LEXALYTICS

Grow customer loyalty and market share

Natural Language Machine Learning for Customer Experience Management

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Overview

The 21st-century customer doesn't ask for an excellent experience, she demands it. At least 89 percent of businesses compete mainly on customer experience, according to Gartner research[1]. Companies that excel at customer experience grow revenues 4-8% above their market competition, finds Bain & Co.[2] That same survey reports that superior experiences result in 6 to 14 times greater customer lifetime value.

Every minute, consumers post millions of comments, reviews, and tweets. Combined with customer surveys, this content creates a gold mine of information. But how can you turn it into useful insights? How can use it to improve customer experiences?

Natural language machine learning is the answer. The Lexalytics Analytics Platform turns billions of tweets, comments, and reviews into actionable insights every day for global firms, small agencies, and everyone in between.

We deliver the information you need to create superior experiences, make better product decisions, grow your customer loyalty, and build market share.

1- https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/
2- http://www.bain.com/infographics/five-disciplines/

+4-8%
revenue over competition

6-14x
greater lifecycle value

1,000,000,000+
documents analyzed every day

2x faster
churn reduction

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"

We can easily see where some stores may have complaints about customer service and make sure they have the resources they need to address and solve those problems."

Pete Wanniaratchy
Founder, iCapeesh!

iCapeesh!

Applications

Turn customer surveys, comments, news articles and reviews into actionable insights.

Increase customer loyalty
Understand how customers perceive your brand on an intimate level. Identify both unique and common pain points in individual customer experiences. Guide support teams to address specific and recurring issues. Increase customer loyalty by creating a superior customer experience.

Grow market share
Reveal detailed strengths and shortcomings in your product portfolio. Uncover new markets and product opportunities. Understand consumer wants, needs, and desires. Deliver useful insights to product management teams. Grow market share by delivering the right products to the right market at the right time.

Case Study

KPMG Nunwood Drives a New Approach to Customer Experience Management

Summary
KPMG Nunwood uses Semantria for Excel and Semantria API to reveal specific experiences expressed in customer comments and reviews, and evaluate the effects on customer relationships. These insights provide their clients with the hard evidence they need to design and deliver transformational change.

Results
- 100,000+ documents processed per month
- Deliver insights to clients at speed
- Increased shareholder value for clients

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