



ATTENSITY VOICE OF THE CUSTOMER

THE DEFINITIVE CUSTOMER FEEDBACK ANALYSIS PLATFORM



First Person Intelligence

Attensity's text analytics technology provides a Voice of the Customer Platform that takes your customer feedback and turns it into First Person Intelligence™. First Person Intelligence extracts revelations from customer feedback and captures "signals" of intent, of value, of context. These signals comprise leading indicators of market and consumption shifts, customer expectations, desires, and intentions. But you must tune in. Today there are new mechanisms for "hearing, analyzing and acting on" your customer's expectations, desires and intentions, of what constitutes value to them, and of their contexts to realize that value. Imagine having insight into expectations and signals of where customer intentions — and markets — are heading. Wouldn't that be crucial? With Attensity First Person Intelligence, this is possible.

On-Demand or Installed

A wide array of information is collected from customers letting a company know everything from what customers have bought and how they use services, to feedback data captured through surveys, emails, service notes or via service technicians. This data is used to determine many things, including what products a company should sell, what to cross-sell to an existing customer, who might be at risk for attrition, and what kinds of programs to implement to engender customer loyalty.

This feedback comes directly to companies from customers and provides a first person view about what a company builds and how a company sells its products. Enterprises require options when deciding on a solution for analyzing customer feedback and those options need to be flexible in both implementation and support. Attensity offers its VOC application "on-demand" as a hosted, online accessed application and installed behind your firewall. Since leveraging customer feedback to drive the business is a mission critical effort that cannot be ignored by companies, the need to understand and analyze the Voice of the Customer (VOC) is now.

"Attensity Voice of the Customer offers us the unprecedented ability to automatically extract customer sentiments, preferences, and requests we simply wouldn't find any other way."
— Bryan Jeppsen, JetBlue customer research analyst

COMPANY BENEFITS

Improve Product and Service Quality

- Analyze feedback to rapidly understand and react to product issues
- Leverage feedback to determine product requirements and to drive product improvements

Enable Rapid Decision Making

- Shorten the problem detection to correction timeframe
- Decrease inbound call center activity by proactively communicating with customers (via email, the IVR, etc.) when problems are detected

Identify Hidden Trends and Issues

- Discover important trends and events for early warning, threat prevention, and cost savings
- Expedite identification of suspicious activity and fraud to reduce investigation time and improve results

Understand Customers

- Better understand customer needs and experiences to improve retention
- Leverage feedback to drive loyalty and marketing programs

TECHNOLOGY BENEFITS

Attensity VOC differs from other text analysis based applications in its technology, features and in-depth linguistic analysis capabilities.

- Leverages a patented linguistic parsing engine that results in unrivaled levels of accuracy and the removal of false positives/negatives
- Combines both statistical analysis of text with linguistic analysis providing a much richer and more actionable view of customer feedback
- Uses advanced linguistic capability to accurately identify the many different “voices” that customers use to express their feedback (e.g., negative voice, positive voice, conditional voice, etc.)
- Provides actionable intelligence by integrating structured and unstructured data for analysis
- Is built on open standards that enable easy integration with other CRM, survey and business intelligence systems

Attensity Voice of the Customer

The ability to extract valuable insight from customer feedback has applicability across key customer interaction processes, competitive intelligence and product development and innovation efforts. Attensity's customers leverage Attensity VOC to derive insights and direction in the following key business areas:

Net Promoter™ Root Cause. Understand the “why” behind customer satisfaction and Net Promoter® scores to determine what actions could be taken to improve scores and drive loyalty.

Sentiment Analysis. Understand how customers feel about your company, products, services, offerings and more and identify the top and emerging issues or root cause of customer sentiment.

Early Warning. Uncover issues with products and services as they are emerging and proactively take action to remedy them. Receive alerts and notifications when new issues arise.

Call Center Optimization. An early understanding of emerging customer issues and trends, optimizes call center activities by reducing inbound and repeat calls.

Launch Monitoring. Get an early view on how new product introductions are doing by understanding customer sentiment, opinion and issues with the products and about related marketing messages and programs.

Product Innovation And Quality. Identify what customers are telling you is wrong with your products, feed the information back to product development and take action to improve the satisfaction of customers experiencing product issues.

Fraud Detection. Identify and alert on fraudulent actions captured during customer interactions.

Market Research Analysis. Analyze survey verbatim feedback to get at the root cause of given scores, identify “cries for help” in your survey responses and understand appropriate actions to mitigate customer communicated issues.

Competitive Analysis. Understand how customers feel about your competitors in general and relative to you. Identify customer requirements and issues with your competitors and track competitive data points (e.g., price, new product introductions) and buzz.

Attensity Market Voice automatically “harvests” online customer feedback from web forums, blogs and reviews and provides analysis of sentiment, identification of the root cause of issues and early warning on emerging issues and opportunities. The solution includes analysis tools and pre-built reports and dashboards.

Attensity VOC On-Demand provides the power of Attensity “On-Demand.” Users access Attensity through any web browser, giving them the ability to analyze freeform customer feedback from anywhere. The service supports automatic extractions and refreshes of customer feedback and provides access to easy-to-use analytic tools, reports and dashboards.

Attensity provides business user applications that generate value from unstructured data. Its comprehensive family of solutions leverage semantic analytics to enable knowledge management professionals, business leaders, customer support personnel and customers to interpret and manage an organization's unstructured data to get relevant and actionable answers — fast. Our award-winning software is in use by more than 250 of the Global 1000 and by large government agencies to deliver powerful insights, enhance operational efficiency, reduce risk exposure, and ensure increased customer satisfaction. With more than 500 installations worldwide, services customers from multiple offices in the U.S. and Europe. Attensity's corporate headquarters are in Palo Alto, Calif. More information is at www.attensity.com.

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