**VOICE OF THE CUSTOMER**

**SAVE TIME, IMPROVE EFFICIENCY**
Eliminate the burden of reviewing posts, review data, and surveys manually.

**DRIVE MORE ACTION**
Enable a holistic understanding of your customer by removing data silos and surfacing insights from all data sources.

**IMPROVE BUSINESS AGILITY**
Through real-time identification of customer experience insights.

**MEASURE/QUANTIFY THE IMPACT OF EXPERIENCE ISSUES**
On customer loyalty, cost of sales, new sales, and company performance.

**BUSINESS PROBLEM:**
Customer experience is the driving force behind today’s most successful and innovative companies. Organizations of all types and sizes are collecting data on their customers’ experiences via various different touchpoints, but don’t have a way to make sense of all this data to understand how to act on it. Adding to this challenge, the data often comes in disparate forms in different formats, making it difficult to aggregate or normalize for analysis.

**THE SOLUTION:**
NetBase’s Next Generation Artificial Intelligence allows your organization to holistically understand customer experience from all data touchpoints, including, but not limited to, social.

Easily upload, integrate, and analyze all your data in a single platform. Our next generation analytics engine eliminates the burden of manually reviewing every post individually, saving you time and resources.

**POWERFUL, COST EFFECTIVE ANALYTICS FOR NON-SOCIAL DATA**
NetBase’s Voice of the Customer solution is a simple and cost effective way to add powerful analytics to existing customer care and feedback processes. Easily ingest all types of data, including but not limited to:

- Dark Posts
- Amazon Reviews
- NPS Data
- Survey Data
- Customer Care Logs
- Emails
- Private Social Data

Voice of the Customer is an extension of NetBase’s social listening and analytics capabilities that leverages our next generation Artificial Intelligence to produce actionable insights that can easily be shared with key stakeholders to inform decisions that affect customer experience, and ultimately, your organization’s bottom line.
FEATURES
NetBase’s Voice of the Customer offering fully enables brands and agencies to have a single source of truth across all of their feedback sources.

- Flexible and extensible ingestion of customer feedback data from sources including online communities, Call Center records, surveys, emails, web and support forums, and product and local review sites
- Next Generation Artificial Intelligence analyzes on customer comments to identify common issues, product gaps, top likes and dislikes, sentiment drivers and behaviors and emotions that impact satisfaction and loyalty
- Out of the Box availability of standardized analyses on customer feedback including automated sentiment, passion scoring, ranking top conversation, drivers of low and high ratings, trending and geo location
- Insights API to feed analyzed data into other systems such as Business Intelligence tools for custom reporting and correlation with other business metrics, and to work flow systems to track specific customer service issues
- A familiar user experience for existing NetBase Social Listening users and stakeholders that enables Social and Voice of the Customer insights to be analyzed together or separately

HOW TO MOVE AHEAD
Make your data work harder for you by ingesting it into the NetBase system to gain an in-depth understanding of how your organization can better serve the needs of its customers. Reach out to your NetBase account manager for a quick call to discuss your data sources and we’ll do the rest! We’ll map and ingest your data into our system for out of the box insights that show key insights into how your organization can work smarter for its customers and stay competitive in an ever changing, customer-first environment.

ABOUT NETBASE
NetBase is the award-winning social analytics and Voice of the Customer platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes billions of social media posts and feedback verbatims for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.