



Enghouse

AI INSIGHTS

Understand the Voice of Customer











Actionable Insights To Optimise The Customer Experience

Vecko Understands the Customer.

Using Conversational Artificial Intelligence (AI), Vecko listens to the Voice of the Customer (VoC) and extracts actionable insights from a wide range of digital media with a unique degree of analysis accuracy. With Vecko, organisations can finally identify and leverage the “WHY?” that’s usually hidden in any Net Promoter Score (NPS) or Customer Satisfaction (CSAT) feedback.

Vecko can help empower your business to deliver a better overall experience. By quickly identifying your CX delivery’s strengths and weaknesses, you can address and resolve any issues that impair customer relationships, and then focus on building on the areas that exceed your customers’ expectations, rapidly increasing customer loyalty.

Top 8 Reasons to Use AI Insights – Vecko

 Quickly Analyse Customer Statements Understand customer perceptions using explicit and implicit statements	 Identify and Validate Trends Examine current realities and identify emerging areas of concern
 Optimise Service Levels Quickly validate the benefits or impacts of operational changes	 Accelerate New Product Development Identify usage trends and product benefits most appreciated or superfluous
 Intuitive Visual GUI Management Interface Quickly see and understand trends on mobile devices, tablets and laptops	 Open Standards-Based API Integrate with 3rd-party survey platforms and reporting tools
 Scale Easily From small businesses to multi-site, globally dispersed multi-national organisations	 Access From Anywhere Using any web-browser

“Verbatims”

Vecko simplifies the understanding of customer feedback by leveraging its proprietary analytics and custom-developed algorithms, along with the deep understanding of industry-specific linguistics, terminologies, phraseologies and other proprietary approaches. Vecko can deliver over 95% accuracy from customer statements made. No additional parsing, processing or validation is required.



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Extract Actionable Insights from Your Customers' Experience

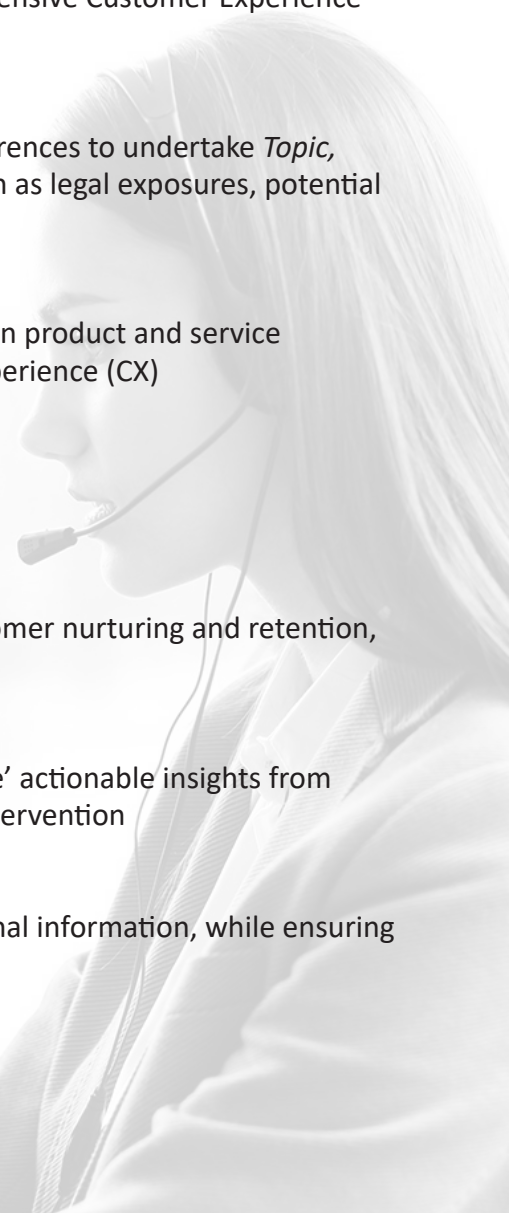
Top 10 Benefits Delivered By Vecko

Understand what to Focus on

- 1 Assess the Complete Customer Journey** by easily gathering and extracting insight from the beginning to the end of the engagement, to better understand each discrete experience at every touch-point, and how each impacts a customer's overall perception
- 2 Work with What's Provided** to simplify the analysis with semantics-based analytics using Natural Language Processing (NLP) and emotional intelligence-based analytics which understand customer "verbatim" without needing additional contextual validation
- 3 Complete the "Why" Analysis** to quickly understand the reasons underlying the customer responses; cross-analyse NPS, CSAT and other feedback for more extensive Customer Experience (CX) analysis, recommendations are provided within minutes
- 4 Broaden Perspectives** using explicit and implicit statements and inferences to undertake *Topic, Emotion* and *Risk Analyses*, quickly identifying developing issues such as legal exposures, potential for fraud/fraud confirmations and propensity to churn
- 5 Detect Recurring Topics and Intent** which help to develop data-driven product and service evolution strategies which further optimise the overall Customer Experience (CX)

Maximise Overall Agility

- 6 Optimise All Processes** including customer acquisition, ongoing customer nurturing and retention, through in-depth brand, product and service satisfaction analysis
- 7 Automated Analyses** can be regularly scheduled to extract 'real-time' actionable insights from rapidly evolving customer feedback, without the need for manual intervention
- 8 Privacy is Respected** by only using metadata and excluding all personal information, while ensuring nothing is retained or aggregated



Enhance Operational Flexibility

- 9 **Visual Dashboards** are intuitive and easily modified, clearly illustrate findings and recommendations
- 10 **Analysis can be Undertaken Locally, Regionally or Globally** with actionable recommendations sent to the appropriate teams for implementation

Complementary Solutions and Consulting Practices



Choice of Deployment Options



About Us

We are the world's most **reliable** contact centre technology provider. Our global brand is built on our track-record of consistently honouring our commitments – to our customers, our staff and our shareholders.

Enghouse Interactive, a subsidiary of **Enghouse Systems Limited** (TSX: ENGH), is a leading global provider of contact centre software and service solutions that deliver enhanced customer service and transform the contact centre from a cost centre into a powerful growth engine. Our practices and solutions enable businesses to leverage meaningful, daily customer interactions to extract key insights used to deepen customer loyalty and uncover new opportunities to add value, profitably.

Globally, Enghouse Interactive's divisions support over 10,000 enterprises across 100+ countries, respecting local regulatory requirements. Enghouse solutions support multiple telephony platforms whether deployed on premises or in the Cloud, ensuring that our customers can be reached by *their* customers – anytime, anywhere, and via any channel.

Contact Us to Learn More

With over 35 years of deep contact centre expertise, our team of experts are ready to optimise a solution that's right for your contact centre, today and tomorrow.

Visit us at EnghouseInteractive.com.au or contact us in Asia Pacific at: [HelloAPAC@Enghouse.com](mailto>HelloAPAC@Enghouse.com) or **+61 2 8064 9520**



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