VoC Store
Upload & manage all your data sources

Sandsiv, October 2020

YOUR SINGLE DATA REPOSITORY

A **unique place** for your direct, indirect and inferred voice of the customer data

Possibility to **upload and enrich your voice of the customer** with **operational & financial data** for a better customer intelligence.

- Historical data
- Support ticketing system
- Customer Lifetime Value (CLV)
- Frequency of re-purchase (%)
- Buying behaviour data
- Net income on customer base
- Etc....etc.....etc....

STORE
My first upload and the possible column formats (541 feedbacks file)

- One way to get feedback data into sandsiv+ VOC HUB is to create a **Custom upload** via "Upload data" function

- Custom upload is an **.xls, .xlsx or .csv file** which contains feedback data as well as certain metadata if provided in that same file

- Suggested file format is **UTF-8**

- For more information: https://support.sandsiv.com/hc/en-us/articles/360000841289-Upload-data

Historical file to be uploaded

TEXT	NPS	Survey date	Touch Point	CES	Address	Age
did you see my data bill? Insane!! I feel scammed.	1	03.03.2018	Billing	3	411238815	21
its too expensive to phone mobiles	7	03.03.2018	Billing	4	411246783	34
greater clarity in the offers	7	04.03.2018	Billing	4	411246815	67
In the store they give me one answer, over the phone another. What should I believe?	0	05.03.2018	Retail	3	411237567	54
I as an old client I pay twice as much as my friend who got a new client offer. Come on! You really want me the leave and go to another operator.	0	06.03.2018	General	4	411237599	32
The quality of the sound is so bad that I can't understand half of the words I hear.	2	07.03.2018	General	5	411241695	47
The dialing is very hard because sometimes the machine won't select the number i selected it's annoying.	1	08.03.2018	Onboarding	4	411238847	82
I bought a new fix line two weeks ago and it's already broken.	1	09.03.2018	General	2	411238879	26
I can't use this internet because i lose connection to it every twenty minutes.	1	10.03.2018	Onboarding	2	411238911	41
The overall service is quite bad	7	11.03.2018	General	5	411246847	27
My iphone won't charge itself. And this continues even after I bought a new charger.	2	12.03.2018	General	4	411241727	18
When I use my iphone it becomes so hot i must wait for thirty minutes for it cool down.	1	13.03.2018	General	4	411238943	32
When i looked at my phone yesterday it had wiped out all of its memory by itself.	0	14.03.2018	General	4	411237631	56
I bought a new Nokia three weeks ago and it's already not working.	1	15.03.2018	General	2	411238975	71
Courtesy, friendliness, availability, commitment and preparation.	9	16.03.2018	Retail	1	411251551	21
friendly staff in the shop and fast	9	17.03.2018	Retail	1	411251583	32
I went last week to your shop in Bahnhofstrasse and wanted to buy a new phone. I waited for 30 minutes before I got help.	0	18032018	Onboarding	5	411237663	43

Column format	Open text question	NPS	Survey date	Touch Point	CES	Address	Age
Column will be flagged as **TEXT** column and can then be used to create a custom query in MINE and analyse open texts.	X						
DATE Allows to specify the feedback capture date. Date information can be then **used in MINE date filter** and in **date range picker in VISUAL.** https://support.sandsiv.com/hc/en-us/articles/360008344280			X				
NPS will produce a special system column with the NPS category and **pre-specified functions.**		X					
NUMERIC column is allowed to have **math functions applied to it in Super Gadget in VISUAL.** Math functions are disabled for non-numeric columns.					X		
This column will be flagged as the **column that may contain more than one entry in a cell**. If your upload file contains a [**CHOICE**] column, please consider setting a choice delimiter.							
Columns with **NO SELECTION** are treated as **METADATA** and therefore can be utilised for **analyse and filtering function into VISUAL**.				X		X	X

STORE
My first upload with error message

1. Go to "Store" and select "Upload data"
2. Give an appropriate "Title"
3. Select the "Language" of your open text
4. Choose "Delimiters"
5. Choose your File (or use the drag & drop function)
6. Select the correct "format" for every column
Remark: columns with no function selection are handled as metadata
7. Push on "Submit"

8. Go to "VOC Store" and select ""Uploads" to follow the upload's progress

9. When the feedbacks data are processed the status bar changes its color to green and the data are ready into VOCHUB

!!. In case of **error(s)** or invalid data format the system will inform you that not all data have been processed and an error file is generated

10. Open the generated error file and correct the data where needed

11. The created file informs you about the cell(s) containing the error(s)

STORE
Recoded variables

With recoding, you can …………………………………………. from one column of one type into another values of another type in new virtual column without affecting the initial data source.

