

June 13th, 2024

Mid-Year Product Update

Learn about the latest improvements and enhancements in sandsiv+





About our Team



Karl Primo Warningsing

Product Manager

- Defines and drives product roadmap
- Engages with customers to incorporate their feedback into development



Federico Cesconi

CEO & co-founder

- Defines the company's long-term vision and strategy
- Cultivates a culture of innovation and customer-centricity



The agenda

1

Flash facts

2

Major
Features
Recap

3

Next
6-Month
roadmap

4

Become a
Co-Designer

5

Vision
Update

6

Q&A

Flash facts

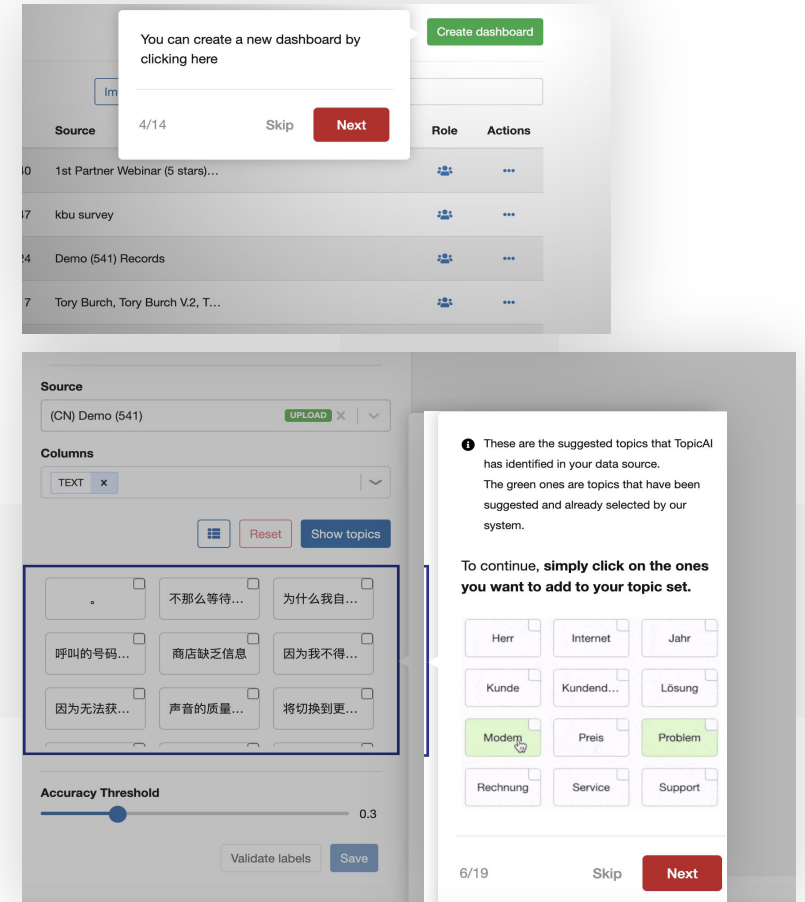


+ Tours

Get notified of new releases and what's new in sandsiv+

We've integrated an **in-platform training and adoption wizard** to support you on your sandsiv+ education journey.

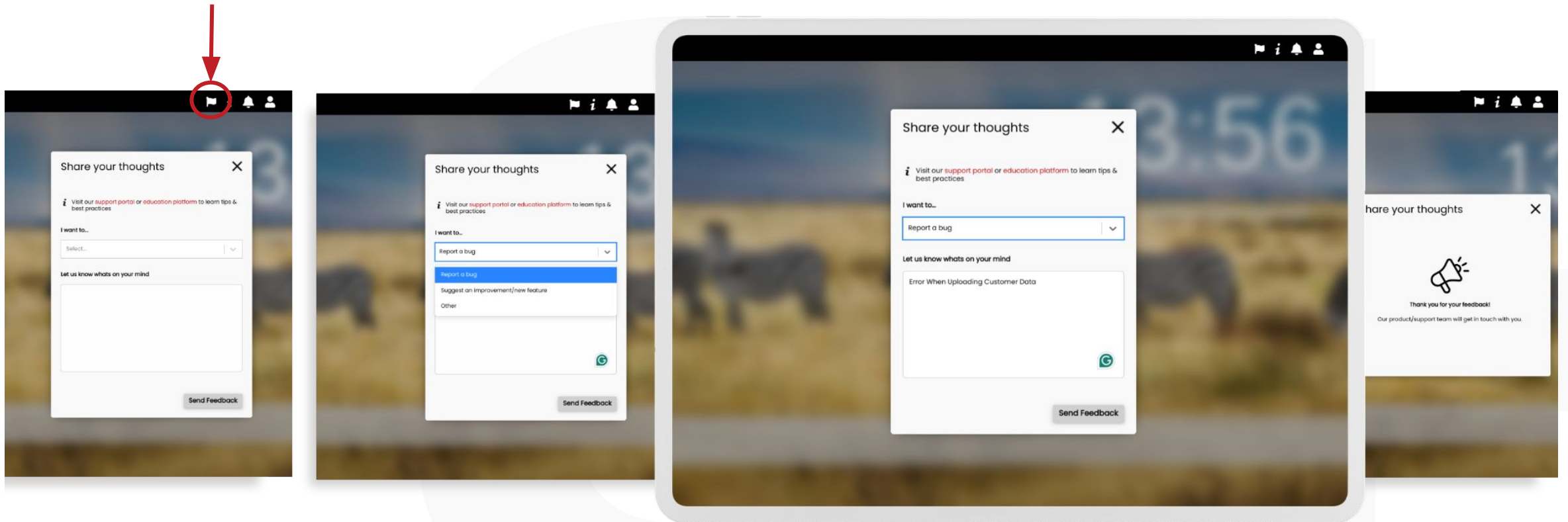
Simply click on the **tour button** on the left-hand corner and select the tour you want to take.





