



AI Insight vecko



Target Users

Organisations focused on better understanding their customer's specific experience.

Current Expertise

- Retail chains, franchises
- Banking, credit unions
- eCommerce
- Financial institutions, insurance

Use Cases

- Deep analysis of NPS & surveys
- Develop data-driven CX strategies
- Anticipate/reduce customer churn
- Identify emerging needs/trends
- Loyalty program development and optimisation
- New product development

Benefits

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

Solution Overview & Functionality

Vecko enhances Voice of the Customer "VoC" programmes by extracting actionable insights from digital media (with greater than 95% analysis accuracy) helping organisations identify and leverage the "why" hidden in NPS and 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 without needing additional validation.

- Optimises the customer acquisition, experience and retention processes through brand, product and service satisfaction analysis
- Detailed CX analysis/insight provided in minutes versus usual weeks
- Tracks the complete 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



Enghouse
AI INSIGHTS

enghouseinteractive.co.uk

Contact us

Imperium, Imperial Way, Reading RG2 0TD
Tel: +44 (0) 20 3357 3040 • Email: marketingemea@enghouse.com