Customers constantly share their thoughts across many different platforms and their voices become muddled. To optimize the customer experience, organizations need a clear understanding of what customers want and need.

The consequences for companies not focused on providing exceptional customer experiences are real.

Gain complete customer sentiment insights...

...to highlight engagement drivers that improve products, programs and experiences and increase satisfaction, profits and loyalty.

Analyzing customer sentiment and providing an exceptional experience helps:

- Achieve revenue growth of 5-10%
- Increase spending and loyalty retention by 15-20%
- Prevent 85% of consumers from churning

AI-powered Voice of the Customer can help.

Example

A consumer products company wants a deeper understanding of customer sentiment to track brand loyalty and improve its products and overall experience.

Gather and analyze data from internal and external sources to unlock sentiment across channels.

Collect and analyze data

Leverage text mining to understand feedback from potential and existing customers for insights that help assess brand image and product improvements.

Gain insight

Realign strategies and initiatives and product enhancements using robust visualizations.

Realign strategies

Learn more about the benefits of AI-powered Voice of the Customer.

Watch the video

References:
1. Forbes, Many Banks Are Losing Customers And Don’t Even Know It, December 15, 2016.
3. PwC, Experience is everything: Here’s how to get it right, 2018.