Bugs and suggestions

Submit feature/improvement suggestions or report bugs directly to our product team



Major Features

recap



+ TopicAI

12.0 Dec. 2023

Unsupervised topic detection and aspect based sentiment analysis in a few clicks

One click data appliance

Common topic identification

No training required

← Back

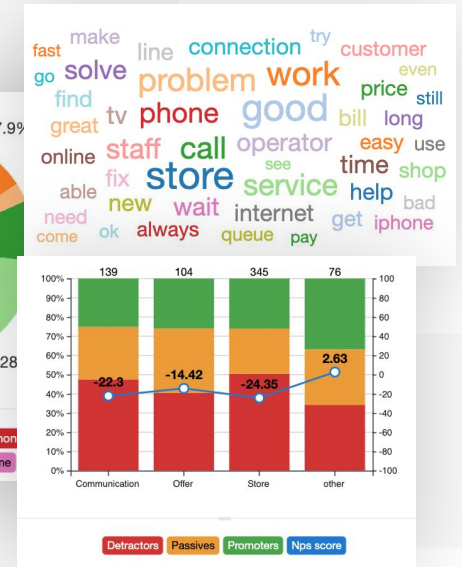
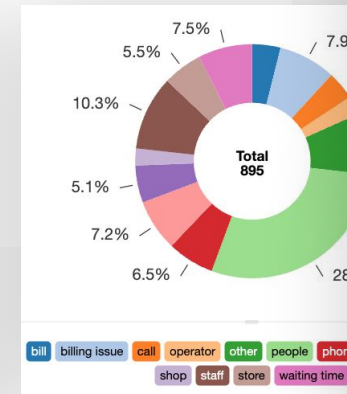
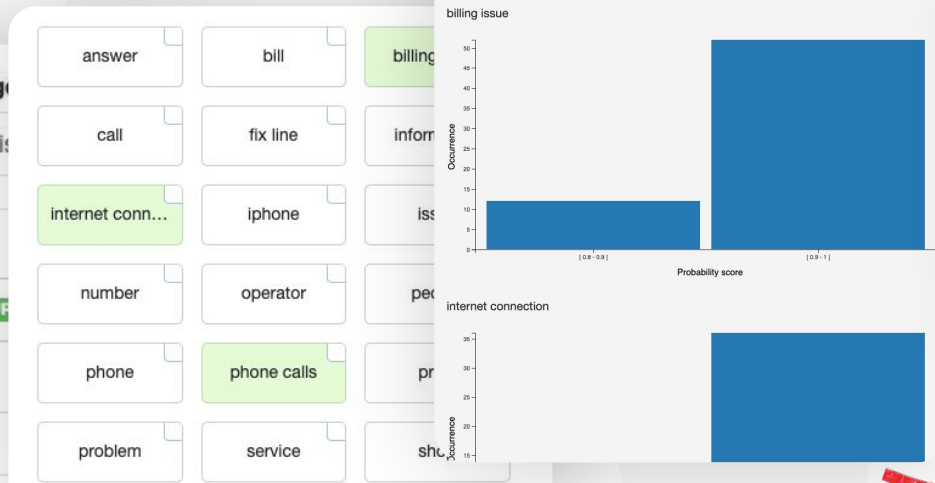
Topic set name: Topic Set

Language: English

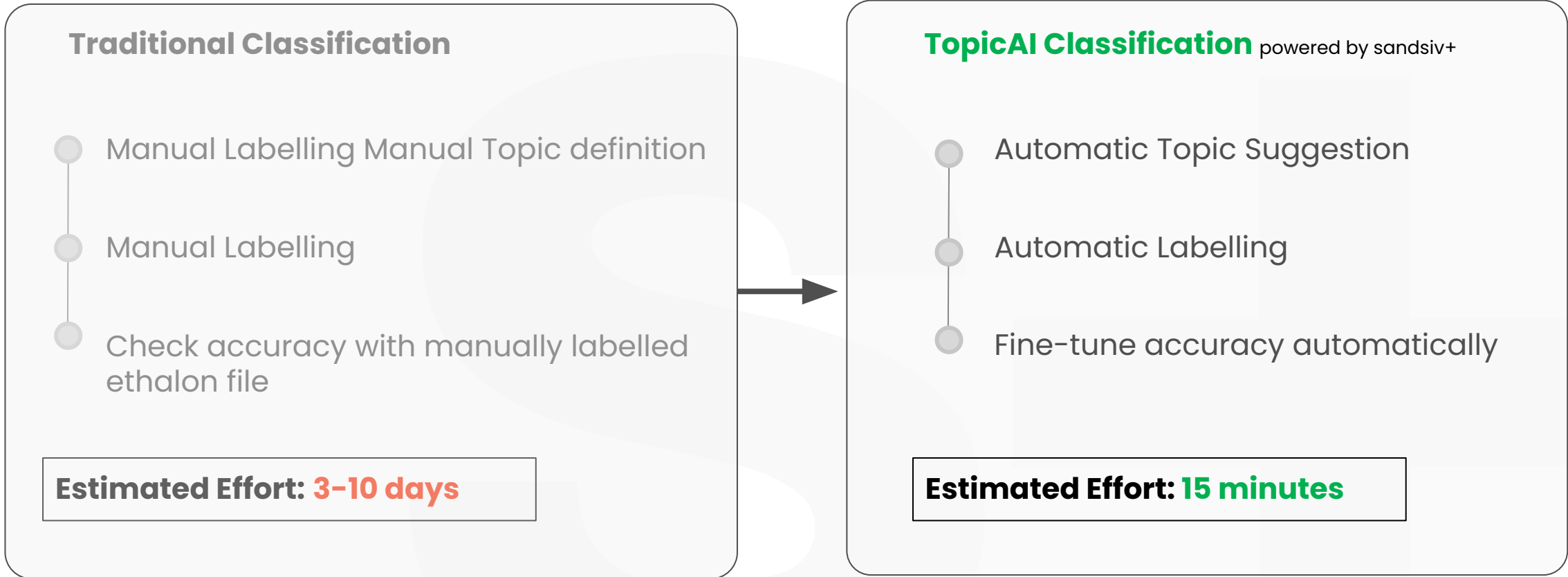
Source: AK Demo Sample Feedback Data (541)

Columns: TEXT

Buttons: [Grid Icon] [Reset] [Show topics]



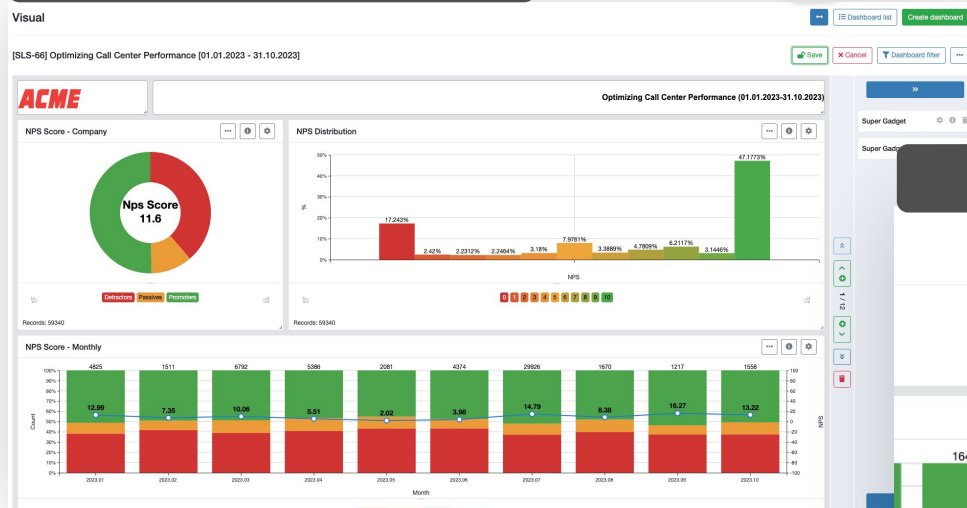
[»» Go to Platform](#)



