Autonomy Customer Feedback Analytics

Service-driven organizations spend tremendous time and money to acquire and retain customers. Yet those valuable relationships can be at risk every time a customer seeks service through the contact center, storefronts, websites, or any self-service technologies. To ensure the balance of service performance and satisfaction scores, companies must listen closely to the perceptions, challenges, and needs of their customers.

We all know customer satisfaction is essential to the survival of your businesses. How do you find out whether your customers are satisfied? Survey them.

Verbatim Comments

While you can survey customers to gather answers to questions like “on a scale of one to five, how well did we provide this service?” or “would you recommend us to a friend?”, these questions are constructed based on the business’ perception of what is important, not what may actually be important to the customer. That is where the “open-ended” or verbatim comment comes in. Verbatim questions are a great way to find out what your customers are really thinking. It gives them the ability to tell you what they want to say instead of answering the questions that you want to ask. Just about every survey you participate in today will provide you with a way to leave your unstructured verbatim response via a short voice mail or some sort of text box or memo field.

The Most Valuable Useless Information

Verbatim survey responses are important in uncovering insights and revealing issues that were previously unknown. Explanations in your customer’s own words can truly open up the understanding of the results. But there is a big problem with verbatims. How do you make sense of the vast quantity of data? It is easy to see that 21 percent of respondents were dissatisfied with your service or that 75 percent would recommend your brand, because these responses are structured and can be easily sifted and analyzed using a traditional database.

The problem faced today is that the most valuable responses, the verbatims, are difficult to organize and process. If you are only receiving hundreds of responses a day, you could run a report and manually code them using a few people in your organization. If you are receiving thousands of responses, this task quickly becomes unwieldy. Even if you could assign enough resources to manually code the responses, the human element would erode away any semblance of consistency.
Conceptual Understanding

So what is a manager to do? How do you gain insight and understanding into the feedback that your customers are taking the time to provide you? How do you uncover the meaning of your customer’s own words? If only customers communicated in database form.

Autonomy fundamentally changes today’s technological landscape by applying human intelligence to the computing equation, allowing computers to harness the full richness of the 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 verbatims, voice, video, and any unstructured data, providing unparalleled understanding, optimization, and automation.

IDOL Understands Meaning

At the heart of Autonomy’s Customer Feedback Analytics lies Autonomy’s 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.

Autonomy Explore

With Autonomy Explore, powered by IDOL, customers no longer have to rely on manual coding efforts to form an understanding of their customers and their feedback. Using Autonomy’s Multichannel Customer Interaction Analytics solution, companies can not only analyze their verbatims, but they can also link them to prospects’ visits to the website, calls to the contact center, or even notes from a storefront representative.

Autonomy Explore provides the power to understand the verbatims in several ways:

- **Sentiment and Vibe Analysis** automatically attaches the degree to which a sentiment is positive, negative, or neutral for each verbatim or a segment of the verbatim (also known as Vibe).
- **Eduction** automatically identifies and extracts entities such as product names and locations from the verbatims.
- **Conceptual Search** drills down into the verbatims using Autonomy IDOL’s unique conceptual search capabilities.
- **Related Concepts and Ideas Clouds** provide insightful visualizations to enable quick understanding of your results.

So what is a manager to do?

Do not waste another second ignoring the voice of your customer just because the tools you use today cannot make sense of unstructured information. Powered by IDOL, Autonomy Explore can understand the meaning of verbatims and provide you with valuable tools to drill down to actionable insights that organizations need to move their customers’ experiences to the next level.

Do not stop there. Analyze other interactions such as contact center calls, emails, chat sessions, as well as content from indirect sources such as Facebook, Twitter, LinkedIn, blogs, and other social media, to gain a true 360 degree view of your customer experience.

Autonomy’s Topic Reporting reveals brand awareness across different touchpoints.