Maritz**CX**

MaritzCX Text Analytics

Turn unstructured customer stories into indispensible business insights

DATA CHALLENGES

Your customers tell thousands of stories about your products and brand every day in dozens of traditional, online and social media environments. These free-form conversations contain a wealth of invaluable CX information, but they are also inherently messy and notoriously difficult to organise and structure for insight.

MaritzCX solves these unstructured data challenges by providing the methodologies, technologies and expertise you need to capture unstructured data from any source, automatically categorise and organise it based on the unique needs of your business, combine it with other CX metrics and ultimately transform it into business insights everyone can use — from dedicated analysts to front-line employees.

With Text Analytics solutions from MaritzCX, you can:

- **Combine and integrate unstructured customer feedback from many different sources**, including call centre notes, survey verbatims, website forms, online reviews, social networking comments and more.

- **Gain deep, organic insights into your unstructured data** by combining traditional auto categorisation and sentiment analysis with advanced keyword and key phrase analysis. This combination of techniques improves your ability to identify root causes, new customer patterns and emerging concepts more quickly and comprehensively.

- **Connect and unify your structured and unstructured data** to create a deeper and more cohesive view of your customers. Adding the richness of actual customers' voices to traditional metrics helps you not only identify problems, but also understand the root causes and take smart, informed steps to resolve issues quickly.

- **Find and connect with at-risk customers earlier** by identifying specific hot button issues and triggering automated alerts when customers discuss those issues in unstructured forums.

TEXT ANALYTICS MEANS DEEPER INSIGHTS FOR EVERYONE IN YOUR ORGANISATION

Customers gain confidence and satisfaction from sharing their stories — and knowing that the right people in your organisation are listening and responding.

Frontline managers and employees tap into the direct customer insights they need to identify root causes, proactively spot emerging issues, and proactively take action.

CX professionals improve their ability to gather unstructured data from many different sources, organise it, combine it with structured metrics, and transform it into business changing insights.

- **Distribute crucial insights from unstructured feedback to everyone who needs them.** Many text analytics platforms are built strictly for analysts. But MaritzCX delivers both the powerful advanced analytics capabilities techy analysts need — and the intuitive, easy-to-use, and high-impact dashboards that make the information accessible and relevant for business users.

EXPLORE THE MARITZCX TEXT ANALYTICS DIFFERENCE

What sets MaritzCX Text Analytics apart from other solutions? The answer includes:

- Experience and expertise with an in-house team of more than a dozen text analytics experts who process more than 40 million unstructured comments every year.

- Accuracy rates that are consistently above 90 % (compared to the industry average of less than 85 %).

- Global reach that includes fully-featured native auto categorisation in 15 languages with additional keyword analysis, sentiment analysis, and translation services in all other languages.

- Continuous improvement with meticulous ongoing auditing, rule improvements, and category refinements that make your Text Analytics solution more accurate and valuable over time.

- Innovation that includes the most advanced text analytics techniques in auto categorisation, sentiment, and keyword analysis integrated into a powerful "big data" CX technology platform.

- CX Integration that allows you to combine unstructured feedback and structured metrics into a single, unified CX platform.

BUILDING A SUCCESSFUL TEXT ANALYTICS SOLUTION—ONE STEP AT A TIME

MaritzCX uses a proven 5-step process to transform millions of chaotic unstructured comments from different sources into meaningful business insights for your business.

1. Configure the data preparation process: MaritzCX professionals work with your team to correct common misspellings, compensate for acronyms and ambiguous terms, and clean out private information in your data sets.

2. Create an accurate and actionable category set based on our experience in your industry, your needs and objectives. This includes encoding the logic to effectively define categories in terms of keywords, phrases, and word patterns.

3. Process the data, which includes automatically cleaning and categorising comments and then generating a finished output file.

4. Improve the results by regularly monitoring data processing activities and periodically updating rules and categories to improve accuracy and performance.

5. Send the results to your MaritzCX platform, so you can combine them with other structured metrics, transform them into meaningful insights, and make them available to everyone who needs them.

BRING YOUR DATA TO LIFE WITH FLEXIBLE, INTUITIVE DASHBOARDS AND REPORTS

MaritzCX dashboards and reports turn confusing data into business changing insights by combining remarkable depth and detail with surprising ease of use.

Make Unstructured Data an Indispensible Part of Your CX Program

Call to speak with a representative about making Text Analytics an essential, integrated, and cost effective part of your overall CX program.

To demo a product or to contact MaritzCX call

UK & Eire +44 (0)1494 590 600 / **Germany** +49 (0)40 369 833 0 / **North America** +1 385.695.2800 / **Asia Pacific** 1800 271 670
maritzcx.co.uk   maritzcx.de   maritzcx.com   maritzcx.com

MaritzCX believes organisations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organisations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit www.maritzcx.co.uk**