Recoding functionality allows to define ……………………………… based on all existing columns of a data source as well as on such system-generated columns as classification results (if there is any classifiers applied to a data source) and NPS SEGMENT.

New additional column with
Age Group

TEXT	NPS	Survey date	Touch Point	CES	Address	Age
did you see my data bill? Insane!! I feel scammed.	1	03.03.2018	Billing	3	411238815	21
its too expensive to phone mobiles	7	03.03.2018	Billing	4	411246783	43
greater clarity in the offers	7	04.03.2018	Billing	4	411246815	56
In the store they give me one answer, over the phone another. What should I believe?	0	05.03.2018	Retail	3	411237567	34
I as an old client I pay twice as much as my friend who got a new client offer. Come on! You really want me the leave and go to another operator.	0	06.03.2018	General	4	411237599	23
The quality of the sound is so bad that I can't understand half of the words I hear.	2	07.03.2018	General	5	411241695	43
The dialing is very hard because sometimes the machine won't select the number i selected it's annoying.	1	08.03.2018	Onboarding	4	411238847	21
I bought a new fix line two weeks ago and it's already broken.	1	09.03.2018	General	2	411238879	56
I can't use this internet because i lose connection to it every twenty minutes.	1	10.03.2018	Onboarding	2	411238911	45
The overall service is quite bad	7	11.03.2018	General	5	411246847	53

TEXT	NPS	Survey date	Touch Point	CES	Address	Age	Age Group
did you see my data bill? Insane!! I feel scammed.	1	03.03.2018	Billing	3	411238815	21	20-25
its too expensive to phone mobiles	7	03.03.2018	Billing	4	411246783	43	40-45
greater clarity in the offers	7	04.03.2018	Billing	4	411246815	56	55-60
In the store they give me one answer, over the phone another. What should I believe?	0	05.03.2018	Retail	3	411237567	34	30-35
I as an old client I pay twice as much as my friend who got a new client offer. Come on! You really want me the leave and go to another operator.	0	06.03.2018	General	4	411237599	23	20-25
The quality of the sound is so bad that I can't understand half of the words I hear.	2	07.03.2018	General	5	411241695	43	40-45
The dialing is very hard because sometimes the machine won't select the number i selected it's annoying.	1	08.03.2018	Onboarding	4	411238847	21	20-25
I bought a new fix line two weeks ago and it's already broken.	1	09.03.2018	General	2	411238879	56	55-60
I can't use this internet because i lose connection to it every twenty minutes.	1	10.03.2018	Onboarding	2	411238911	45	40-45
The overall service is quite bad	7	11.03.2018	General	5	411246847	53	50-55

STORE
Recoded variables creation

1. In our original upload we in the column "Touch Point" we have a variable "General"
2. My wish is to recode this variable name in "Store"

