

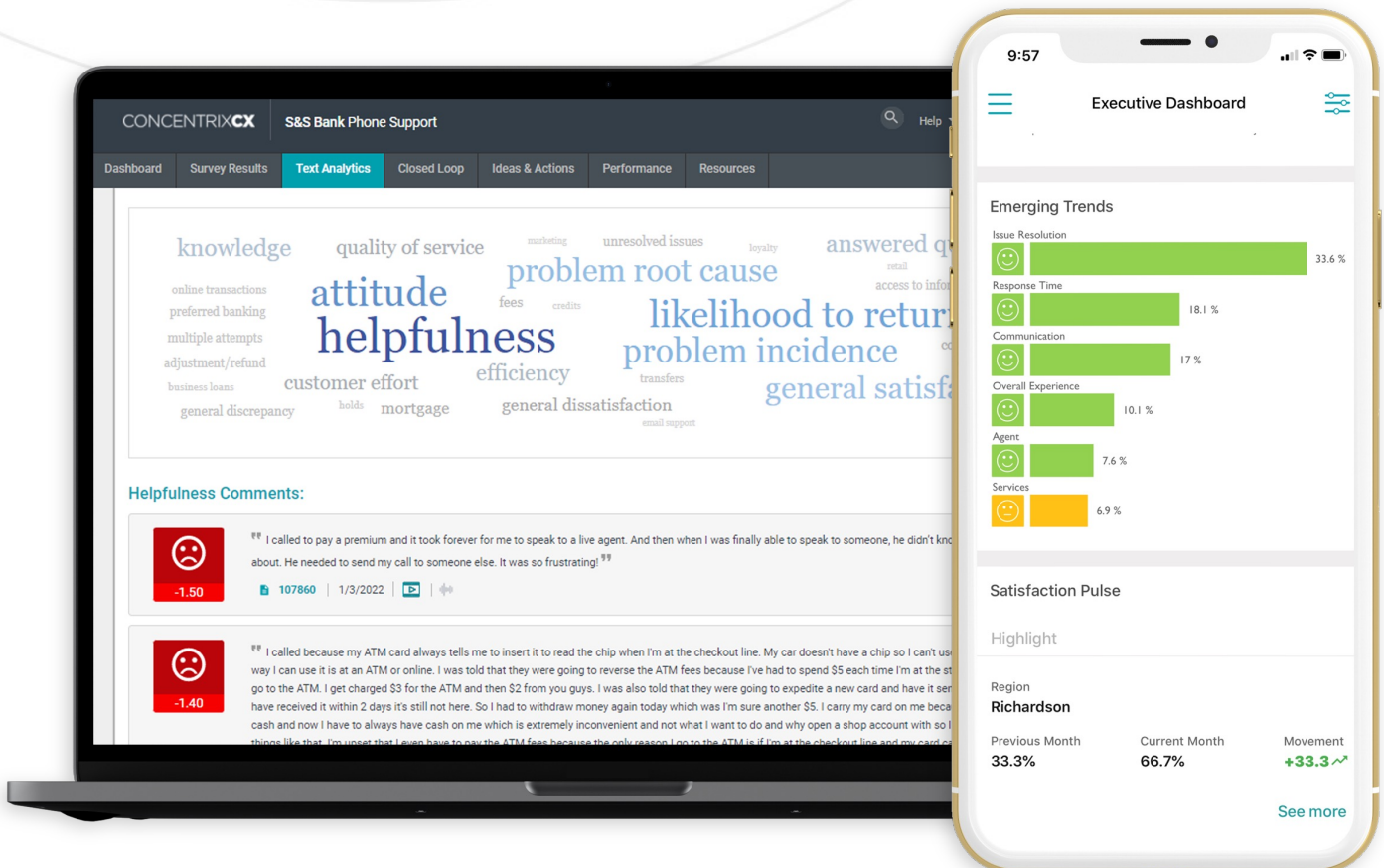
CONCENTRIXCX

Text Analytics

AI-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.



