AI Insights
vecko

Solution Overview and Functionality

Vecko enhances "Voice of the Customer" (VoC) and extracts actionable insights from a wide range of digital media with over 95% 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.

Benefit from: a detailed view of the whole customer journey, with semantic analysis using Natural Language Processing (NLP) and emotional intelligence analysis that understands "verbatims" (what was said) without needing additional validation.

- Optimises customer acquisition, experience and retention processes through brand, product and service satisfaction analysis
- Detailed CX analysis/insight provided in minutes (versus weeks)
- Tracks the entire customer journey (versus a single touchpoint)
- Provides Topic, Emotion and Risk Analyses (Legal, Fraud, Churn etc)
- Intuitive and user-friendly Interactive Data Visualisation reporting
- Protects customer privacy

Target Users

Businesses can focus on properly understanding their customers' experience with their organisation.
Current Expertise:
- Retail Chains, Franchises
- Banking, Credit Unions
- eCommerce
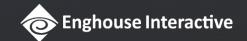- Financial Institutions, Insurance

Use Cases

- Deep analysis of NPS and Surveys
- Develop data-driven CX Strategies
- Identify issues and risks
- Anticipate/reduce customer churn
- Identify emerging needs/trends
- Loyalty program development and optimisation
- New product development

Benefits

- Automate "Voice of the Customer" analysis across the customer journey
- Increase Voice of the Customer program consistency
- Analyse more data quickly
- Extract accurate *actionable* insights
- Drive higher loyalty and CSAT
- Increase new product success
- Drive operational improvements with real-time insights

Learn more at **EnghouseInteractive.com.au**
Contact us in Asia Pacific at **HelloAPAC@Enghouse.com**
+61 2 8064 9520 | +64 9 356 5555 | +65 69719590

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