3. Go to your upload and select the function "**Recode variables**"

Progress	Feedback records ⬍	Actions
		Recode variables
Processed : 541 100%	541	
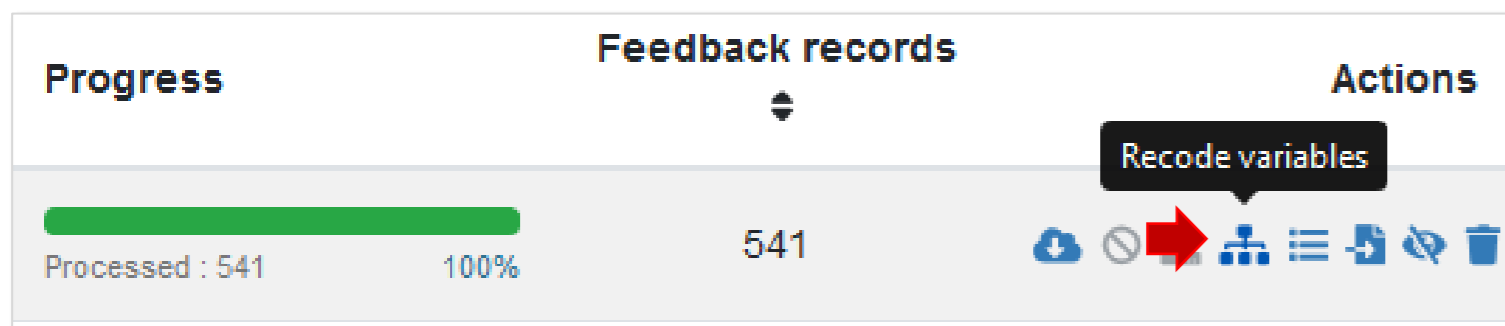
4. Give a name to your recoder (**Output Title**)
5. Choose the **Output label** (name) for the new recoded variable you will see in the cell within the new created column and its **Format**
