

## Unlock powerful customer insights to successfully execute revenue-generating initiatives

Customers constantly share their thoughts across **many different platforms** and their voices become muddled.



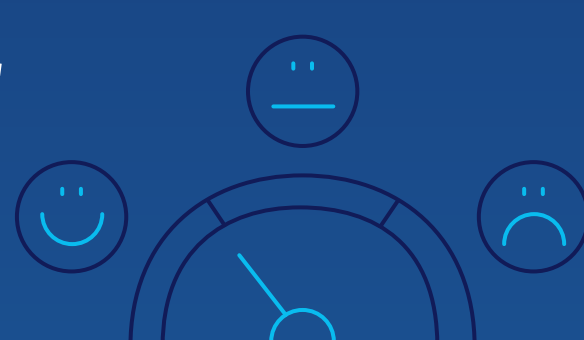
To **optimize the customer experience**, organizations need a clear understanding of what customers want and need.

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



AI-powered  **Voice of the Customer** can help.

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:

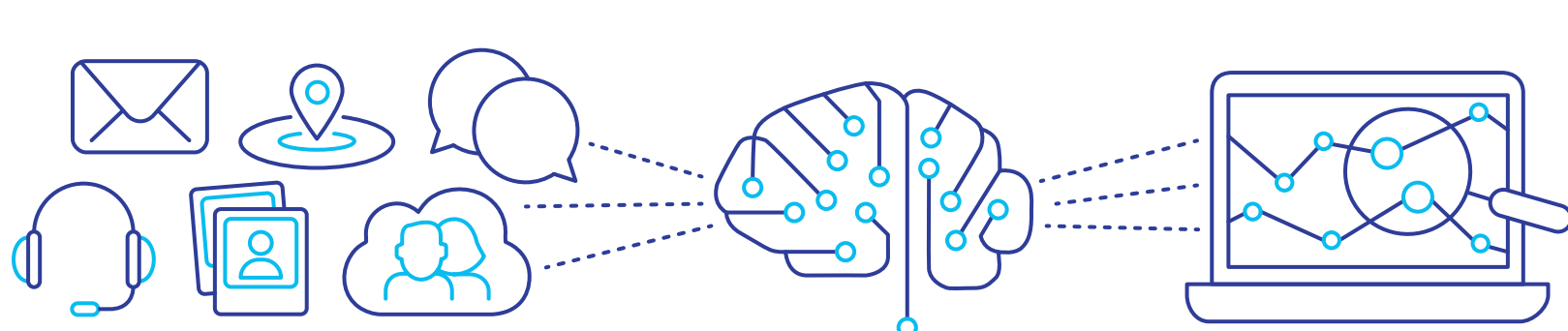


### Example

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

#### 1 Collect and analyze data

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



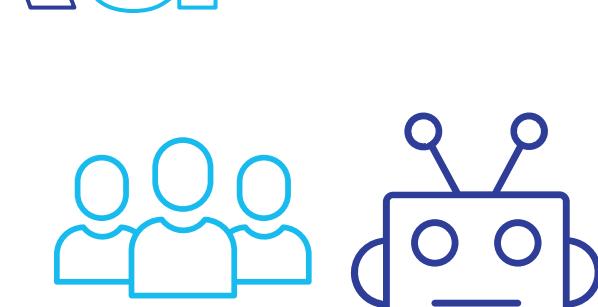
#### 2 Gain insight

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



#### 3 Realign strategies

Sync customer experience initiatives and product enhancements using robust visualizations



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

[Watch the video >](#)

[opentext.com](http://opentext.com)

Source

<sup>1</sup>Forbes, Many Banks Are Losing Customers And Don't Even Know It, December 15, 2016.

<sup>2</sup>Destination CRM, Listen to the Voice of the Customer, April 1, 2009.

<sup>3</sup>PwC, Experience is everything: Here's how to get it right, 2018.

<sup>4</sup>McKinsey&Company, Customer experience: Creating value through transforming customer journeys, 2016.

<sup>5</sup>SuperOffice, Voice of Customer: How to 10x Your Business With VOC Data, October 16, 2019.

<sup>6</sup>Huffington Post, 50 Important Customer Experience Stats for Business Leaders, December 6, 2017.