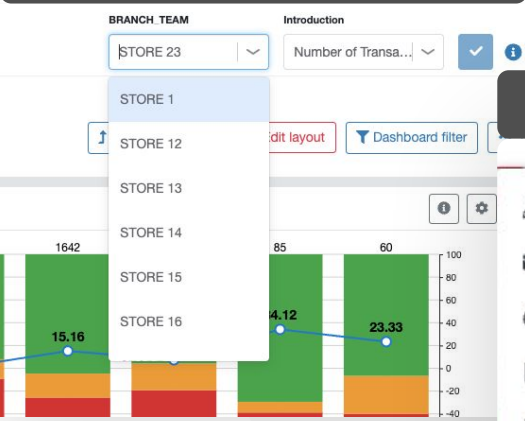
+ Visual v2

A redesigned Visual module to make way for future enhancements

Pagination workflow



Dynamic Drill Downs



Export to PPTX

- Rename dashboard
- Send to email
- Scheduler
- Export to PDF
- Export to PPTX
- Delete dashboard

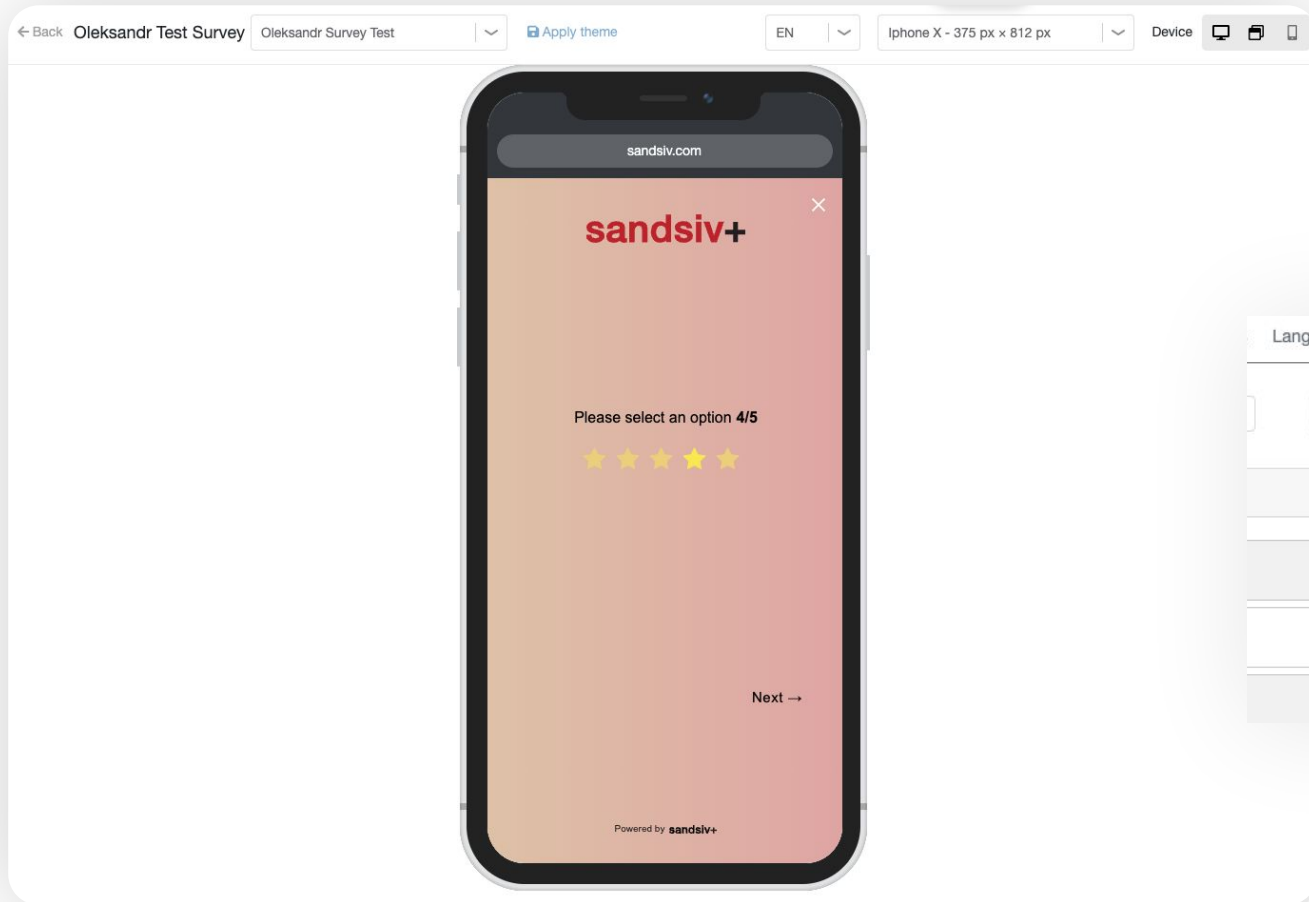
Media Block element

The media block element shows a rich text editor interface with a toolbar and the text 'This is my dashboard!'.