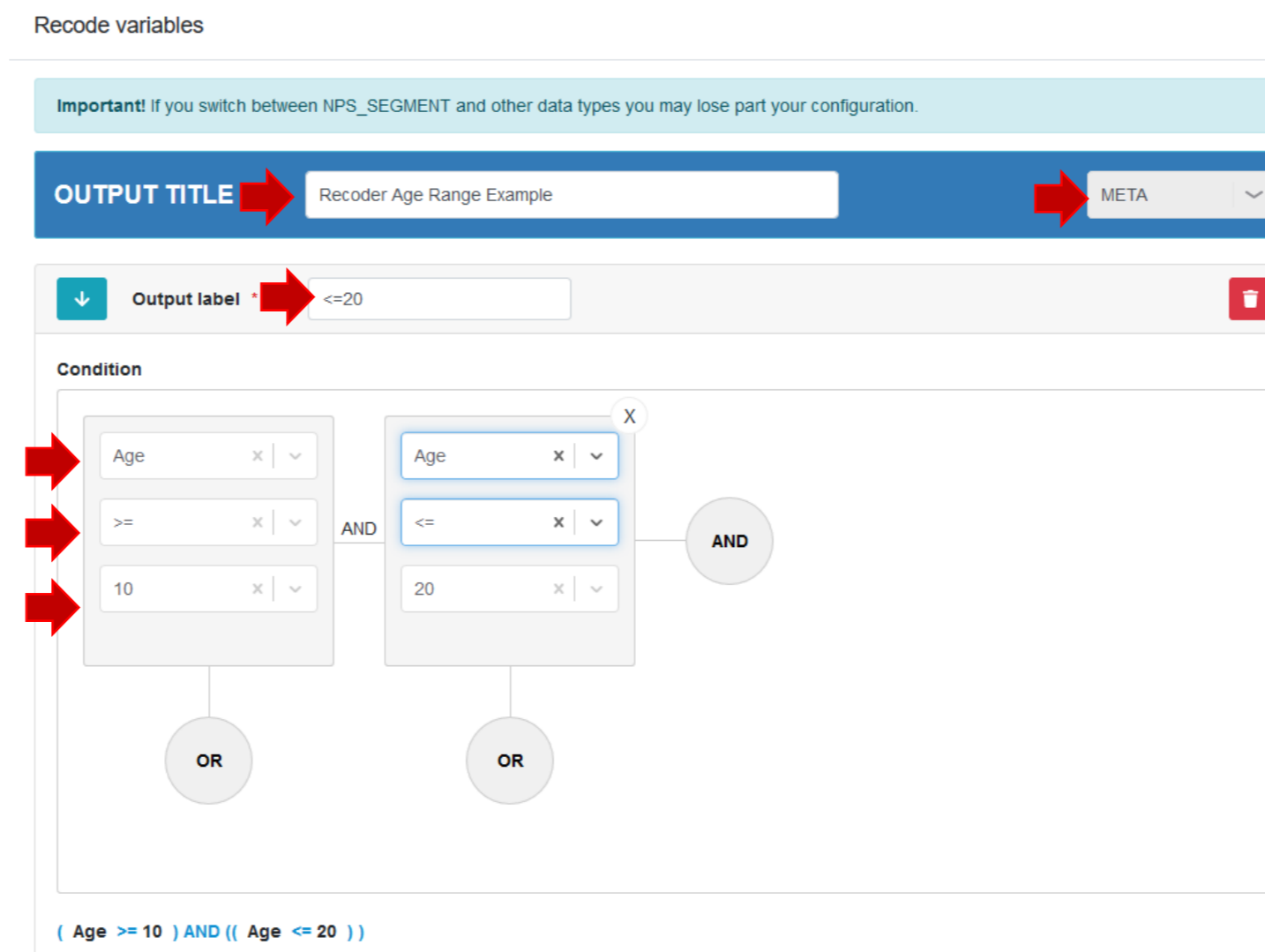
6. Select the **Input variable** (column name, i.e. **Age**) you want to recode
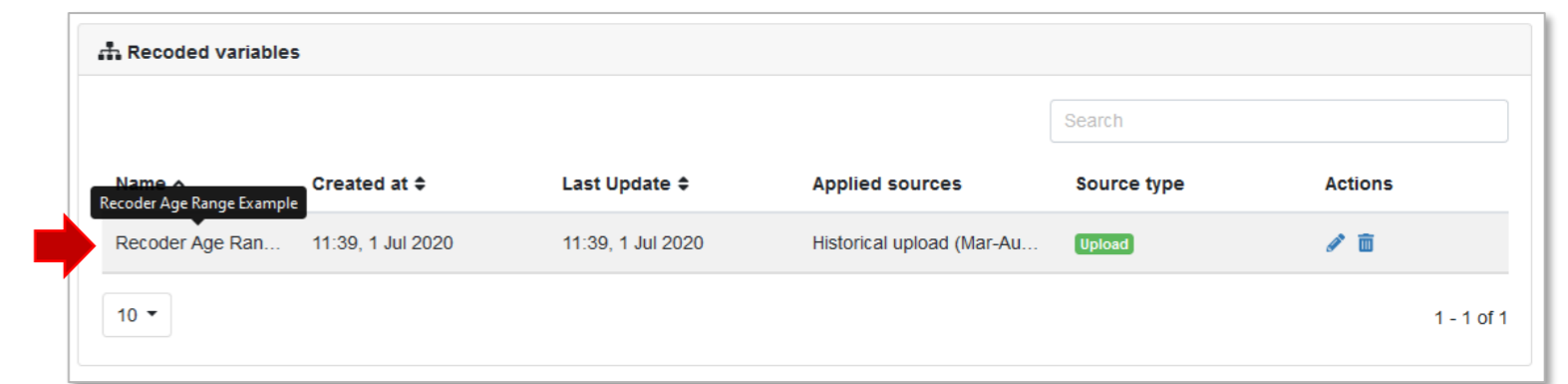**7.** Choose the **Operator** you need for the recoding (i.e. **<=**)
8. And the needed condition **Value** (i.e. **20**)

