AI ANALYTICS & PERFORMANCE

Analyse and discover insights into business performance, operational issues and revenue generating activities using AI analytics. Read and prioritise customer text data collected through a range of channels within the business. Monitor brand health and customer perception effortlessly with benchmarking and market analysis tools.

OPERATIONS & PERFORMANCE

- Identify issues driving customer churn
- Understand the cause of bottlenecks
- Offer resolutions for customer pain points
- Drive efficiencies with root cause analysis
- Allocate responsibility with efficient reporting

SALES & REVENUE

- Understand the cause of low conversion rates
- Identify opportunities to increase revenue
- Delve down into the customer journey to find pain points
- Iterate improvements with granular reporting
- Leverage positive feedback to drive acquisition

BRAND HEALTH & MARKET POSITION

- Benchmark your brand to understand market positioning
- Perform competitor analyses SWOT
- Identify root cause & changes in sentiment
- Detect changes in the market

Analyses designed to drive sales, revenue, business performance & brand health

Business Recovery Review

Understand the effects of COVID-19 or other major economic events on your business, competitors, and sector. Analyse the impact over time, and uncover issues in granular detail to help determine the best course of action to guide your business through recovery.

VoC Feedback Analysis

Detect and prevent issues that impact customer claims and business performance by streamlining operational inefficiencies and identifying opportunities to reduce churn. Investigate and understand issues that cause bottlenecks and decrease department performance using a customisable reporting framework that shares critical detail with relevant stakeholders in near real-time.

Customer Retention Analysis

Analyse and draw out issues experienced by customers within your Customer Experience (CX) feedback to understand the root cause of churn. Improve retention by prioritising improvements based on solutions that will have the biggest impact for your business and its stakeholders.

eCommerce Platform Review

Use AI technology to analyse unstructured CRM and CX feedback data to generate a broad view of how consumers are using your eCommerce platform performance.

Perform a competitor analysis against industry leaders using publicly available data and benchmark capabilities and performance to determine growth opportunities. Define areas of weakness contributing to lost sales and insights into low user engagement.

Mobile App Platform Review

Analyse publicly available app review data against CRM feedback to reinforce future app direction, strategy, platform longevity and potential areas of growth.

Benchmark against competitors and market disruptors, by comparing product performance and capabilities. Define new opportunities and quantify their impact on customer satisfaction. Improve user engagement and functionality and prioritise customer experience changes that will provide the best outcome for your business.

Sales & Marketing ROI Reporting

Identify the customer segments with the highest ROI by analysing online customer tracking data against transactional data from your retail locations. Understand which campaigns are driving the highest customer conversion and drive improvements to your campaigns by leveraging high-performing customer segments.

Report in real-time on campaign performance and understand how much revenue your marketing campaigns are generating, no matter how your customers convert.

Market Research Analysis

Gather deeper insights into customer behaviour and experiences by changing the way you ask questions. Automate data analysis and spend less time on manual keyword coding by utilising the power of Natural Language Processing (NLP) to connect cause to effect with granular detail. A solution designed to add value to your already existing market research analytics - ideal for both in house and specialised market research firms.

NPS & CSAT Analysis

Analyse text feedback from customer satisfaction surveys such as NPS and CSAT to get a true understanding of your customers' experience with your product or service. Quantify the results through ongoing trend analysis to understand the reasons driving customer satisfaction, experience and ratings. Use AI technology to determine root cause, and deliver key actions and solutions through a customised reporting framework specific to your business and industry.

EX & CX Feedback Analysis

Start gathering insights into your customer and staff experiences by asking open-ended questions that encourage detail-rich responses. Remove the need for leading questions, restricted responses and quantitative measurements. Move to a fluid approach that will drive actionable change within your organisation by highlighting issues that need immediate attention.

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