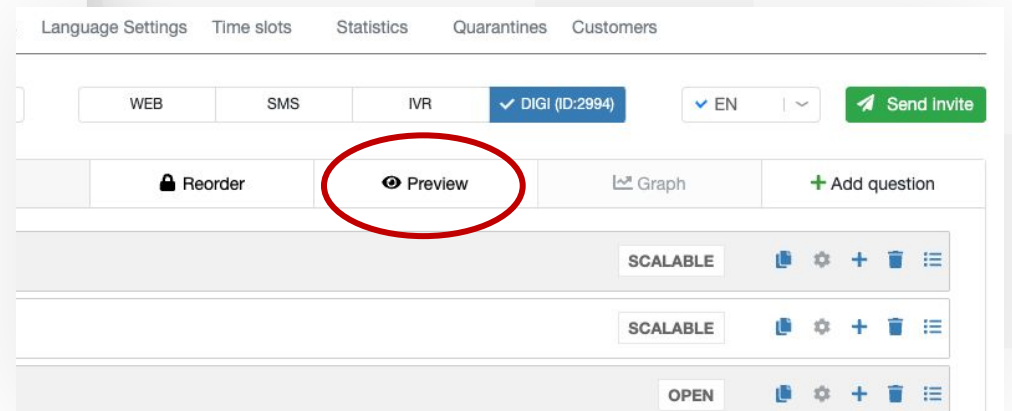


DIGI Theme Preview

Visualize your survey template along with your questions directly in-platform

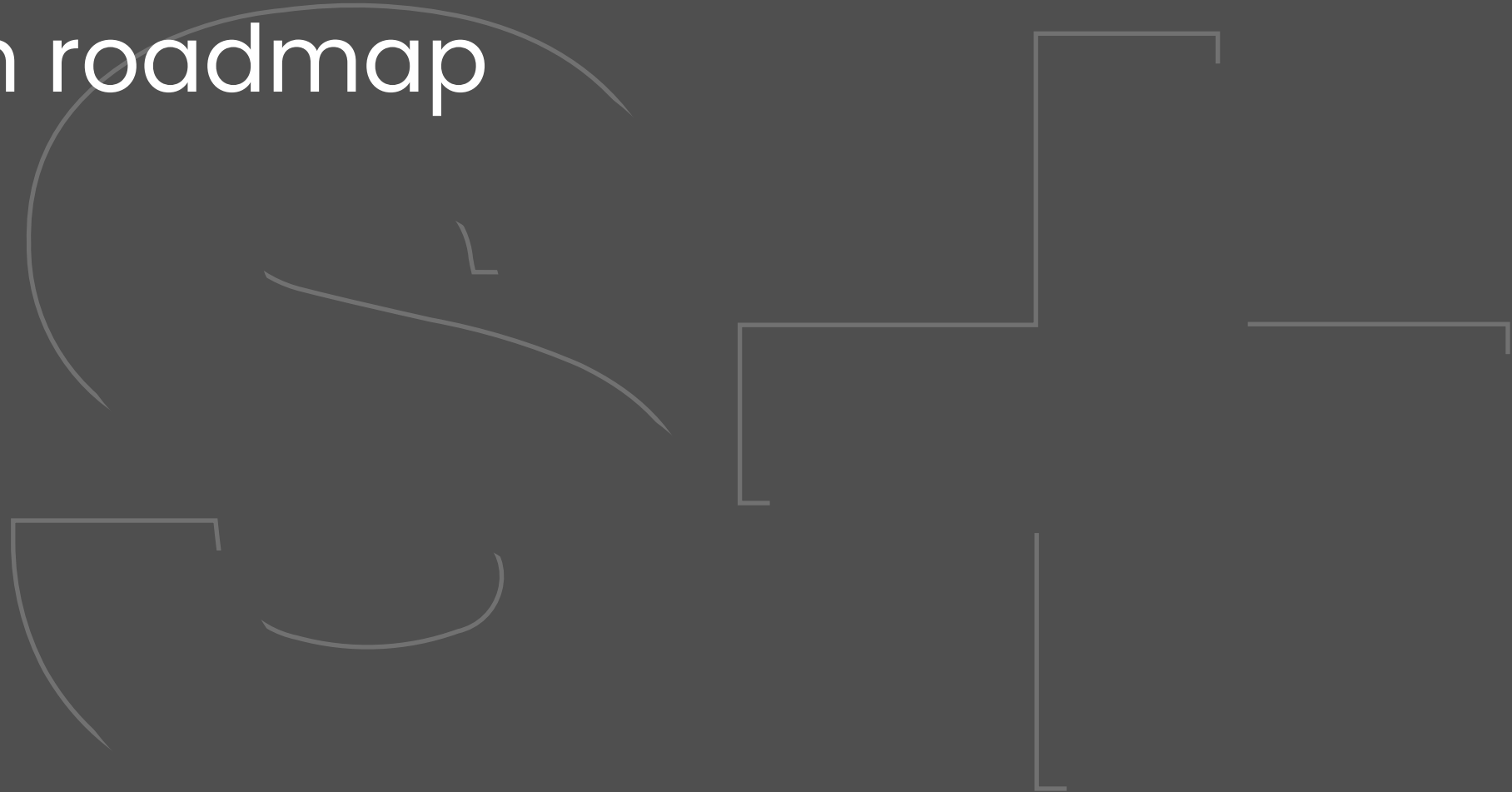


Efficient end-to-end testing



What's next?

6-Month roadmap





coming June 24

Default Sentiment Analysis

Get real-time sentiment analysis out of the box on any feedback or external data source

The staff was so friendly! They solved all my issues



I had a lot of difficulty paying my bill, it should be easier.



Insight Narrator

Automatically transform data into a narration of valuable insights

coming June 24

- Create queries from survey feedback or uploaded data
- Choose from text output templates to define your prompt
- View the narrative in the UI or copy it for custom reports

Query: UtilityCompany Tag query (for Visual)

Tag: -

Query: The dataset is a collection of customer reviews from ENEL in Italy. Write the output in Italian language.

Source: Energy Company (10k Records) [UPLOAD](#)

Text columns: TEXT

Text cases: 1546 out of 10408 (15%)

Synonyms: -

Stop words: -

Language: it

[+ Add filters](#) [Delete all filters](#)

Filter by attribute And Or [Delete filter](#)

attribute: Categorie: Energy Sector Topics(EXT)

values: Aspetti finanziari

[Run query](#) [Save query](#)

Insight Narrator Cloud Text Chart Co-occurrence Correlation Data Labelling

SWOT Analysis

SWOT Analysis di ENEL basata sui Feedback dei Clienti in Italia

Forza (Strengths):

- Professionalità e Cortesia del Personale:** Molti clienti hanno evidenziato la competenza, la disponibilità e la gentilezza del personale, sia nei punti vendita che nel servizio clienti telefonico.
- Rapidità nel Servizio:** In diversi casi, i clienti hanno apprezzato la velocità di attivazione del servizio e la gestione delle procedure, con tempi di risposta rapidi e risoluzione immediata dei problemi.
- Chiarezza e Trasparenza:** Le spiegazioni fornite dal personale sono state spesso descritte come chiare ed esaurienti, con buon supporto nella scelta delle tariffe e nella comprensione delle bollette.
- Accesso ai Punti Vendita:** La presenza di punti vendita fisici è stata valutata positivamente, offrendo un contatto diretto che molti clienti preferiscono rispetto alle interazioni digitali.