Key Features



MULTI-SOURCE

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



LIVE-TIME ALERTS

Trigger alerts through AI to find at-risk customers



EMPLOYEE KUDOS

Recognize employee bright spots and push motivational messages



INSTANT PROBLEM IDENTIFICATION

Isolate emerging issues with proprietary NLP



PREDICTIVE INSIGHTS

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



PRIORITIZED OPPOTUNITIES

Artificial Intelligence tells you where to focus



SENTIMENT & EMOTION

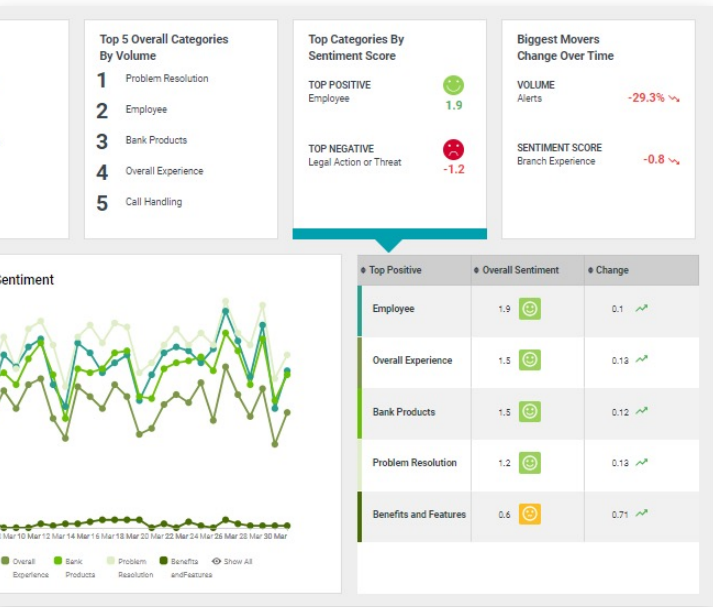
Apply NLP to quantify customer feelings



ACTION PLANNING

Link emerging issues to action planning workflows





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

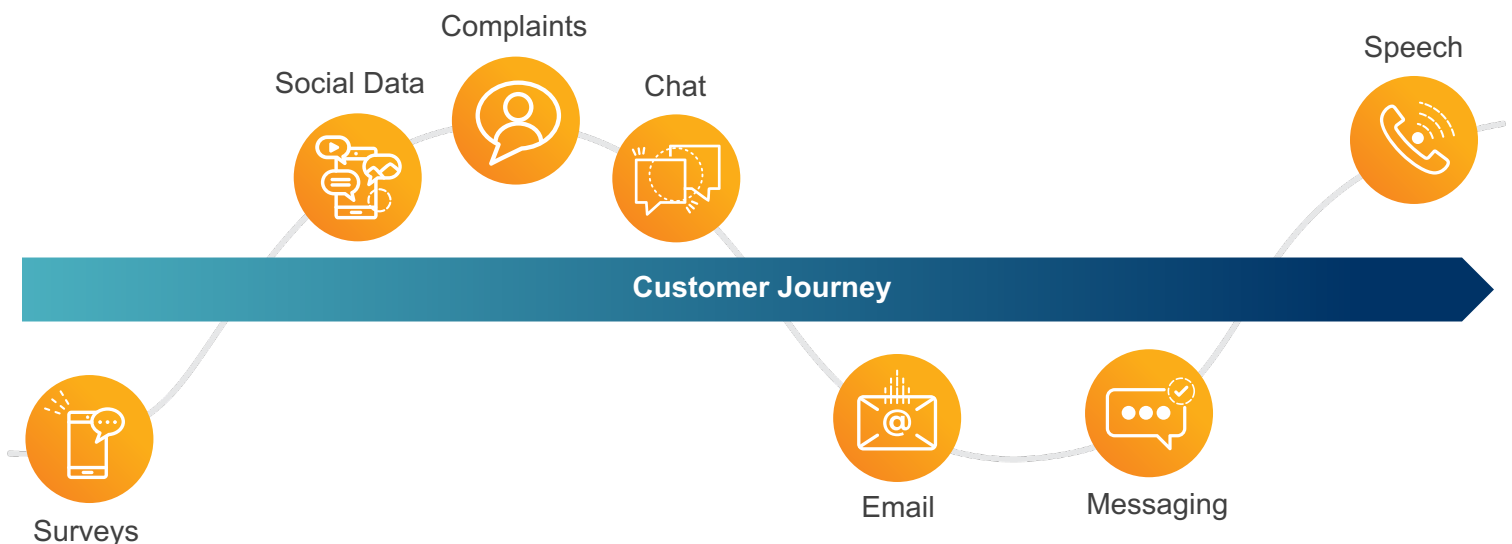
In today's multi-channel landscape you're not judged on how you perform in one interaction or channel; customer experience (CX) is assessed based on how customers perceive you as a whole.

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

\$1M

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

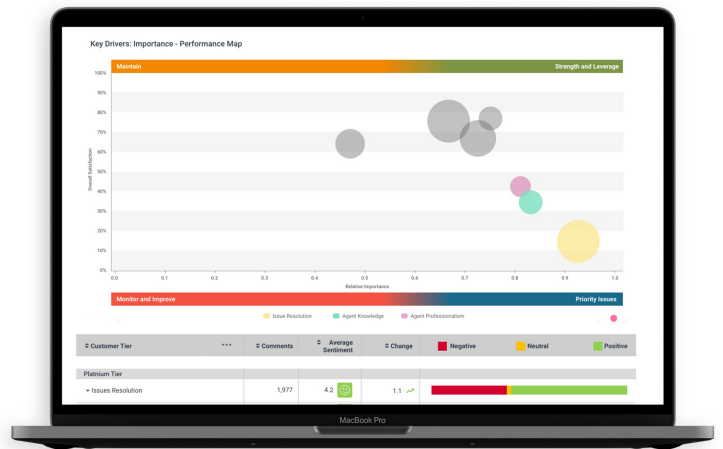


*estimated results

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.

Sentiment Accuracy



vs. competitor

Category Accuracy



vs. competitor

Response Time



vs. competitor

Are you ready?



CONCENTRIXCX

**Don't just measure experiences,
transform them.**

Contact us today!

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

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