Business Discovery

Take multichannel analytics to the next level

As a marketer, understanding the needs of your customers is essential to making informed, data-driven business decisions that improve your ability to grasp new opportunities and increase revenue. But this can be challenging when customers interact across so many channels and in so many ways. For instance, they may send a 140-character tweet, post a video on YouTube, phone your call center, fill out a survey, or interact with your website via a mobile device. Over 90 percent of customer interactions is composed of rich, human information. The unstructured nature of this information, unfortunately, leaves it ignored in many cases because businesses lack the technology to understand human-friendly content.

Understanding multichannel activity is highly valuable when it can be leveraged. For instance, when Twitter, Facebook, or another social media outlet is abuzz with your latest ad campaign or a trend is emerging in the call center, are you alerted to this activity soon enough to make a difference? If you can understand and track this multichannel activity, and relate it to what is happening in other channels, you can leverage this important market intelligence to increase your competitive advantage.

The ability to quickly analyze customer interactions in real time is critical to your business’ success. For instance, what if you could react within minutes to a potential brand-harming event or a huge revenue driver across any of your channels? You could minimize disruption, or stand to gain millions. However, the challenge is that traditional marketing systems rely on historical data to determine the next trend. You are constantly managing “in the rear view mirror” instead of acting on information as it happens. But, as they say in financial services, past performance is no guarantee of future results. The same is true with customer behavior.

Another issue with legacy systems is the approach of isolating customer interactions by channel as a result of technical limitations. If you can only analyze customer experiences within the channel silo, it makes it difficult to understand how each channel influences the others, and what this reveals about your customers’ behavior.

Our Business Discovery offering empowers you to discover insights and seize business opportunities by understanding 100 percent of customer interactions across all marketing channels in real time. You can anticipate your customers’ needs, optimize their experiences across all channels, and monetize interactions to keep your business operating at its full potential.

Autonomy business discovery highlights

- **Voice of the Customer** provides insights from data across every customer touchpoint, beyond surveys and focus groups, to include real-time call center recordings, web activities, and social media chatter.
- **Customer Feedback Analytics** allows you to understand the comments in survey verbatims and other direct feedback and sorts them by concepts.
- **Clickstream Analytics** allows you to understand visitor behavior beyond the simple click counts and other pre-determined success measures.
- **Social Media Analytics** aggregates data from all social media data sources to automatically identify emerging trends and prevailing sentiments.
- **Speech Analytics** automatically organizes and understands customer conversations so that you can take advantage of the rich insights in phone conversations.

Business discovery has entered a new phase

The convergence of growing customer data volumes and enhanced computer processing has led to technologies for understanding multichannel interactions in real time. This breakthrough can elevate your business practices beyond legacy Business Intelligence efforts that focused on historic and structured data and required weeks of analysis to reveal outdated findings.

While sales leaders historically have relied on metric-driven insights such as pipeline growth or lead volume, our Business Discovery offering empowers you to plan against what customers are willing to buy today. While marketing leaders once needed to interpret stale page views and click-through rates, our solution enables you to detect emerging customer trends and sentiment to proactively deliver optimized customer messaging. And while customer service teams had to track last month’s Net Promoter score, they can now understand the customer experience and know which changes will lead to the biggest impact.

And most importantly, the entire customer-facing function becomes centered on the customer. The end result is a truly customer-centric approach.

Let your data tell the story

Autonomy’s Business Discovery offering lets the data tell the story. In a distinct departure from the past, when limitations of Business Intelligence forced businesses to define the problem first and look for answers second, we allow the data to dictate the key issues worth investigating.

Powered by our Intelligent Data Operating Layer (IDOL) platform, our Business Discovery offering helps you discover key insights by uniquely understanding information the way humans do. With IDOL, you can understand the concepts and context within call center recordings, social media conversations, online behavior, video posts, web logs, and all other forms of information. For instance, IDOL can “listen” to a 30-minute call center conversation and automatically
extract key concepts and varying sentiments expressed by the caller throughout the interaction. It can “watch” millions of hours of YouTube videos in seconds to find all videos that mention your brand at any point, and identify the main concepts contained within—without relying on metadata. It can “read” news items, blog posts, and survey data to recognize prevailing themes. It gives you the power to discover actionable, real-time insights to quickly solve the mysteries of KPIs such as conversion improvement and channel optimization by drilling down and rapidly testing findings.

What is IDOL?