Debolezze (Weaknesses):

- Tempi di Attesa e Burocrazia:** Alcuni clienti hanno segnalato tempi di attesa lunghi per l'attivazione delle forniture e la gestione delle pratiche burocratiche, sia telefonicamente che presso i punti vendita.
- Problemi Tecnologici e Digitali:** Sono emerse difficoltà nell'uso del sito web e dell'app, con problemi di caricamento documenti e inefficienze nell'interfaccia utente. Inoltre, la necessità di conferme via email o SMS è stata considerata un inconveniente.
- Incoerenza nelle Informazioni:** Alcuni clienti hanno riscontrato discrepanze tra le informazioni fornite dagli operatori presenti nei contratti, generando confusione e insoddisfazione.
- Chiarezza delle Tariffe:** Diverse segnalazioni riguardano la poca trasparenza e la complessità nella spiegazione delle tariffe e delle voci di costo nelle bollette.

[Prompt](#)

Insight Narrator Content Output

Specify the context of the dataset:

Please, specify a Query Context for more precise Insight formation

Specify the text output of the dataset:

- Text Analysis
 - Pros and Cons
 - SWOT Analysis
 - Topic Detetion and Sentiment Analysis
 - Improvement Suggestions
 - Clustering Analysis
 - Customer Journey Mapping
 - Semantic Analysis
- Frequency Analysis
- Co-Occurrence Analysis
- Correlation Analysis

[Cancel](#) [Run Narrator](#)

Customer Experience Report for Geers in Poland

Executive Summary

This business report examines various aspects such as customer service, product quality, and overall satisfaction. The report provides a detailed analysis of the customer journey, highlighting key findings and areas for improvement. It includes a SWOT analysis, key findings, and a customer journey map to provide a comprehensive overview of the customer experience.

Introduction

This report analyzes various feedback sources to provide a detailed examination of the customer journey, identifying strengths and weaknesses to improve the overall customer experience.

Key Findings

- High Levels of Satisfaction: Customers generally report high satisfaction with the service provided by Geers, particularly in terms of product quality and customer support.
- Quality Products: The majority of customers praise the quality and effectiveness of the hearing aids.
- Pricing Concerns: High prices are a significant concern for many customers, leading to dissatisfaction.
- Technical Issues: Some customers have reported technical issues with their hearing aids, which can impact their overall experience.
- Service Delays: Delays in service, particularly in the repair and maintenance of hearing aids, have been noted.

Topic Detection and Analysis

Topic	Percentage
Customer Service	36%
Product Quality	23%
Professionalism	8%
Pricing	6%
Technical Issues	4%
Accessibility	3%

Customer Journey

Touchpoints Breakdown

- Product Quality and Professionalism:**
 - Positive: 60%
 - Neutral: 10%
 - Negative: 30%
- Customer Service (35%):**
 - Positive: 75%
 - Neutral: 15%

Strengths and Weaknesses (SWOT)

Strengths

- Professional Service:** High level of professionalism and competence.
- Friendly and Courteous Staff:** Positive interactions with staff.
- High-Quality Products:** Reliable and effective hearing aids.
- Comprehensive Customer Support:** Thorough after-sales support.
- Convenient Locations:** Accessible service centers.

Weaknesses

- High Prices:** Perceived as prohibitive by many customers.
- Inconsistent Quality of Service:** Varies by location and staff.
- Technical Issues with Products:** Recurring technical problems.
- Communication Gaps:** Miscommunication regarding appointments and product features.

Opportunities and Threats (TOWS Analysis)

Opportunities

- Market Expansion:** Expand to underserved regions.
- Technological Advancements:** Incorporate the latest technology.
- Customer Education:** Offer more educational resources.
- Flexible Pricing Models:** Introduce flexible pricing options.
- Enhanced After-Sales Service:** Improve after-sales service.

Threats

- Competitor Offerings:** Competitors offering similar products at lower prices.
- Economic Downturn:** Reduced purchasing power affecting sales.
- Technological Failures:** Technical issues leading to dissatisfaction.
- Regulation Changes:** Changes in health regulations impacting operations.
- Customer Loyalty:** Poor handling of complaints leading to loss of loyalty.

TOWS Matrix

Strengths-Opportunities (SO) Strategies

- Leverage Professional Staff to Expand Market:** Utilize highly praised staff to expand into new regions.
- Enhance Products with Latest Technology:** Combine high-quality products with advanced technology.
- Offer Educational Workshops:** Use staff expertise to offer workshops on hearing aid usage.

Strengths-Threats (ST) Strategies

- Maintain High-Quality Standards:** Focus on quality and service to stand out against competitors.
- Improve After-Sales Service:** Strengthen after-sales service to retain customer loyalty.

