

# Omnichannel Insights and Analytics

for improving CX



Customers contact brands across multiple channels: **VOICE, CHAT, TEXT** and **SOCIAL**. Brands need to understand these interactions and respond in kind or risk negative impacts for their business. For example, **75% of people will likely post something positive about your brand** if you make meaningful social media connections. And, customers will spend **20-40% more if you engage and respond to them** through social media.<sup>1</sup>

## What should you do with all this data? Use it! Omnichannel Insights and Analytics can help!

Omnichannel Insights and Analytics is the process of tracking, collecting, and analyzing data from all brand sites and social media networks. This means monitoring all posts, videos, conversations, handles, hashtags, followers, clicks, and shares about a client's brand or customer experience.

Our solution is powered by Concentrix **Conversations to Insights (C2i) Analytics** and **Konnect Insights**, and helps you turn the vast amount of online data collected from social and brand sites into the intelligence you need to help your brand:

-  Better understand customer behaviors and preferences
-  Build and sustain brand equity
-  Improve campaign performance
-  Manage online reputation
-  Gain a competitive advantage



<sup>1</sup> "How to Do Social Media Customer Service the Right Way", BigCommerce.

# The Power of Omnichannel Insights and Analytics

With Omnichannel Insights and Analytics capabilities powered by Concentrix and Konnect Insights, you can:

- Understand which CX tactics are working, which aren't, and optimize business investments
- Test different messages and channels to determine what resonates
- Compare performance across different social channels to determine where to focus your engagement campaigns
- Monitor brand reputation, detect crises, and be prepared with a response strategy
- Uncover opportunities to segment audiences based on personas, and target them where they already spend time
- Provide in-depth reporting and dashboards for client needs and presentations, as well as recommendations and insights based on those reports
- Gain competitive intelligence and benchmarking

## LISTEN • EVALUATE • ACT



Share of Voice



Sentiment Analysis



Media Type Analysis



Campaign Reports



Classification Report



BI Tools



Dynamic Dashboards



Automated Listening Summary Reports



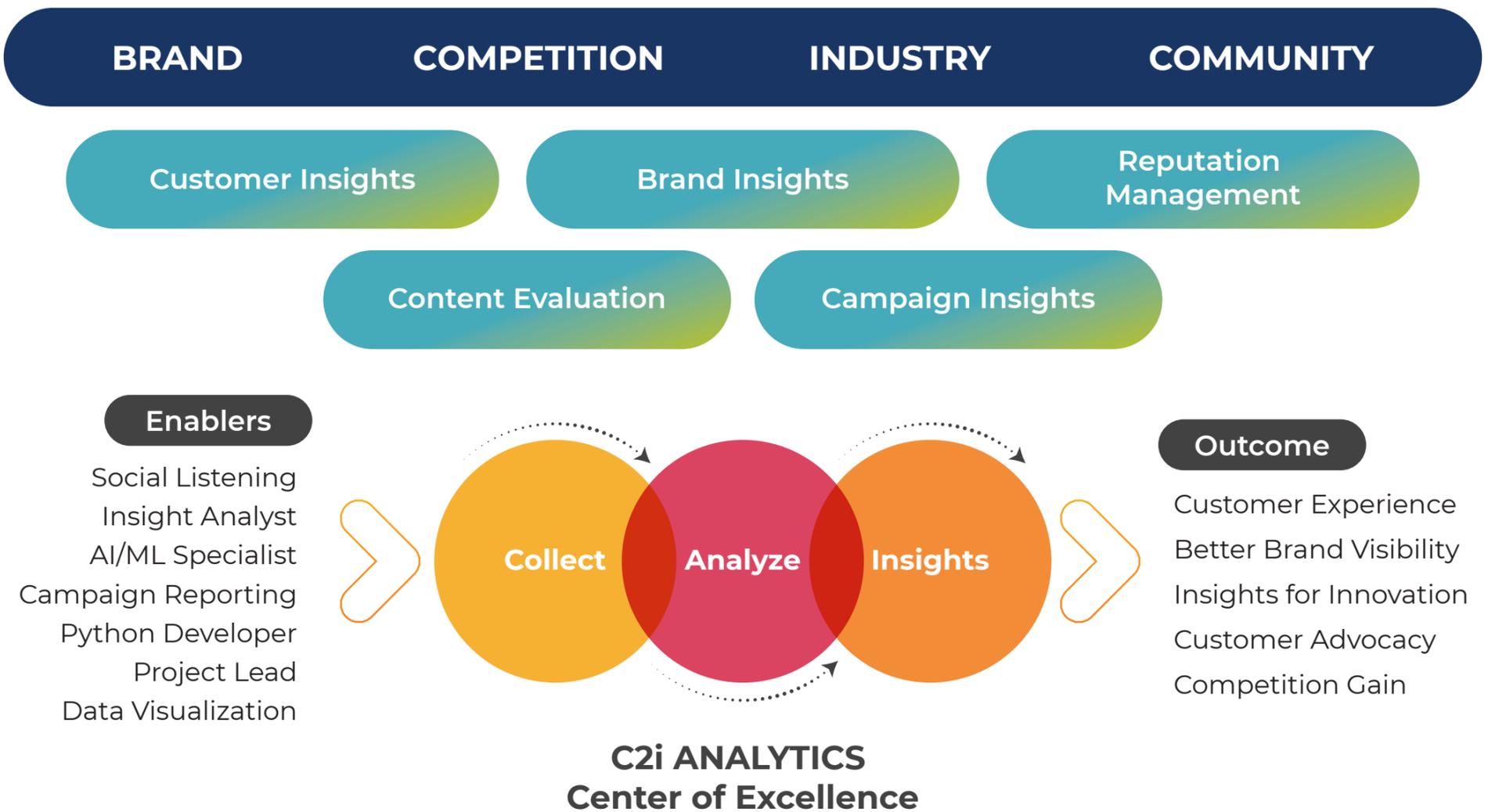
Turn Around Time Reports



Beyond getting the real-time data and dashboards, **Concentrix Conversations to Insights (C2i) Analytics** applies machine learning, natural language processing, and data science to provide predictive and prescriptive insights to anticipate and improve your CX operations.

## Conversations to Insights (C2i) Analytics

Transform online conversations into actionable insights to power brand strategies



## Get the Insights You Need to Optimize Your Omnichannel CX

Concentrix Catalyst and Konnect Insights can help you optimize your omnichannel customer experience so you can intelligently anticipate and respond to your customers, regardless of their channel preferences.

**The result:** improve your CX operations, reduce customer churn, and increase brand value and customer loyalty.

**CONCENTRIX™**  
CATALYST

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Contact us today for more information or to arrange a demonstration.

**+1 800-747-0583**

**[www.concentrix.com/solutions/data-and-analytics](http://www.concentrix.com/solutions/data-and-analytics)**