

# FRICTION IS KILLING CONVERSION

Locate and reduce friction throughout the digital experience for increased conversion

Hard-to-find friction points within the digital customer journey are easy to spot with Neuro-ID's Friction Index® Platform. Through the lens of real-time behavior, detect root causes of frustration, confusion, hesitation and more by measuring and monitoring digital friction. Then... **eliminate it!**



**REDUCE  
ABANDONMENT**



**IMPROVE THE  
CUSTOMER  
EXPERIENCE**

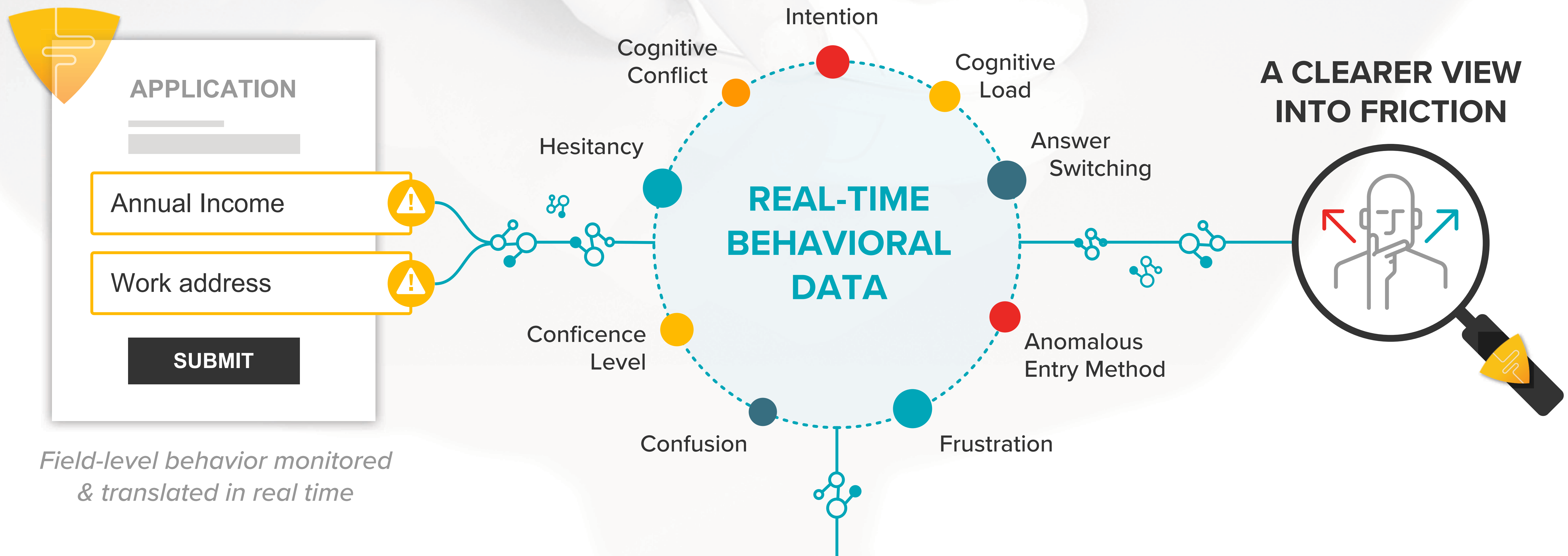


**INCREASE  
CONVERSION**



# BEHAVIOR REFLECTS STATE OF MIND

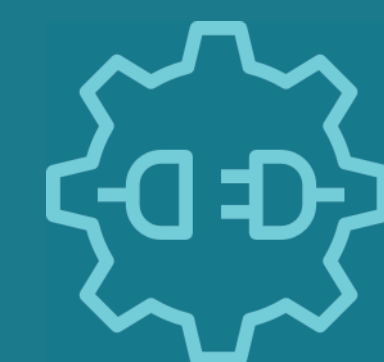
Neuro-ID provides a real-time behavioral lens into the experience and potential friction of a digital interaction, so costly pain points can be quickly revealed and fixed