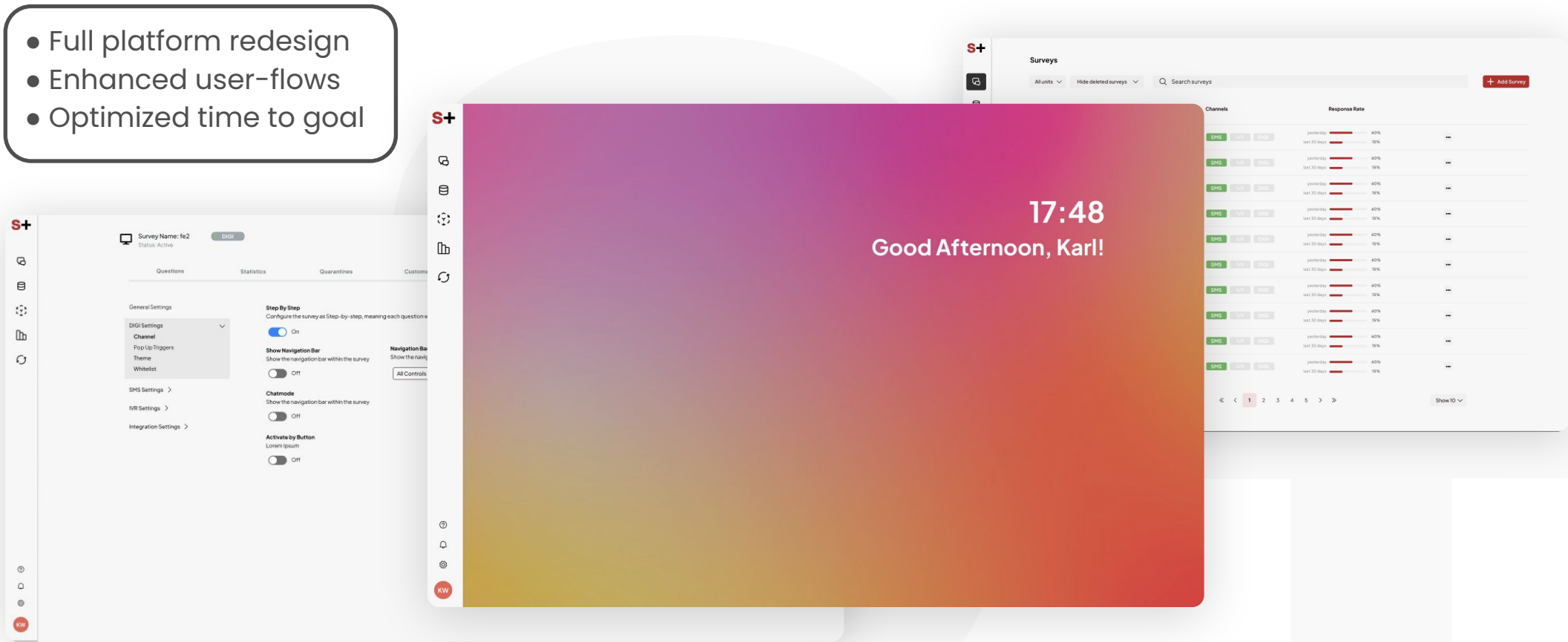


coming Q3 24

Brand New Platform UI

A cleaner & more modern design to support the user-experience of an advanced platform