IDOL is a next-generation information processing platform that uses sophisticated mathematics to form an understanding of all content, including audio, video, text, social media, and structured application data. It can process over 1,000 file types from any repository where interaction data is captured. For scale purposes, the data is not moved or reproduced, but simply processed by IDOL while stored in the native repository.

This means that you can understand all your customer interaction data and see patterns, trends, and sentiments forming well before your competitors. IDOL works in over 150 languages and provides over 500 functions that allow you to derive meaningful insights.

Finding the right information efficiently

Traditional keyword technologies only provide half the story, because they only allow you to find and retrieve data that you are looking for. Keyword-based engines cannot comprehend the meaning of information, which limits them to finding interactions that include a specific word. In addition, their inability to understand information means that other conceptually relevant interactions that use different words will be overlooked. Similarly, interactions with an entirely different meaning than the search term are frequently returned, resulting in inappropriate actions taken or a lack of confidence in the relevance of the system.

While it may be easy to find something when you know what to look for, if you are not sure what to look for, Autonomy Business Discovery is the only offering that can uncover the “unknown unknowns.” We make this possible by enabling you to detect relevant patterns and relationships from a large set of data proactively, rapidly, and accurately. Discovering the “unknown unknowns” can give you the added insight to win over more customers.

Functions to discover insights

- **Conceptual and contextual understanding of all data** — Receive better search results and discover the “unknown unknowns.”
- **Sentiment and vibe analysis** — Determine the degree to which a sentiment is positive, negative, or neutral for the entire interaction or a segment of the interaction.
- **Clustering** — Automatically partition customer interaction data so that similar information, even of varying formats, is clustered together to identify inherent themes, and discard irrelevant batches of content.
- **Related concept generation and idea distancing** — Automatically categorize concepts in relationship to one another by identifying vital relationships between seemingly separate subjects.
- **Hot and breaking topics** — Automatically detect burning topics across interactions with “hot” clusters. Be alerted to new areas of information or individual interests in real time with “breaking” clusters.

Bring data together across all your channels

Historically, businesses were only able to collect and analyze structured data. As an example, old-style, survey-centric Voice of the Customer projects such as Net Promoter and customer satisfaction scores were designed around the capabilities of the relational database.

As customer communication has evolved to include many more touchpoints, so should your technology. Powered by our meaning-based technology, our Business Discovery offering is perfectly suited to help you bring together data across all channels. You can address the complexity and scale of human communication without relying on metadata, tags, and keywords. Autonomy Business Discovery also helps you dynamically organize customer interaction data from multiple channels into conceptual groups or clusters so you can quickly identify emerging trends and patterns.

Put your data to work faster

Autonomy Business Discovery analyzes all customer interaction data the moment the interactions take place so that you can immediately act on these insights before they become outdated. You can use this information to capitalize on opportunities as they arise. But without the right tool, you may have to rely on time-consuming manual analysis and categorization to look at information by channel. With Autonomy, you have the ability to access and derive meaning from data dynamically, at the speed of data, to do more with what you know. Your customers make decisions and act in real time, so why shouldn’t you?

A leading insurance provider experienced 35% reduction in replacement costs through better identification of fraud.
React quickly to emerging themes

The ability to react to emerging themes can help you maintain a proactive stance when issues arise. But relying on keyword technologies to uncover trends is not an effective approach. Using keywords to find emerging themes can slow you down and leave you swimming upstream because keyword searches cannot find what you don’t know you’re looking for. How often have you found yourself reacting to critical customer issues like product complaints or safety concerns after they become a noticeable trend? Examples of this reactive approach are common in the news, because it is the strategy most businesses adopt due to their technology limitations.

With Autonomy Business Discovery, you can identify issues, opportunities, and customer concerns based on the meaning held within interactions well before they become noticeable trends. We help you use extra valuable time to adjust your strategies quickly. You can detect sentiments across various channels and proactively respond to negative content or complaints. For instance, you can monitor reactions to a product launch as they happen in articles, blogs, forums, wikis, and websites—and quickly gauge success or determine specific requirements for improvement.

Form a holistic, cross-channel view of your customers

If you are already collecting information on consumer interactions now, that puts you ahead of many companies. But can you compile, understand, and share your customer interaction data with decision-making groups in effective ways that help your business?

Autonomy Explore, our multichannel analytics solution, removes barriers between multichannel interaction data to give you a real-time, unified view of consumer behavior. Suddenly, questions such as “why are they phoning the call center when they are trying to open a checking account online and are in the midst of the checkout process for a pair of shoes?” can be answered based on a conceptual understanding of both call center recordings and web pages visited. This real-time awareness and cross-channel understanding empowers you to react much faster than the weeks or months traditionally required to produce comparable findings.

