KPMG and Lexalytics transform the voice of the customer

**ACTING ON CUSTOMER COMPLAINTS**

Where other agencies define customer service very narrowly, KPMG Nunwood understands that customer experiences cover a wide range of interactions. KPMG’s pioneering Customer Experience Management (CEM) system, including The Six Pillars™ is proven to unlock enormous benefits for businesses across all industries, such as long-term shareholder value. Freed from the constraints of traditional surveys, KPMG Nunwood helps their clients uncover and act on customer concerns and complaints.

**100,000+ DOCUMENTS PROCESSED PER MONTH**

KPMG Nunwood uses Semantria for Excel to identify and understand customer pain points on a granular level. Queries, one of Semantria’s powerful configuration tools, capture and reveal specific experiences expressed in customer comments and reviews. The insights provide blue-chip organizations with the hard evidence needed to design and deliver transformational change. KPMG Nunwood also relies on Semantria API to power verbatim content analysis within their rapid-response Voice of Customer software, Fizz. Thanks to Semantria’s speed and efficiency, Fizz can instantly report on important details of an experience and mobilize an organization’s customer service team to act on critical issues. With Semantria, Fizz aggregates all the information it gathers to reveal the larger picture and uncover trends spanning from minutes to years.