9. Select **+ Add output label** and **repeat the operation** for the other needed Age Ranges (21-30, 31-40, 41-50, etc.)

7. Push on "**Create**"

Recode variables

Important! If you switch between NPS_SEGMENT and other data types you may lose part your configuration.

OUTPUT TITLE   Recoder Age Range Example   META ⌄

Output label *   <=20

Condition

Age x ⌄   Age x ⌄
>=   x ⌄   AND   <=   x ⌄   AND
10   x ⌄   20   x ⌄

                  OR   OR

(Age >= 10) AND ((Age <= 20))

8. The newly created Recoder is now in your list

⚙ Recoded variables					Search	
Name ⌄ Recoder Age Range Example	Created at ⌄	Last Update ⌄	Applied sources	Source type		Actions
Recoder Age Ran...	11:39, 1 Jul 2020	11:39, 1 Jul 2020	Historical upload (Mar-Au...	Upload		✏ 🗑
10 ⌄						1 - 1 of 1

9. The newly **created column** is now in your **Source "download" file**

TEXT	NPS	NPS SEGMENT	NPS	Survey date	Touch Point	CES	Address	Age	Recoder Age Range Example
did you see my data bill? Insane!! I feel	1	Detractors		03.03.2018	Billing	3	411238815	21	21-30
its too expensive to phone mobiles	7	Passives		03.03.2018	Billing	4	411246783	34	31-40
greater clarity in the offers	7	Passives		04.03.2018	Billing	4	411246815	67	>=61
In the store they give me one answer,	0	Detractors		05.03.2018	Retail	3	411237567	54	51-60
I as an old client I pay twice as much as	0	Detractors		06.03.2018	General	4	411237599	32	31-40
The quality of the sound is so bad that I	2	Detractors		07.03.2018	General	5	411241695	47	41-50
The dialing is very hard because someti	1	Detractors		08.03.2018	Onboarding	4	411238847	82	>=61
I bought a new fix line two weeks ago a	1	Detractors		09.03.2018	General	2	411238879	26	21-30
I can't use this internet because i lose c	1	Detractors		10.03.2018	Onboarding	2	411238911	41	41-50
The overall service is quite bad	7	Passives		11.03.2018	General	5	411246847	27	21-30
My iphone won't charge itself. And this	2	Detractors		12.03.2018	General	4	411241727	18	<=20
When I use my iphone it becomes so ho	1	Detractors		13.03.2018	General	4	411238943	32	31-40
When i looked at my phone yesterday i	0	Detractors		14.03.2018	General	4	411237631	56	51-60
I bought a new Nokia three weeks ago a	1	Detractors		15.03.2018	General	2	411238975	71	>=61
Courtesy, friendliness, availability, com	9	Promoters		16.03.2018	Retail	1	411251551	21	21-30

STORE
Virtual Sources

(https://support.sandsiv.com/hc/en-us/articles/360001314509-Virtual-Sources)

Virtual Sources allow to ………………….. different data sources (VoC Feedback ………………… and …………………….) within a new consolidated one. Within a virtual source, you can easily form virtual columns from the columns of initial sources as well as manage their titles and types.

Virtual Sources are also extremely helpful when it comes to aggregating ……………………………. gathered from different ……………………………

Columns to aggregate
TEXT
NPS
Survey Date

Columns to aggregate
DIGI-Training-Open
DIGI-Training-NPS
Questionnaire create time

! NEW OUTPUT !

Historical file

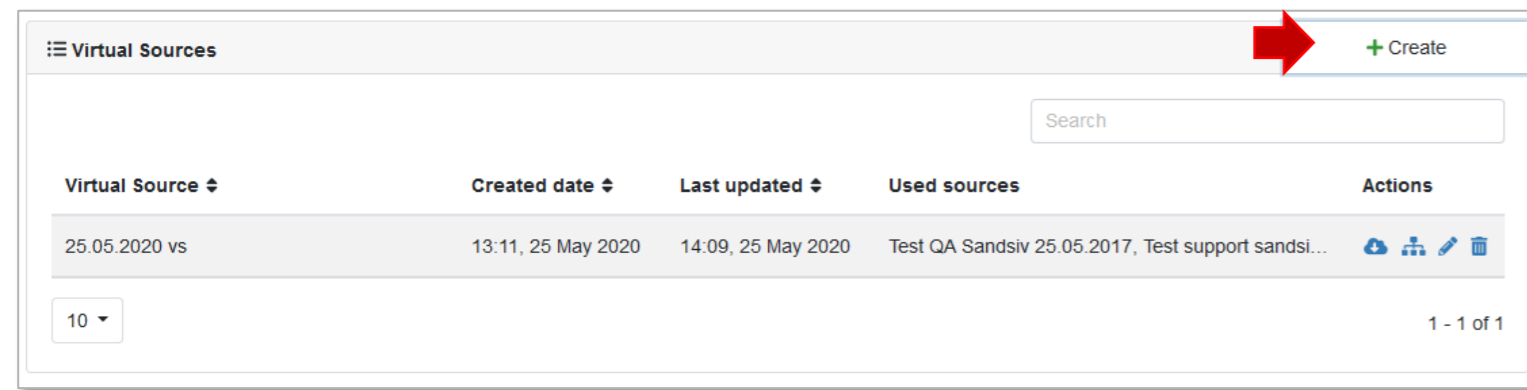| TEXT	NPS	Survey date	Touch Point	CES	Address
did you see my data bill? Insane!! I feel scammed.	1	03.03.2018	Billing	3	411238815
its too expensive to phone mobiles	7	03.03.2018	Billing	4	411246783
greater clarity in the offers	7	04.03.2018	Billing	4	411246815
In the store they give me one answer, over the phone another. What should I believe?	0	05.03.2018	Retail	3	411237567
I as an old client I pay twice as much as my friend who got a new client offer. Come on! You really want me the leave and go to another operator.	0	06.03.2018	General	4	411237599
The quality of the sound is so bad that I can't understand half of the words I hear.	2	07.03.2018	General	5	411241695
The dialing is very hard because sometimes the machine won't select the number i selected it's annoying.	1	08.03.2018	Onboarding	4	411238847
I bought a new fix line two weeks ago and it's already broken.	1	09.03.2018	General	2	411238879
I can't use this internet because i lose connection to it every twenty minutes.	1	10.03.2018	Onboarding	2	411238911
The overall service is quite bad	7	11.03.2018	General	5	411246847
My iphone won't charge itself. And this continues even after I bought a new charger.	2	12.03.2018	General	4	411241727
When I use my iphone it becomes so hot i must wait for thirty minutes for it cool down.	1	13.03.2018	General	4	411238943
When i looked at my phone yesterday it had wiped out all of its memory by itself.	0	14.03.2018	General	4	41123911
I bought a new Nokia three weeks ago and it's already not working.	1	15.03.2018	General	2	411238975

