



VOICE OF THE CUSTOMER (VOC)

What Customers think and say about a brand changes all the time.

Listen to them to improve Company health!

Do you have an up-to-date VOC pulse or Company health index?

Are your VOC insights actionable, or do they just track past events?

A VOC strategy which relies on sampling past data produces broad-brush, descriptive insights.

Today's data-rich and forward-leaning business world needs highly actionable predictions and prescriptions so Companies can act quickly.

For more dynamic, actionable, and correct customer satisfaction, loyalty and affinity insights, you need a data-driven solution that constantly collects, processes, and analyzes all voice of your customer data sources.

You need Brillio's VOC listening framework of new-know-how technology and services.

www.brillio.com

BRILLIO VOC: LISTENING MADE EASY

Brillio's VOC offering is a ready-to-use data management solution which automatically collects and transforms all digital data sources of customer-company interaction and engagement into highly actionable affinity, brand loyalty, and sentiment insights and early warnings.

VOC applies advanced analytics in a continual process to check and mine customer conversations and interactions from (but not limited to) CRM, sales, product feedback, surveys, recorded call data, chat logs, and clickstreams, social media, blogs, and review sites.

The result is a 360, dynamic, and actionable view of VOC.

USE BRILLIO VOC TO:



Understand marketplace standing:

Brillio's VOC helps decision-makers know how customers view the Company and its products. These data-driven realities help to formulate insights for actions that design and deliver better customer experiences.

Improved customer experiences generate higher SAT, a greater likelihood to repurchase, more Company recommendations, and a higher propensity to defend the Brand. These are the ultimate expressions of Company affinity and brand loyalty.



Enhance product development:

Brillio's VOC delivers streamed customer feedback and opinions about high priority issues for real-time analysis without background noise. Justified, prioritized, and reproducible insights can then be quickly assigned for further action saving development costs, issue churn, and support hits.



Create a business "early warning system":

Brillio's VOC stays ahead of growing consumer experience hot-spots (either good or bad ones) by gathering and processing all Company and Public sources of listening data in real-time. Getting a head start on problems is half the battle won.



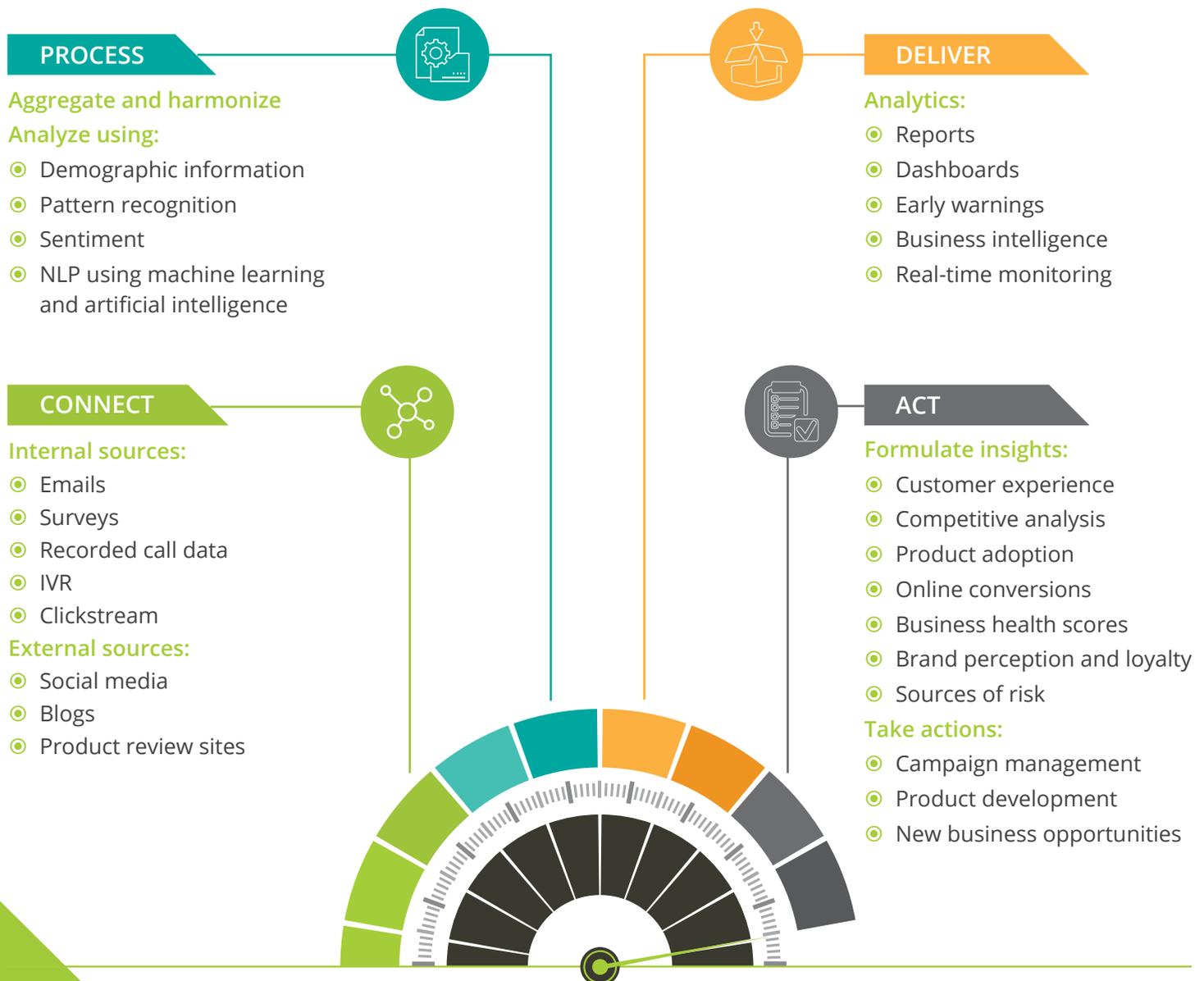
4 STEPS TO HIGH QUALITY, ACTIONABLE VOC INSIGHTS

