

PRODUCT OVERVIEW

A new approach to Customer Experience (CX) management

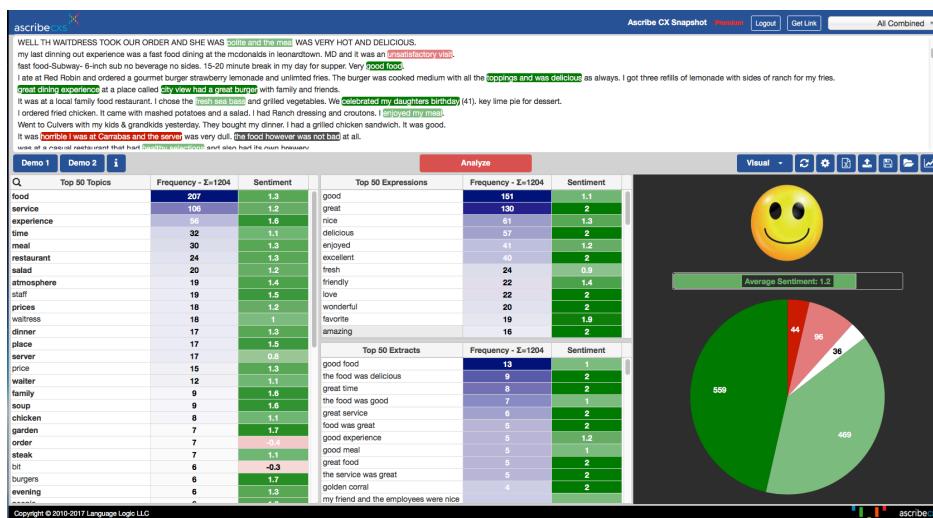
Whether you need to pre-test a marketing campaign, prioritize product initiatives, or gauge how customers feel about your product, consumer insights are valuable. Now, with Ascribe CX Snapshot, you can easily hear what customers say about their product experience to form important business decisions.

Categorize customer comments with ease and precision

With Ascribe CX Snapshot, you can automatically categorize any consumer textual data quickly and easily, which means greater productivity and more actionable insights to improve your customer's experience.

Hear what customers are saying as never heard before

Unlike traditional text analytics tools, CX Snapshot is a solution designed for speed, accuracy and ease of use. Users need minimal training to become proficient (typically less than one hour). It enables fully automated verbatim analysis to give insights from customer open-end feedback. CX Snapshot results are intuitive and give users an instant overview of their customer's experience and provides insights to act on or conduct further CX research.



Overview

- Analyze any customer comments instantly (including: surveys, emails, call center, social media, etc.)
- Gather insights, identify trends, and understand consumer behavior quickly
- Prioritize findings to optimize business decisions

How it works

- Load consumer comment data
- Analyze for sentiment or concept extraction using advanced Natural Language Processing (NLP)
- Interpret analyzed results instantaneously with an intuitive user interface
- Export or send CX Snapshot link to decision makers with actionable insights
- Need additional insights, use other advanced verbatim analysis tools within the Ascribe Intelligence platform

Features

- Sentiment and concept analysis
- Intelligent topic grouping
- Variance analysis (with filtering)
- Multilingual functionality
- Insight link sharing
- Excel exporting
- API data connectors
- Custom branding (optional)

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