"Active survey" answers

record_id	DIGI-Training-CSAT	DIGI-Training-CES	DIGI-Training-NPS	DIGI-Training-Open	NPS SEGMENT DIGI-Training-CSAT	NPS SEGMENT DIGI-Training-NPS	Questionnaire create time	Questionnaire start time	Questionnaire end time
25157	3	3	2	Test on DIGI Channel at 16.52	Detractors	Detractors	13.02.2019	13.02.2019	13.02.2019
25158	2	3	8	Test on DIGI Channel at 17.00	Detractors	Passives	13.02.2019	13.02.2019	13.02.2019
25159	5	4	10	Test on DIGI at 17.12	Promoters	Promoters	13.02.2019	13.02.2019	13.02.2019
25169	3	3	2	Test on 9.54	Detractors	Detractors	14.02.2019	14.02.2019	14.02.2019
25242	3	5	2	Test at 12.15 from VOC HUB	Detractors	Detractors	15.02.2019	15.02.2019	15.02.2019
25246	3	5	2	Test from VOCHUB at 12.31	Detractors	Detractors	15.02.2019	15.02.2019	15.02.2019
25247	3	1	10	Test at 13.33 from VOCHUB	Detractors	Promoters	15.02.2019	15.02.2019	15.02.2019
25248	3	2	2	Test at 14.02	Detractors	Detractors	15.02.2019	15.02.2019	15.02.2019
25249							15.02.2019	15.02.2019	18.02.2019
25250							15.02.2019		
25251	3	5	10	Test on Friday 15 at 16.42	Detractors	Promoters	15.02.2019	15.02.2019	15.02.2019
25252	5	4	3	Test at 16.45	Promoters	Detractors	15.02.2019	15.02.2019	15.02.2019
25258	3	4	2	test at 9.10	Detractors	Detractors	19.02.2019	19.02.2019	19.02.2019
25259							19.02.2019	19.02.2019	19.02.2019
25302							25.02.2019	25.02.2019	28.02.2019
25303	3	3	5	Test at 14.38	Detractors	Detractors	25.02.2019	25.02.2019	25.02.2019

Date	NPS	Open question

STORE
Virtual Sources creation

(https://support.sandsiv.com/hc/en-us/articles/360001314509-Virtual-Sources)
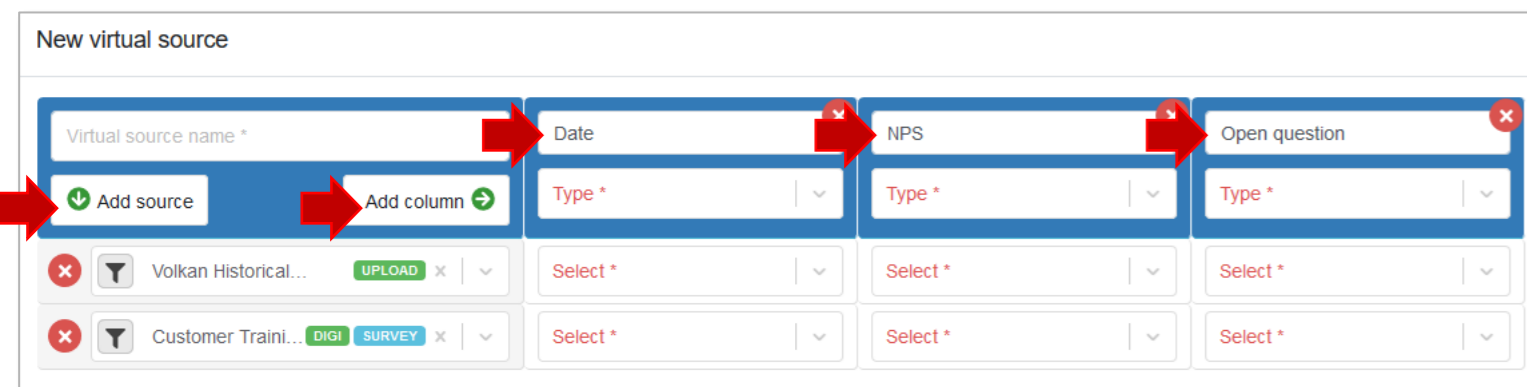
1. Go to "Virtual Sources" tab and select "✚ Create"