CONNECT. PROCESS. DELIVER. ACT.

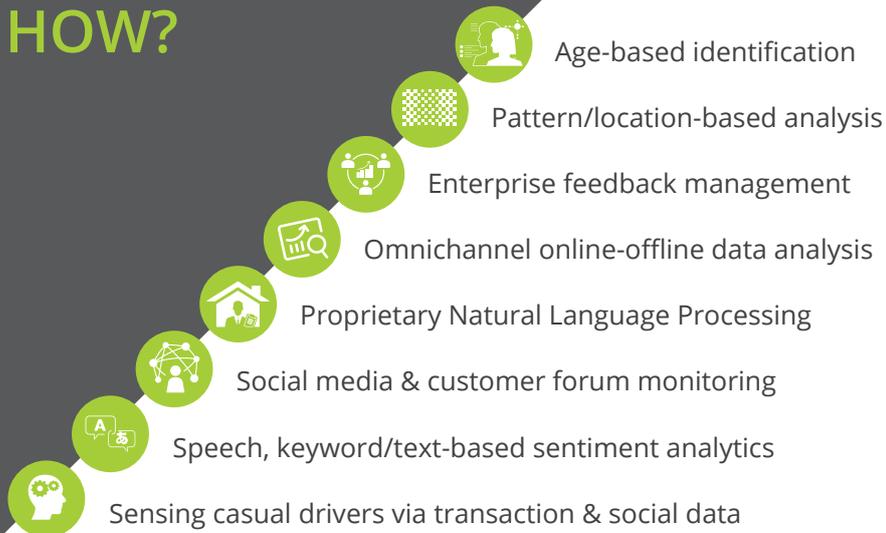
Broadly, Brillio's VOC makes it easy to connect to streamed or batched data and then applies advanced analytics to generate and deliver insights to the right roles, at the right time, for the right actions.

It generates system confidence and trust as a result of process transparency and sound user and metadata governance. Brillio's VOC provides data lineage and metadata management out of the box.

Insights can be combined, filtered and drilled down to the individual level as needed. This makes the data much more trustworthy and relevant to individuals or regions, product or service lines etc. and creates a sense of ownership since the effect of any actions taken can now be tracked at the "my numbers" level. This causes Teams or Individuals to become much more invested in what "their data" means, and how they can use it to drive results which is necessary for a data-driven Company culture.



HOW?



VOC IN ACTION

A media and entertainment company is using Brillio's VOC solution for brand adhesion.



Brillio VOC's sentiment analysis helped a global food and beverages brand understand brand want and need differentiation.



Brillio's VOC solution enabled a major global payments and technology provider to generate customer perception and concern baselines, to fuel expansion and innovation opportunities.



Visit <http://www.brillio.com/voice-of-customer> to learn more.

USE VOC TO BUILD BRAND SATISFACTION, AFFINITY AND LOYALTY

Generating actionable, and prompt Voice of Customer insights from all sources is critical for success in today's hyperactive, competitive, and data-driven world.

By continuously converting disconnected customer voices into connected and meaningful narratives in real-time, Brillio's VOC delivers customer insights and early warnings for unsurpassed loyalty and a competitive advantages.

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