When you can see all data in one holistic view rather than trying to draw correlations across individual silos of data by type or channel, you can do more with your information in less time.

Leverage direct survey verbatims

Processing verbatim survey comments can pose a huge challenge, particularly if you are processing them manually, even if you are only receiving hundreds a day. The scale constraints and associated inconsistency of such a manually-intensive endeavor can leave this rich source of information unusable. With Autonomy Explore, you can automate the process of understanding verbatim comments, which allows you to fully leverage the rich data contained within these surveys.

Make sense of customer activity beyond clicks and visits

One of the most valuable aspects of web marketing is its ability to track customer activity, because unlike other channels, visitors leave digital footprints. This activity has generated a host of Web Analytics firms tracking how users interact online, as they tag pages, jump from page to page, post reviews, and more—with the goal of determining the failure of an online program based on a pre-determined success metric.

Autonomy Explore understands the user’s online experience and reflects that insight through the delivery of personalized experiences across other channels, whether in the call center or on social networks. Suddenly, the web begins to speak to you about your customers’ interests and intents based on a conceptual understanding of page content—not just on simple page tags that can detract from the true meaning of user insights.

Understand opinions and sentiment on social media

Social media can provide many new ways for interacting with prospects and customers. It can essentially serve as a large focus group that operates free of charge. But unlike a marketing channel that you operate using internal resources, social media channels are unmediated and can be very hard to control. The opportunities available in social media can turn into problems for your business when you rely solely on traditional technologies that cannot handle the volume and complexity of social media content.

Autonomy Explore uniquely understands the one billion new messages, ideas, and exchanges that appear each week across social channels. With our cloud-based Media Aggregation Service, Explore can source over 200 million daily social media and broadcast news mentions from across the globe from sites such as Facebook, Twitter, YouTube, and Google+, in more than 50 languages. With Explore, you can truly understand social conversations filled with slang, jargon, and misspellings. Explore helps you rein in the risk and leverage the opportunities that are possible in the world of social media.

Mine rich insights from contact center interactions

Businesses have long recognized voice interactions, such as those occurring in call centers, as a source of highly relevant insights for customer analysis and to a lesser extent legal compliance. Due to the variables in speech and language, however, legacy approaches like phoneme-matching and word-spotting alone are not enough to determine what is truly being said. The speech analytics technology that underlies Autonomy Explore delivers sophisticated audio recognition and analysis technology that processes spoken interactions based on their conceptual content, not just the way they sound.

Autonomy Explore derives a hypothesis of the concepts present in speech and analyzes elements such as topics discussed, speaker identity and gender, emotions contained in the conversation, and excessive silence or cross-talk. We can help you to confidently conclude “an oil spill will wreck a nice beach” instead of “an oil spill will recognize speech” because, though they may sound similar, only the first option is conceptually meaningful.
Autonomy Explore enables users to search audio, email, and chat data from numerous sources using a multilingual natural language query. For example, if a customer calls about a recently purchased item that has just broken, you can analyze what is being said and categorize the conversation for cross-referencing with other information repositories such as email or chat. From this information, you can detect a pattern, such as a significant volume of calls within a short time period about the same defective product.

A major telecom provider saved $15 million in their contact center by improving first call resolution.

Enrich your data with insights from customer interactions

Structured data such as average hold time in the call center, products owned, and conversion metrics is instrumental in helping you gauge the performance of your business. At the same time, these traditional data points become even more powerful when they can be related to insights gathered from human information.

Autonomy Explore allows you to do more with your data by making it intelligent. For example, you can filter all NetPromoter customer surveys and then group the verbatim responses according to concepts to identify emerging themes. The same could be done for phone calls that were tagged as extremely long or required excessive transfers. Suddenly, you can figure out what is driving hold times or transfers from the rich analysis that Explore performs on the data.

Understand the Voice of the Customer

Understanding the true Voice of the Customer is no longer just 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—to reveal the concerns and sentiments of your market. You can use Autonomy Explore to understand customer interactions across all channels, in all its various formats and complexities.

Autonomy Explore helps you to:

- Process and understand customer feedback across all touchpoints and channels, including call center, mobile, email, chat, web, and social media
- Automate manually intensive processes when analyzing customer feedback data
- Analyze all data formats, including audio, video, and social content
- Uncover emerging trends to quickly address problem areas and amplify customer success stories

About Autonomy

Autonomy, 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 powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. 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.

Please visit autonym.com to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

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