

Unlock powerful customer insights to successfully execute revenue-generating initiatives

Customers constantly share their thoughts across **many different platforms** and their voices become muddled.



To **optimize the customer experience**, organizations need a clear understanding of what customers want and need.

The consequences for companies not focused on providing exceptional customer experiences **are real**.



AI-powered  **Voice of the Customer** can help.

Gain **complete customer sentiment insights...**



...to highlight engagement drivers that improve products, programs and experiences and increase satisfaction, profits and loyalty.



Analyzing customer sentiment and providing an exceptional experience helps:

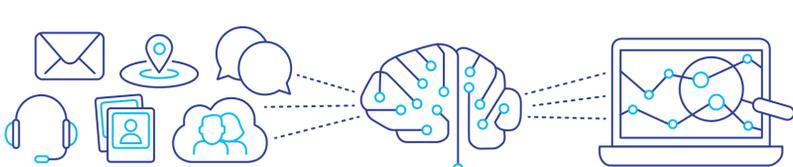


Example

A consumer products company wants a deeper understanding of customer sentiment to track brand loyalty and improve its products and overall experience.

1 Collect and analyze data

Gather and analyze data from internal and external sources to unlock sentiment across channels



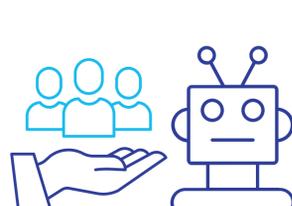
2 Gain insight

Leverage text mining to understand feedback from potential and existing customers for using insights that help assess brand image and product improvements



3 Realign strategies

Sync customer experience initiatives and product enhancements using robust visualizations



Learn more about the benefits of **AI-powered Voice of the Customer**

[Watch the video >](#)

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Source
¹Forbes, Many Banks Are Losing Customers And Don't Even Know It, December 15, 2016.
²Destination CRM, Listen to the Voice of the Customer, April 1, 2009.
³PwC, Experience is everything: Here's how to get it right, 2018.
⁴McKinsey&Company, Customer experience: Creating value through transforming customer journeys, 2016.
⁵SuperOffice, Voice of Customer: How to 10x Your Business With VOC Data, October 16, 2019.
⁶Huffington Post, 50 Important Customer Experience Stats for Business Leaders, December 6, 2017.