- Full platform redesign
- Enhanced user-flows
- Optimized time to goal



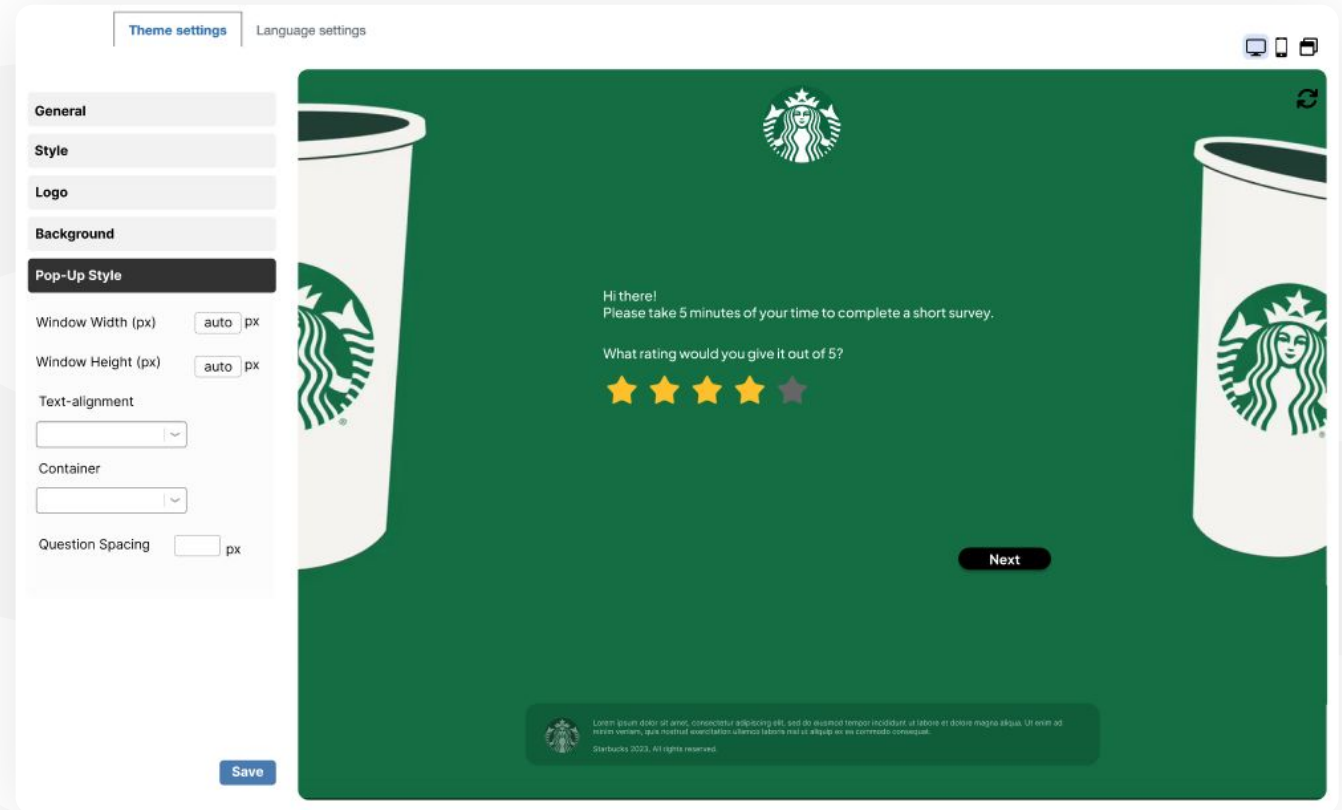


Live theme editor

coming Q3 24

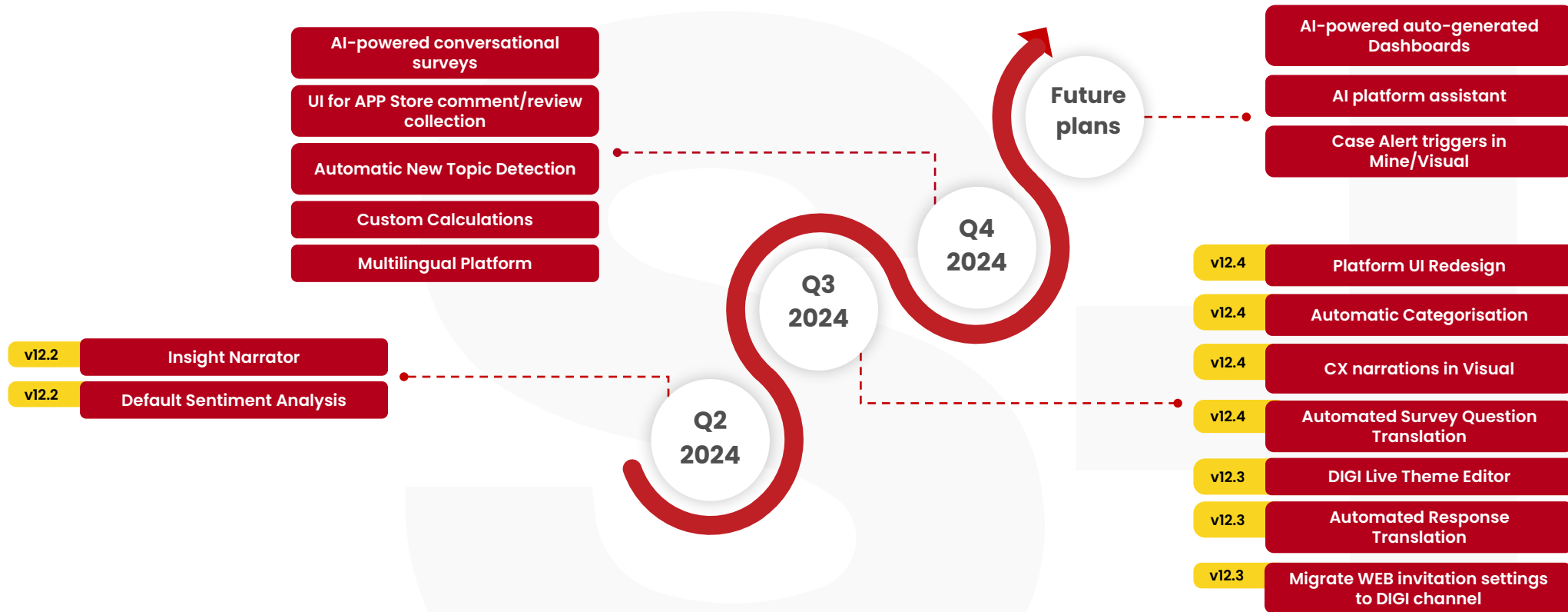
Edit your survey templates in an advanced way, live with no code

- Fully customize and personalise your survey templates with a live theme editor
- No CSS coding required



+ What's next

Roadmap for the next 6 months



Co-Design program





Become a Co-Designer

Join us in shaping the future of sandsiv+

Test
alpha
and beta
functionalities

Share
your
feedback

Build
business
cases
together

Obtain a
discount



How to apply:

- Post-Webinar **Survey**
- Contact your **CSM**

Product Vision update



The Market Needs

Slow Insights Generation

Delay between data collection and insights due to manual processes, human factors (e.g., consultants), or outdated technology.

High Costs of Ownership

Traditional VoC platforms incur high upfront costs for software licenses, integration, training, and ongoing maintenance.

Lack of Recommendations

Traditional VoC tools often provide generic or vague insights that are not directly applicable to strategic decision-making.

Budget Sensitivity

VoC solutions are often seen as non-critical investments, making them susceptible to budget cuts, especially in cost-conscious times.

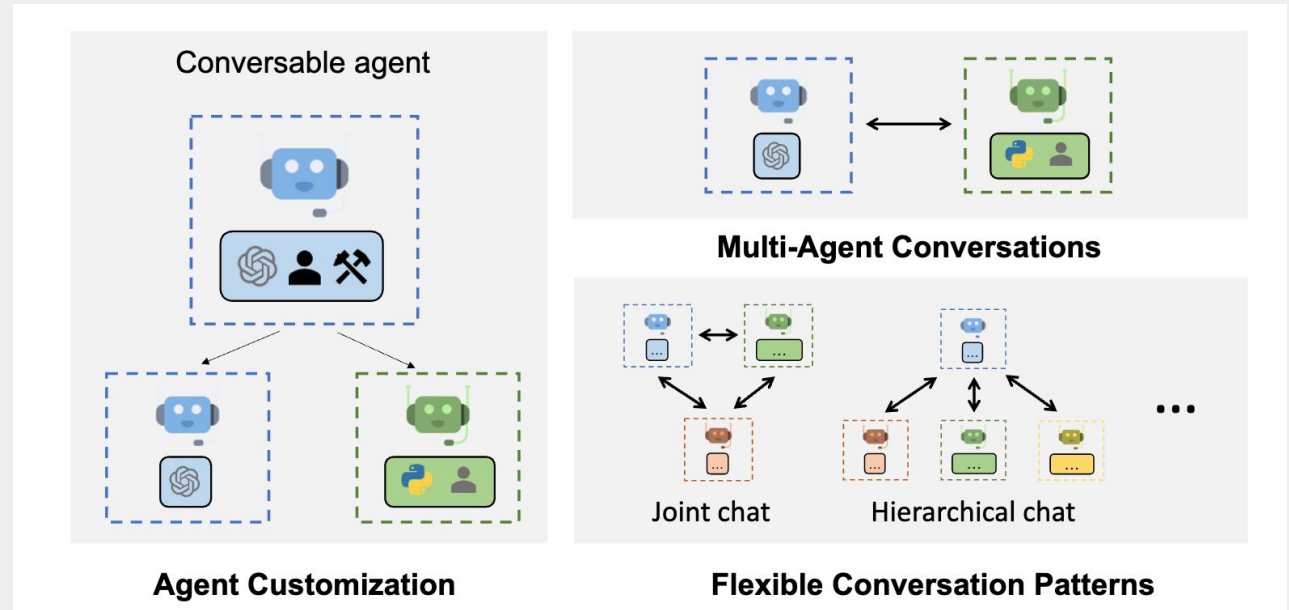
**Understanding today's
VoC
challenges**

Agentic AI-driven CX

Never send humans to do a machine job

What is Agentic AI?

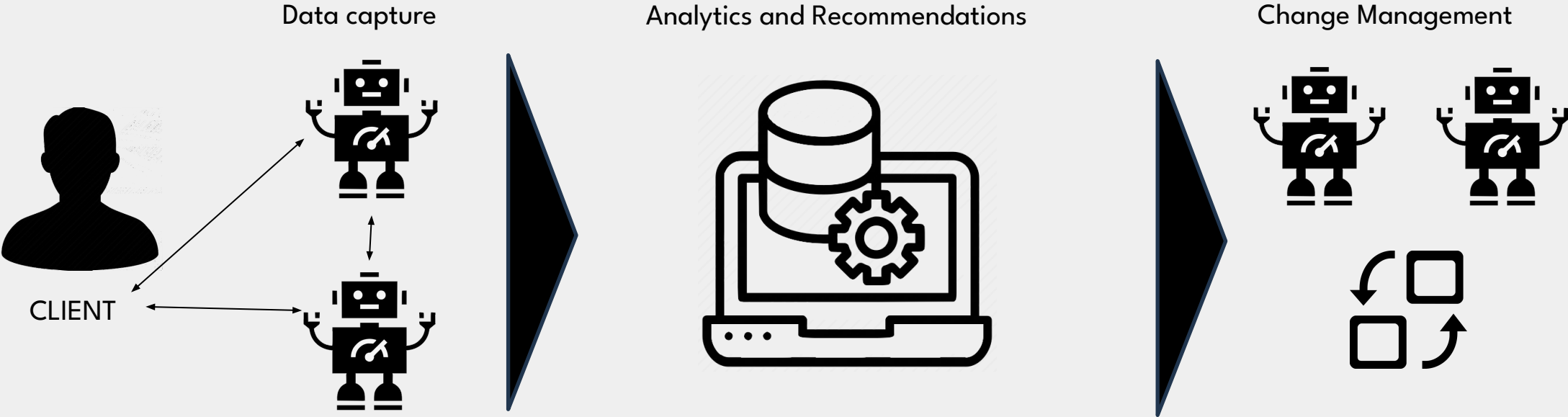
Agentic AI refers to artificial intelligence systems that exhibit agency, meaning they can make autonomous decisions, take actions, and interact with their environment goal-directedly. This concept emphasizes the AI's ability to act independently rather than just processing data or following predefined human instructions.



