



ATTENSITY AND VOVICI

PUTTING ENTERPRISE FEEDBACK MANAGEMENT TO WORK



Effective utilization of customer, employee, and vendor conversations are key to corporate success. Today, social media such as blogs, customer communities, and micromedia, along with internal information like CRM systems, emails, and surveys, can provide new opportunities to listen to your customers, employees, and vendors and act on what they are saying.

Together, Vovici and Attensity can provide a powerful solution for gathering customer information and using that information to understand needs and sentiments, to better serve customers, employees, and vendors and to enhance your corporate knowledgebases.

Vovici is the pioneer of Enterprise Feedback Management (EFM), providing comprehensive survey systems, panel

management software, and online community solutions to gather feedback on customer satisfaction; perform market research; and gauge employee satisfaction. Vovici survey tools enable you to centralize feedback data collection; build and manage proprietary panels; leverage corporate social networking; and utilize robust survey analytics and reporting. Vovici online community solutions increase customer loyalty; facilitate collaboration and innovation, influence critical business decisions and provide a key window into conversations.

Attensity is the first and only company that accurately “reads” these conversations to deliver a complete Customer Experience Suite, with applications to monitor, analyze, route, respond to, reuse, and deliver information in emails, documents, call notes, surveys, FAQs, forums and social media.

Attensity “listens” to user generated content created in Vovici surveys, Vovici-facilitated panels, and Vovici’s online community solutions and allows you to better respond to requests for information or assistance, to route useful information effectively, to reuse it in your approved corporate FAQs and service portals, and to mine it for better understanding of customer issues, needs, and sentiments.

Together, Vovici and Attensity provide a powerful solution for gathering customer information and using that information.

COMPANY BENEFITS

- Provide a valuable forum for your customers to communicate more effectively with you
- Route useful information more effectively for better customer satisfaction and opportunities for new sales.
- Reuse approved customer-generated solutions in your approved corporate FAQs and service portals, improving agent competency and increasing traffic to your own self-service sites for upsell and cross-sell opportunities.
- Mine customer communities, surveys and other data sources for better understanding of customer issues, needs, sentiments, and opportunities.

ATTENSITY EXTENDS YOUR VOVICI INVESTMENT BY ALLOWING YOU TO

- **Listen** to information captured in surveys and Vovici communities
- **Analyze** that information for relevant product mentions, sentiment, events and other customer cues that can provide the “whys” behind the numbers
- **Relate** that information to other information in your organization such as CRM and inventory records, emails, surveys, and more
- **Act** effectively on that information to
 - Route and Respond to customer “cries for help”, opportunities for sales, and other key events
 - Reuse and Deliver customer-generated knowledge to your corporate knowledgebases
 - Mine and Report on the voice of your customer to take decisive action

Vovici and Attensity Respond

Attensity Respond seeks out verbatims in surveys and forum postings, categorizes them with our advanced pattern recognition technology, and then routes appropriate content for servicing by the appropriate person or team.

For example, it can detect and allow survey responses that are requests for assistance to be routed to your customer service team to be answered and tracked as trouble tickets. It can deliver product enhancement suggestions to your product managers. It can alert salespeople to potential new or upsell sales opportunities. It can even route verbatims requiring legal attention to your legal department.

Vovici and Attensity Service

Attensity Service can reuse user-generated question/solution pairs in Vovici-powered community forums and allow those to be delivered to a knowledgebase editor for approval and inclusion in appropriate corporate knowledgebases. These forum postings can then be accessed by customers or call center agents, along with other trusted information such as FAQs and user manuals.

Vovici and Attensity Analyze for VOC

Attensity Analyze for VOC is the most accurate voice of the customer software on the market today. Using sophisticated linguistics, it mines and “reads” surveys, forums and other content to provide deeper understanding of how your customers truly feel about your company, brand, products, features, services, and offerings, enabling you to better understand the correlation between verbatims and numeric scores, to see emerging customer issues and trends and optimize call center, product development and marketing activities.

For more information on Vovici and Attensity solutions, contact your local Vovici or Attensity Representative.



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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