## FRICTION INDEX PLATFORM



Behavioral data, visualized through a user-friendly dashboard UI



...and delivered via export or API for analysis & real-time decisioning

### CROWD ANALYSIS



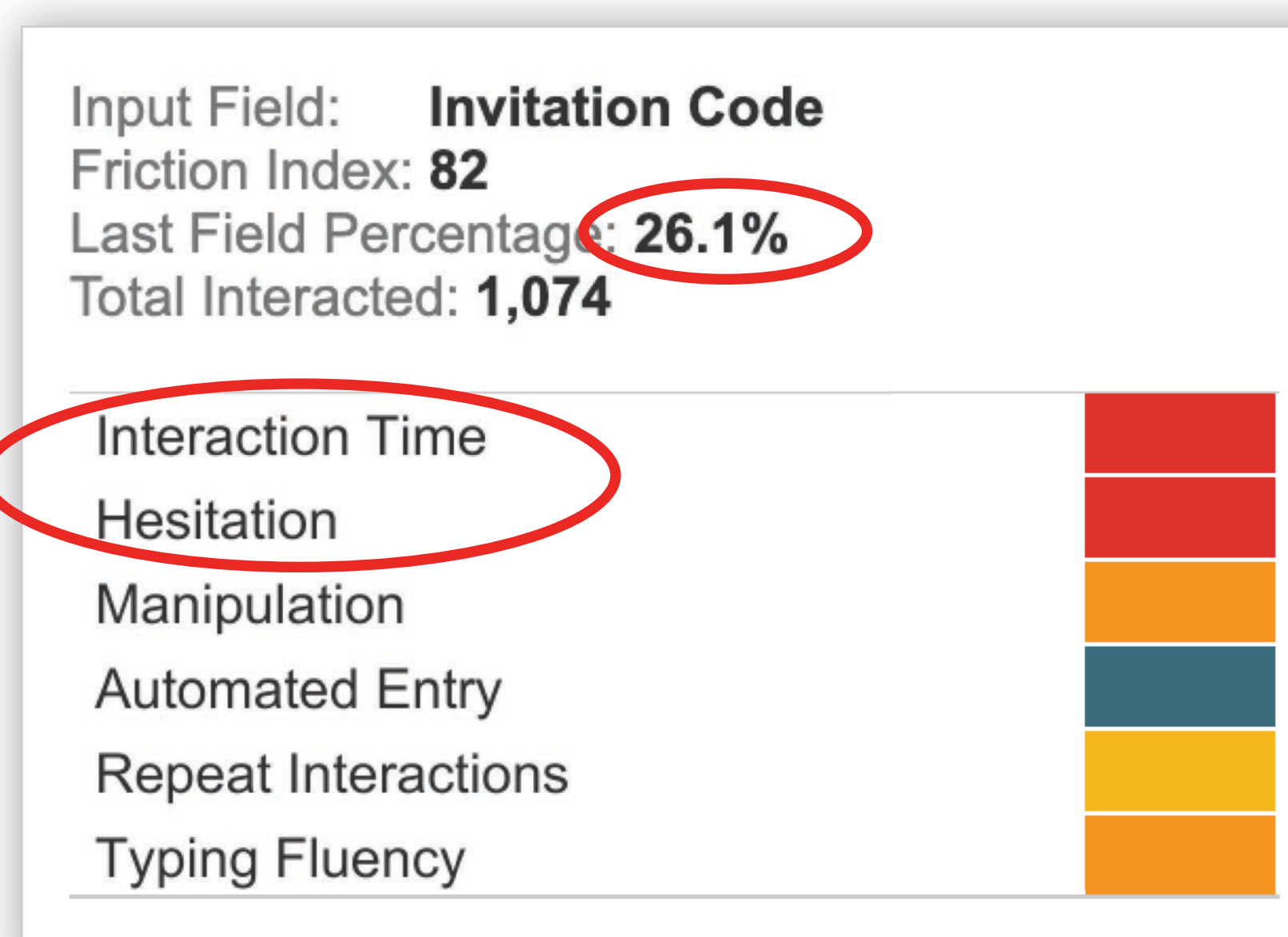
Explore crowd-level friction, CX pain points and behaviors where drop-offs occur



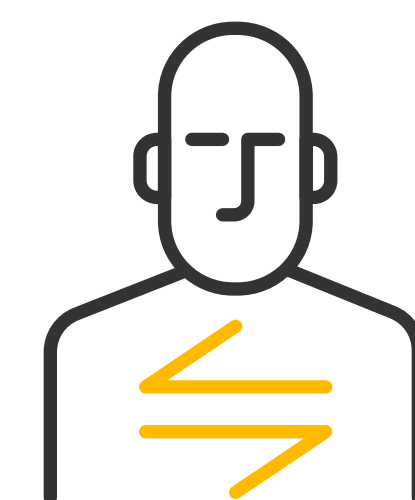
### BEHAVIORAL CLUSTERS



Surface meaningful patterns of behavior representing friction, leading to abandonment



### SESSION SNAPSHOTS



Study and identify the specific behaviors connected to different forms of friction



#### Experiencing Friction

- Friction on the Income field
- Low typing fluency
- Excessive time spent answering
- Dropped off just before the last step of the application**

## Get Day-1 value with Neuro-ID

Go to [neuro-id.com/schedule-a-demo](https://neuro-id.com/schedule-a-demo) or contact [sales@neuro-id.com](mailto:sales@neuro-id.com)