Agentic AI enables the development of AI applications using multiple agents that can converse with each other to solve tasks. Agents are customizable, conversable, and seamlessly allow human participation. They can operate in various modes that employ combinations of LLMs, human inputs, and tools.

The solution

End to End-to-end Agentic AI Customer Experience Management




Insights Examples

Insights are generated in few minutes with no human effort

Executive Summary

NO TIME TO READ THE WHOLE DOCUMENT?



This analysis details specific areas where representative performance for better communication, logistics, and product development is high with customer needs. The report outlines the need for effective customer interactions and enhanced help resources. Overall, the report advocates for reps and the implementation of customer satisfaction at every touchpoint.

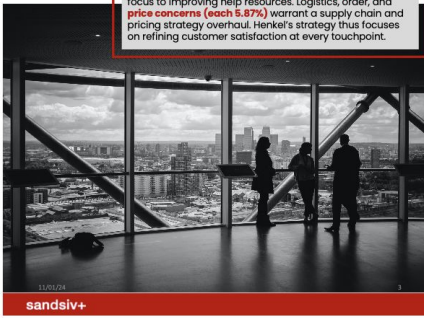
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Frequency Analysis 1.1

Henkel's feedback analysis reveals key customer experience factors. **Customers** dominate the narrative (17%), prompting a push for CRM and service enhancements. **Sales strategy and training (13%)** are slated for review to elevate performance.

Product discussions (7%) hint at the need for development and logistical improvements, while the role of **sales reps (11%)** calls for advanced training. **Communication issues (9.37%)** suggest investing in better dialogue tools, and time-related feedback (9.09%) signals a move towards efficiency.

Brand and contact (each 7.33%) emphasize the need for robust branding and smoother customer interactions. **Customer needs and support (13.78% combined)** direct focus to improving help resources. Logistics, order, and price concerns (each 5.87%) warrant a supply chain and pricing strategy overhaul. Henkel's strategy thus focuses on refining customer satisfaction at every touchpoint.



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10 PROS & CONS

Based on the common pros and cons reported by representatives:

1. Professionalism: Knowledge in sales and product expertise.
2. Accessibility: Some sales reps are reachable and responsive.
3. Proactive: Initiative in addressing needs and providing solutions.
4. Courtesy: Friendly and helpful communication.
5. Some sales reps: Provide excellent product knowledge and support.
6. Ability to provide: On-site support and training.
7. Willingness to: Provide on-site support and training.
8. Some sales reps: Provide excellent product knowledge and support.
9. Certain sales: Representatives are knowledgeable and helpful.
10. Responsive: Representatives are quick to respond to customer inquiries.

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10 IMPROVEMENTS SUGGESTIONS 2.2

1. **Implement Rapid Response Systems:** Customers value prompt replies to their inquiries and concerns. A rapid response system using CRM software can track customer interactions and reduce response times, improving customer satisfaction and showing that the company values their time.
2. **Personalize Customer Engagement:** Personalization makes customers feel valued and understood. Businesses can build stronger relationships and increase loyalty by tailoring communication and recognizing individual customer preferences.
3. **Ongoing Product Expertise Development:** Knowledgeable sales representatives can provide better customer advice and solutions. Continuous training ensures reps stay informed about products and services, enhancing the customer's confidence in the company.
4. **Guarantee Fulfillment Consistency:** Reliability in meeting commitments such as delivery times is crucial for trust. Consistent fulfillment of promises ensures that customers have a predictable and dependable experience with the company.
5. **Enhance Representative Availability:** Accessibility to sales reps when customers need support is essential. Improved availability leads to quicker resolution of issues and contributes to a positive post-sale experience.
6. **Maintain Open and Honest Communication:** Transparency is key to maintaining customer trust. By communicating openly about issues or changes, businesses show integrity and respect for their customers, which can strengthen the relationship even in challenging situations.
7. **Initiate Regular Customer Outreach:** Proactive engagement helps to anticipate customer needs and gather feedback. Regular outreach demonstrates that the company is committed to the customer's success and is willing to go the extra mile for their satisfaction.

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Introduction

This report analyzes various aspects of customer experience, such as service quality, product reliability, and communication effectiveness. The report provides a detailed overview of customer feedback and identifies key areas for improvement.

Key Findings

- High Levels of Satisfaction: Customers are generally satisfied with the service provided by Geers.
- Quality Products: Customers appreciate the quality and reliability of the products.
- Pricing Concerns: Some customers express concerns about the pricing of certain products.
- Technical Issues: A few customers report technical issues with the products.
- Service Delays: Some customers experience delays in receiving their orders.

Topic Detection

Topic	Percentage
Customer Service	56%
Product Quality	23%
Professionalism	8%
Pricing	6%
Technical Issues	4%
Accessibility	3%

Customer Journey

Touchpoints Breakdown

1. **Product Quality**
 - Positive: 60%
 - Neutral: 10%
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2. **Customer Service**
 - Positive: 75%
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Strengths and Weaknesses (SWOT)

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2. **Friendly and Courteous Staff:** Positive interactions with staff.
3. **High-Quality Products:** Reliable and effective hearing aids.
4. **Comprehensive Customer Support:** Thorough after-sales support.
5. **Convenient Locations:** Accessible service centers.

Weaknesses

1. **High Prices:** Perceived as prohibitive by many customers.
2. **Inconsistent Quality of Service:** Varies by location and staff.
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4. **Communication Gaps:** Miscommunication regarding appointments and product features.

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Questions & Answers



That's a wrap

Recording
straight to your
inbox

Dec. 2024
Next Product
Update