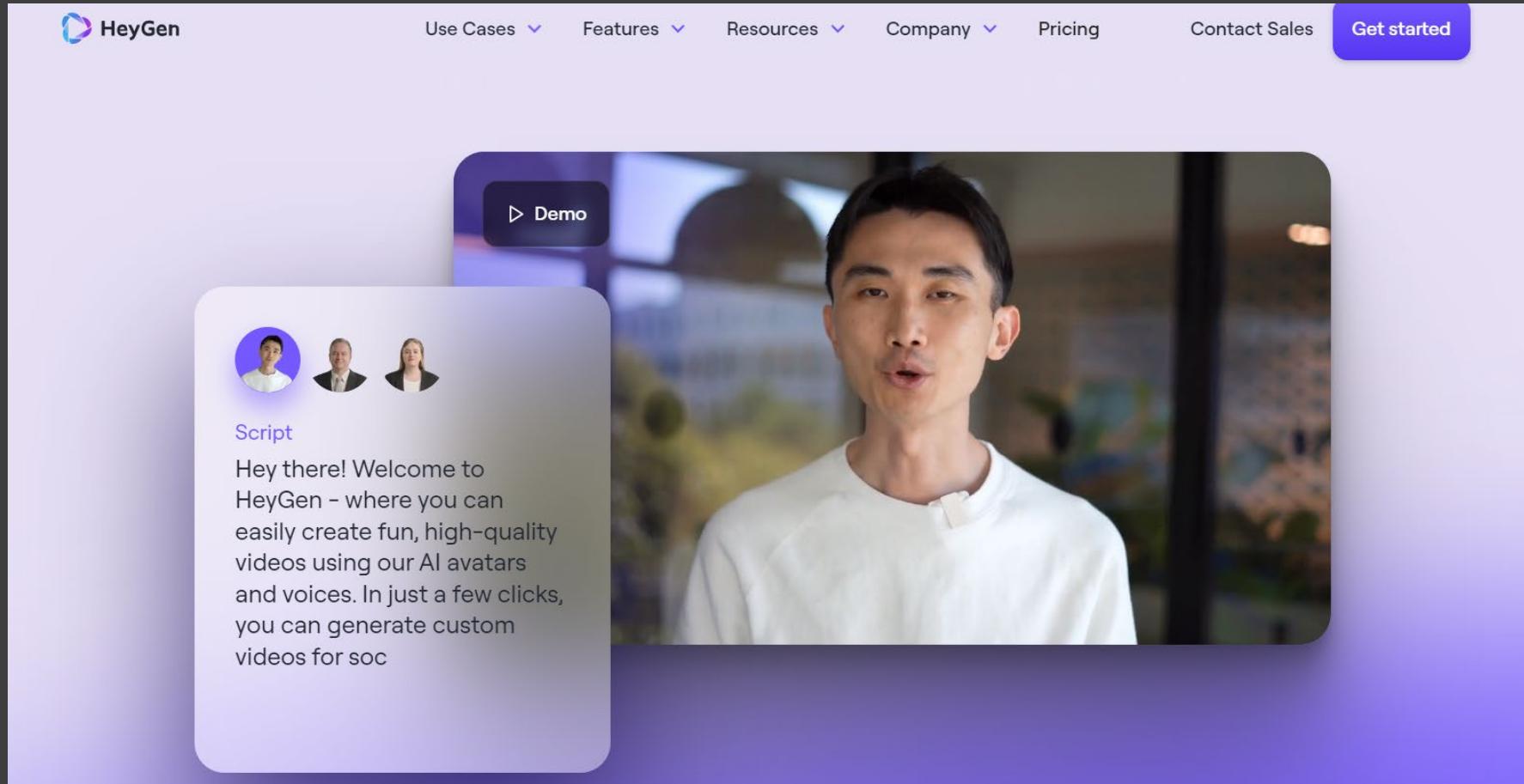
A decisão de o que usar e como usar está conosco. A questão que deve nos nortear é:

Quem é o protagonista de nossas  
pesquisas?



Obrigado

# Para testar



The image shows a screenshot of the HeyGen website. At the top, there is a navigation bar with the HeyGen logo, followed by links for "Use Cases", "Features", "Resources", "Company", "Pricing", "Contact Sales", and a prominent "Get started" button. Below the navigation, there is a large video player window showing a man speaking. In the top left corner of the video player, there is a "Demo" button. To the left of the video player, there is a white callout box containing three small circular profile pictures and the word "Script". Below these, there is a block of text: "Hey there! Welcome to HeyGen - where you can easily create fun, high-quality videos using our AI avatars and voices. In just a few clicks, you can generate custom videos for soc".