Enghouse
AI INSIGHTS

Understanding the Voice of the Customer

Enghouse
Interactive

enghouseinteractive.co.uk

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 greater than 95% analysis accuracy) helping organisations identify and leverage the "why" hidden in NPS and CSAT feedback.

Issues and discrepancies uncovered by Vecko can help you improve and extend the capabilities that ultimately lead to exceeding your customers' expectations. Vecko also enables you to resolve problems before they become serious impediments to retaining and increasing customer loyalty. Thereby, Vecko empowers your organisation to deliver a better overall customer experience.

Top **eight** reasons to use AI Insights

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, custom-developed algorithms, along with the deep understanding of industry-specific linguistics, terminologies, phraseologies and other proprietary approaches to deliver over 95% accuracy of customer statements made. No additional parsing, processing or validation required.

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 the 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 verbatims without needing additional contextual validation

3   **Complete the 'why' analysis** to quickly understand the reasons underlying the customer comments, 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 Analysis* quickly identifying developing issues i.e. legal exposures, potential for fraud/fraud confirmations, propensity to churn, loyalty

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, service satisfaction analysis

7   **Automated analysis** 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, 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

Enghouse CALL RECORDING & QUALITY MANAGEMENT

Enghouse AUDIO BRANDING

Enghouse SURVEY MANAGEMENT

Enghouse SOLUTION ENABLEMENT

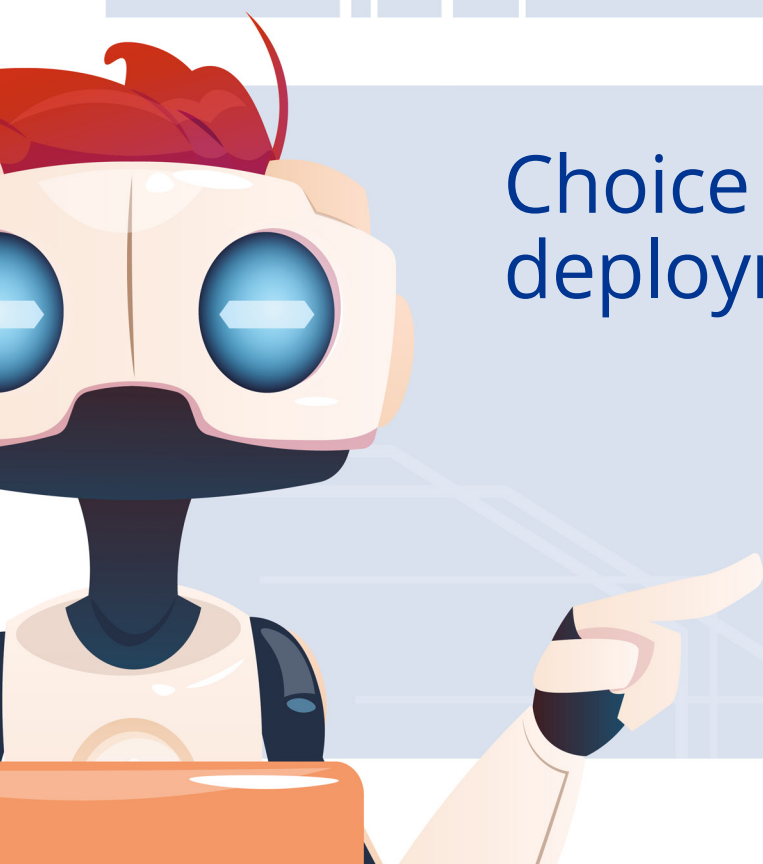**Enghouse** CONTACT CENTER

Choice of deployment options

EnghouseCloud

EnghouseHybrid

About Enghouse Interactive

We are the world's most reliable customer contact 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 customer contact 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. Supporting over 10,000 customers, in 120+ countries, Enghouse Interactive works within any local regulatory environment and supports any telephony technology, whether deployed on premises or in the Cloud, ensuring that our customers can be reached by their customers – anytime, anywhere and via any channel.

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