

HOTEL VOICE OF CONSUMER



Lexalytics for Voice of Customer & Customer Experience Management

People are talking. We help you hear and understand them.

Great customer experiences add 4-8% revenue, 6-14x higher lifetime value and up to 55% greater retention.¹ Meanwhile, gaining a new customer costs 5-8x more than retaining an existing one.² To improve customer experiences, **Voice of**

Customer (VoC) programs

draw on customer reviews,

comments, tweets,

free-text survey

responses, support

chat logs and call

transcripts. But manual

analysis is labor-intensive

and expensive. Lexalytics uses

machine learning and natural language processing

(NLP) to unlock this value faster and for less cost.

Our **Voice of Customer** solutions transform your unstructured customer feedback into structured data and useful insights at scale. We help you understand how people perceive and interact with your brands, products, and services, so you can make better decisions and recommendations across your company.

Microsoft
CASE STUDY

MICROSOFT tracks 1,000+ products and brands while generating actionable insights 3 weeks ahead of traditional survey responses.

Voice of Customer Analytics



GATHER

Upload all of your customer feedback data directly into our platform or connect to a third-party firehose: social media comments, free-text survey responses, reviews, support tickets, call logs, chat transcripts and more.

PROCESS

Configure and run NLP analyses tuned to your industry's language, no coding or engineering experience needed. Build custom dashboards in our analytics platform, work in Microsoft Excel, or export to your preferred BI tool.

ANALYZE

See what people are talking about, how they feel and why they feel that way. Tell powerful stories that show how customers interact with your products and services, and how your company should allocate resources.

ACT

Identify and explain common topics, trends and patterns. Trace root causes and find supporting data. Understand the factors driving customer churn and affecting their loyalty. Make clear, compelling recommendations to engineering, marketing, and support teams.

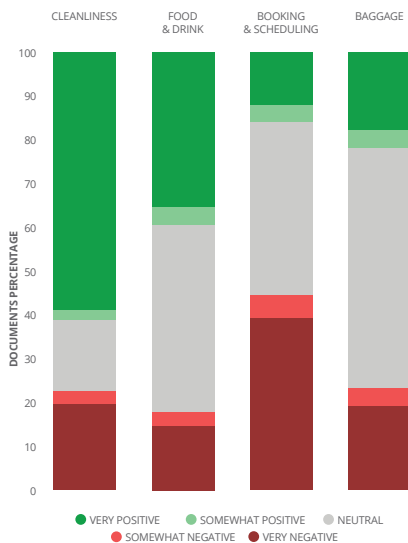
Figure 1 | Sentiment-colored word cloud data visualization of hotel customer reviews

¹ <http://www.bain.com/infographics/five-disciplines/>
² <http://www.hotelnewsnow.com/Articles/11472/10-tips-for-retaining-loyal-guests>



Why Lexalytics for VoC?

AIRLINE VOICE OF CONSUMER



POWER

Lexalytics assigns sentiment scores to every topic, theme, entity and category we extract and lets you tune every feature to your industry's language. You won't just see how people feel, you'll understand why they feel that way.

COST

Manual Voice of Customer analysis can easily top \$100,000 per year. Our platform lets you draw on far more data sources than you could handle before, with up to 90% less manual labor, for a fraction of the cost.

SUPPORT

Our services team will custom-fit our solutions to meet your analysis, scalability and privacy needs. We can help you build topic taxonomies, tune our sentiment models to your industry's language, or train custom machine learning models.

SECURITY

More data is falling under regulatory review and privacy requirements. Lexalytics solutions are available across all deployment models to meet legal requirements and keep your customer's data safe and secure. Pre-built plug-and-play tuning configuration.

INDUSTRY PACK:

VOICE OF CUSTOMER

Pre-built configuration sets for Saliency, Semantria and the Lexalytics Intelligence Platform. Up to 10% increase in accuracy and precision for sentiment, topics and entities with minimal labor. Available for Hotel, Restaurant, Airline, e-Commerce and Pharmaceutical industries.

lexalytics.com/technology/industry-packs

HOTEL VOICE OF CONSUMER

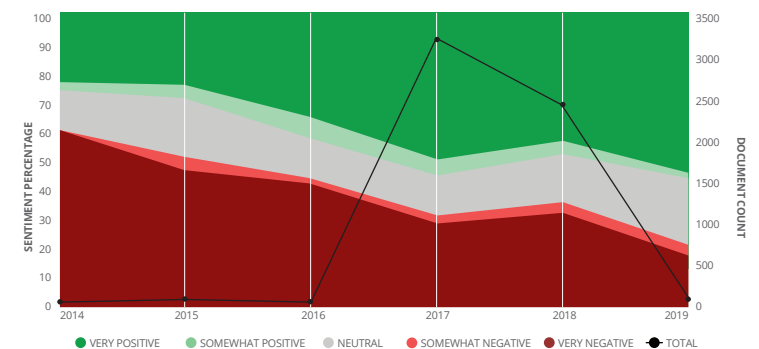


Figure 3 | Area graph visualization measuring hotel customer reviews of sentiment and volume over time for topic "Attitude"

Figure 2 | Sentiment topics polarity graph visualization of airline customer reviews

VOZIQ CASE STUDY

VOZIQ helps contact and call centers reduce customer churn 2x faster and increase retention by 10%.