VOZIQ

COMPANY: VOZIQ

FOUNDED: 2012

EMPLOYEES: 40

ACTIVE CLIENTS: 100+

INDUSTRY: Customer Experience Management

REVENUE: $4.7M

MISSION: Help contact and call centers build better relationships and retain more customers

WEBSITE: www.voziq.com

VOZIQ draws on Lexalytics to add key differentiation to predictive customer churn models

THE MISSING PIECE FOR PREDICTIVE CUSTOMER RETENTION

VOZIQ offers a suite of Predictive Customer Retention and Customer Experience Management solutions and services for contact and call centers. Organizations rely on VOZIQ to improve customer experience, lower costs, and reduce customer churn. Traditional churn prediction models rely on data gleaned from transaction histories and demographics but fail to incorporate dynamic consumer-generated input with real customer needs, wants, wishes and feelings. VOZIQ turned to Lexalytics to fill this gap.
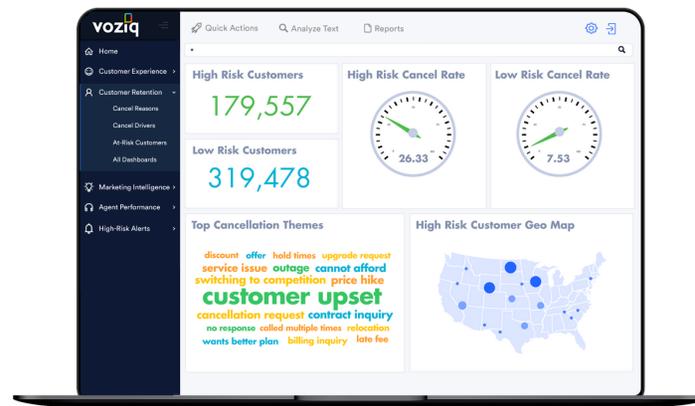

Figure 1 | *VOZIQ's dashboard uses Lexalytics categorization and sentiment analysis*

BETTER PREDICTIVE CHURN MODELS THROUGH LEXALYTICS NLP

VOZIQ draws on Lexalytics **categorization and sentiment analysis** to process customer interactions and analyze consumer behavior. Through Semantria, VOZIQ categorizes the text comments each contact center agent adds at the end of phone calls. These categories, such as billing problem, service delay, or competition reference, add key differentiation to VOZIQ's predictive churn models. In addition, Semantria identifies customer sentiment from survey scores and keywords in each call log. This information offers a window into the intention behind each call. Since partnering with Lexalytics, VOZIQ has retained thousands of customers for their clients, resulting in millions of dollars in additional revenue each year.

VOZIQ + LEXALYTICS

>1 MILLION
documents analyzed per day

2X FASTER
customer churn reduction for clients