Voice of the Customer

Voice of the Customers Programs Are Falling Short

Voice of the Customer (VoC) programs are not just about surveys any more. Understanding customer feedback across all customer touchpoints is critical to providing innovative products, support, and services. Failing to invest the appropriate amount of time, effort, and resources to digest and leverage customer information, whether its solicited feedback or behavioral data, places a business at risk of failing to meet customer expectations and requirements.

Yesterday’s Voice of the Customer initiatives fall short of their business discovery potential due to a variety of issues, ranging from information silos created by point solutions to ineffective technologies that still rely on time-intensive, manual efforts to extract actionable data. To understand the true Voice of the Customer, businesses need to realize that it is no longer about customer surveys, focus groups, and call center surveys. Today, the Voice of the Customer encompasses a comprehensive view of all customer interactions—call center, Web, email, chat and social media—that identifies the relationships between the most important concepts gathered from the data.

The Majority of Customer Feedback is Human Friendly

Customer feedback data sources for Voice of the Customer discovery and analysis has grown from structured surveys and focus group conversations to call center recordings, online and mobile interactions, and blogs and tweets. Unlike traditional feedback sources, the data collected in these new and emerging channels is becoming increasingly unstructured. Human-friendly formats such as audio, video, chat support conversations, and social media data represent 80 percent of customer data today.

Furthermore, because the majority of this data is generated by customers themselves, the volume of this new information is growing rapidly. Businesses have two options: invest the necessary resources to query and understand this new data, or ignore it. However, due to the richness of information held in phone calls, social media, and surveys, ignoring the data is not a viable option. And yet, throwing more human resources to process the vast quantity of this unstructured data is simply too expensive and time consuming. Insights that take several months to discover are often too stale to act upon.

Businesses are at the precipice of a deeper customer understanding through the richness of the unstructured customer information—and the only way to effectively deal with this tremendous amount of data is through technology. Managers must be able to proactively extract valuable insights from these data sources so they can improve or prevent problem areas and capitalize on customer successes. To do this, businesses are in need of technology that can understand the key concepts and relationships of all types of customer feedback data—direct and indirect, structured and unstructured. The ability to discover opportunities in the data allows businesses to dig deeper across many insights uncovered in the data, letting the data tell the story as opposed to trying to solve for a pre-conceived hypothesis.
Acting on Customer Insights in Real Time

Autonomy’s innovative Intelligent Data Operating Layer (IDOL) technology uniquely understands unstructured information so that companies can finally access and manage all of their customer feedback data. With the IDOL engine at the core of Autonomy Explore, every call center recording, survey response, chat log, and Facebook post is immediately searchable for key concepts and relationships. Furthermore, because IDOL can identify the inherent relationships in this data, managers can see which key concepts, topics, and categories are developing in real time, so they can take action on the data before it becomes a noticeable trend or before it becomes too stale to have an impact.

A Conceptual Understanding of Customer Data

How can businesses interpret customer feedback and interactive data to understand the Voice of the Customer? To fully leverage customer feedback data, businesses must be able to both extract and act on insights in real time to drive a proactive and strategic decision making. Autonomy fundamentally changes today’s technological landscape by empowering computers to harness the full richness of information to contextualize, understand, react, and adapt much like a person would. Built upon the seminal mathematical works of Thomas Bayes and Claude Shannon, and on a range of unique innovations covered by 170 patents, Autonomy’s technology identifies the patterns that naturally occur in unstructured data such as social media, voice, video, and customer surveys, providing unparalleled understanding, optimization, and automation.

IDOL Understands Meaning

At the heart of Autonomy’s Business Discovery offerings lie its Intelligent Data Operating Layer (IDOL). IDOL is an infrastructure software that uses sophisticated pattern-matching techniques and probabilistic modeling to form a conceptual and contextual understanding of all digital information—structured and unstructured. IDOL enables computers to process information much like humans do: by reading, watching, and listening to it. Using a unique combination of Bayesian Inference and Shannon’s Information Theory, IDOL is able to continuously learn and adapt.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

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