#### FACT SHEET

### CONCENTRIX**CX** Text Analytics

# Al-powered insights for unstructured feedback.

Imagine having the ability to capture unstructured feedback across touchpoints and journeys, instantly transforming words into meaningful intelligence.

Introducing **Text Analytics by ConcentrixCX**—leading VOC technology that applies AI, machine learning and natural language processing (NLP) to transform text into actionable insights.

			Q <sub>Help</sub>	9:57	xecutive Dashboard	<b>,</b> ,   ? (
CONCENTRIX <b>CX</b>			Help	×		
Dashboard Survey Resu	lits Text Analytics Closed Loop Id	leas & Actions Performance Resources				
				Emerging Trend	ls	
knowle	dge quality of service	marketing unresolved issues loya				3
online transactio		problem root cause	access to muor	Response Time		
preferred bankin multiple attemp	holpfuln	likeliho	od to retur.	Communication	18.1 %	
adjustment/refu		ess riciency	ncidence "	$\odot$	17 %	
business loans	customer effort	general dissatisfaction	general satisf	Overall Experience		
general discr	epancy mortgage	email support		Agent	10.1 %	
				$\odot$	7.6 %	
Helpfulness Com	ments:			Services	.9 %	
	I called to pay a premium and it took forever for n	ne to speak to a live agent. And then when I was finally a	able to speak to someone, he didn't knc			
	about. He needed to send my call to someone else. I	It was so frustrating! 99				
-1.50	107860   1/3/2022   D   ++			Satisfaction Pul	se	
	I called because my ATM card always talls me to	insert it to read the chip when I'm at the checkout line. I	Au ang dagan't baya a akin an Lann't ya	Highlight		
	way I can use it is at an ATM or online. I was told that	at they were going to reverse the ATM fees because I've	had to spend \$5 each time I'm at the st	Region		
-1.40	have received it within 2 days it's still not here. So I h	n \$2 from you guys. I was also told that they were going had to withdraw money again today which was I'm sure a	another \$5. I carry my card on me beca	Richardson		
		ich is extremely inconvenient and not what I want to do a ATM fees because the only reason I go to the ATM is if		Previous Month	Current Month	Movem
				33.3%	66.7%	+33.
			-			See m

### **Key Features**

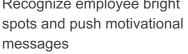


MULTI-SOURCE

Capture unstructured data from surveys, social, complaints, chat, email, messaging, and speech



**EMPLOYEE KUDOS** Recognize employee bright





**PREDICTIVE INSIGHTS** Data Science will help you predict the future impact of improvement initiatives



SENTIMENT & EMOTION Apply NLP to quantify customer feelings



#### LIVE-TIME ALERTS

Trigger alerts through AI to find at-risk customers



#### INSTANT PROBLEM IDENTIFICATION

Isolate emerging issues with proprietary NLP



#### **PRIORITIZED OPPOTUNITIES**

Artificial Intelligence tells you where to focus



#### **ACTION PLANNING**

Link emerging issues to action planning workflows



<sup>By</sup> 1	p 5 Overall Categories v Volume Problem Resolution Employee	Top Categories By Sentiment Score TOP POSITIVE Employee 1.	VOLUME	Movers Dver Time -29.3% 🛰
3 4 5	Bank Products Overall Experience Call Handling	TOP NEGATIVE Legel Action or Threat -1.		
ent		<ul> <li>Top Positive</li> </ul>	Overall Sentiment	Change
	~	Employee	1.9 🔘	0.1 ∾
	1 Janes N	Overall Experience	1.5 😳	0.13 ∾*
V		Overall Experience Bank Products	1.5	0.13 ~*
V			1.5 🕲	
		Bank Products Problem Resolution Benefits and Featur	1.5 🕑	0.12 🔊

### **Benefits**

#### Richer insights, at scale.

Enormous amounts of unstructured feedback are generated every second, creating a window into the hearts and minds of your customers. Extracting value from this data –quickly, and at scale –is a major challenge.

**Text Analytics by ConcentrixCX** applies artificial intelligence and natural language processing to uncover meaning in vast amounts of data, instantly.

### Analyze a 360° view of customer experience

In today's multi-channel landscape you're not judged on how you perform in one interaction or channel; customer experience (CX) is assessed based on how customers perceive you as a whole.

**Text Analytics by ConcentrixCX** analyzes multiple sources of unstructured feedback to uncover opportunities across the customer journey, shatter internal data silos and deliver a holistic view of the experience. for a U.S. banking leader

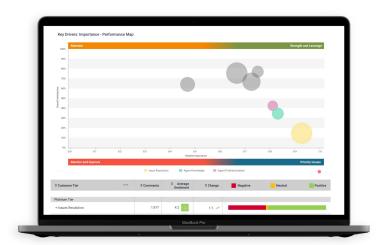
savings + lifts in OSAT up to 176 bps in 4 process areas\*



# All CX insights in one platform

Our text analytics suite is a fully integrated module of ConcentrixCX enabling the management of customer feedback through a single location.

Having access to insights from all customers in a single platform shatters internal silos, eliminates system redundancy, and creates a unified view of the customer experience.



# Sophisticated NLP that outperforms the competition

Our proprietary Natural Language Understanding process includes advanced thought parsing, precise sentiment analysis and application of machine learning. The combination of these techniques consistently yields superior results compared to other text analytics solutions.

In fact, a parallel test revealed **Text Analytics by ConcentrixCX** had notable improvements across categorization and sentiment accuracy, emotion and intent when compared to other leading providers.





## CONCENTRIXCX

Don't just measure experiences, transform them.

Contact us today!

+1-800 747-0583 www.concentrix.com/solutions/voc

y in Follow us:

@concentrixTECH

/showcase/concentrix-technologyand-insights/

© 2022 Concentrix Corporation. All rights reserved.