2. Utilise 2x "**Add source**" to add the two distinct sources (Historical upload & "active survey")
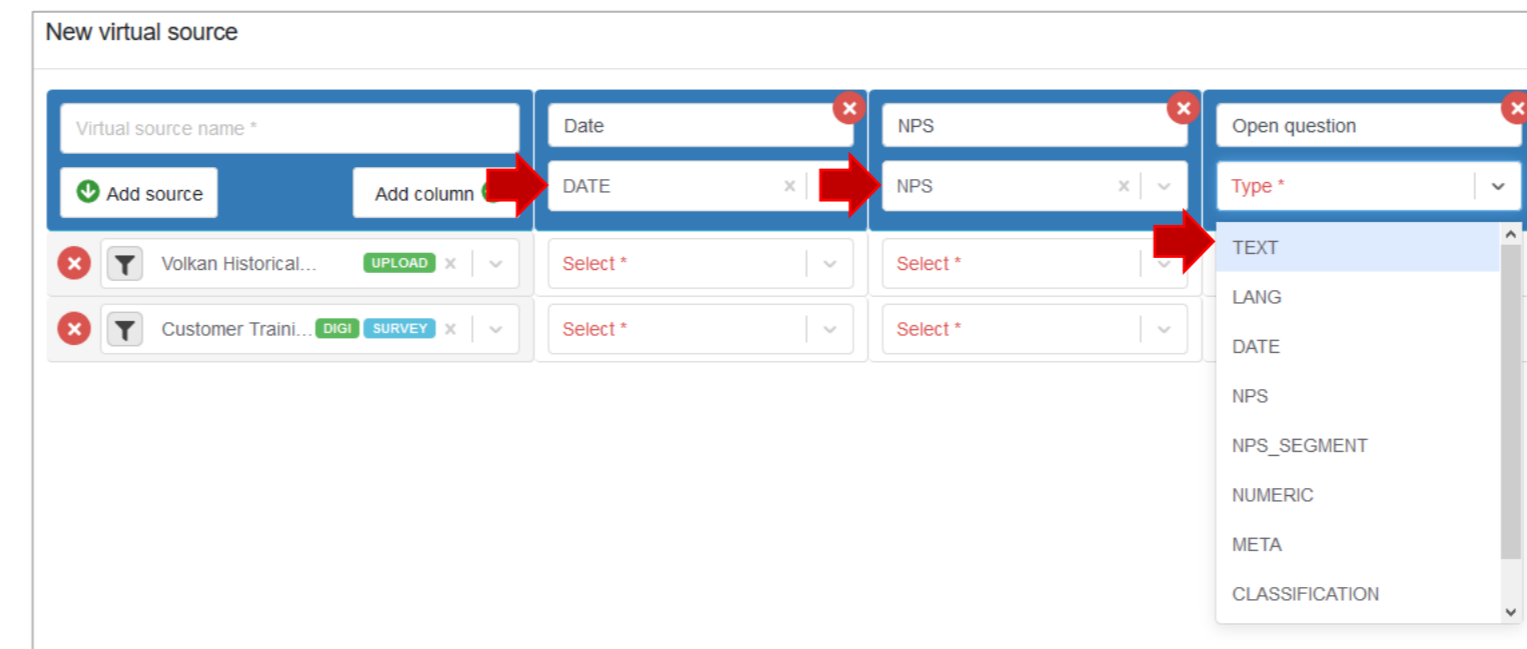**3.** Push now 3x "**Add column**" to create the structure of your new output
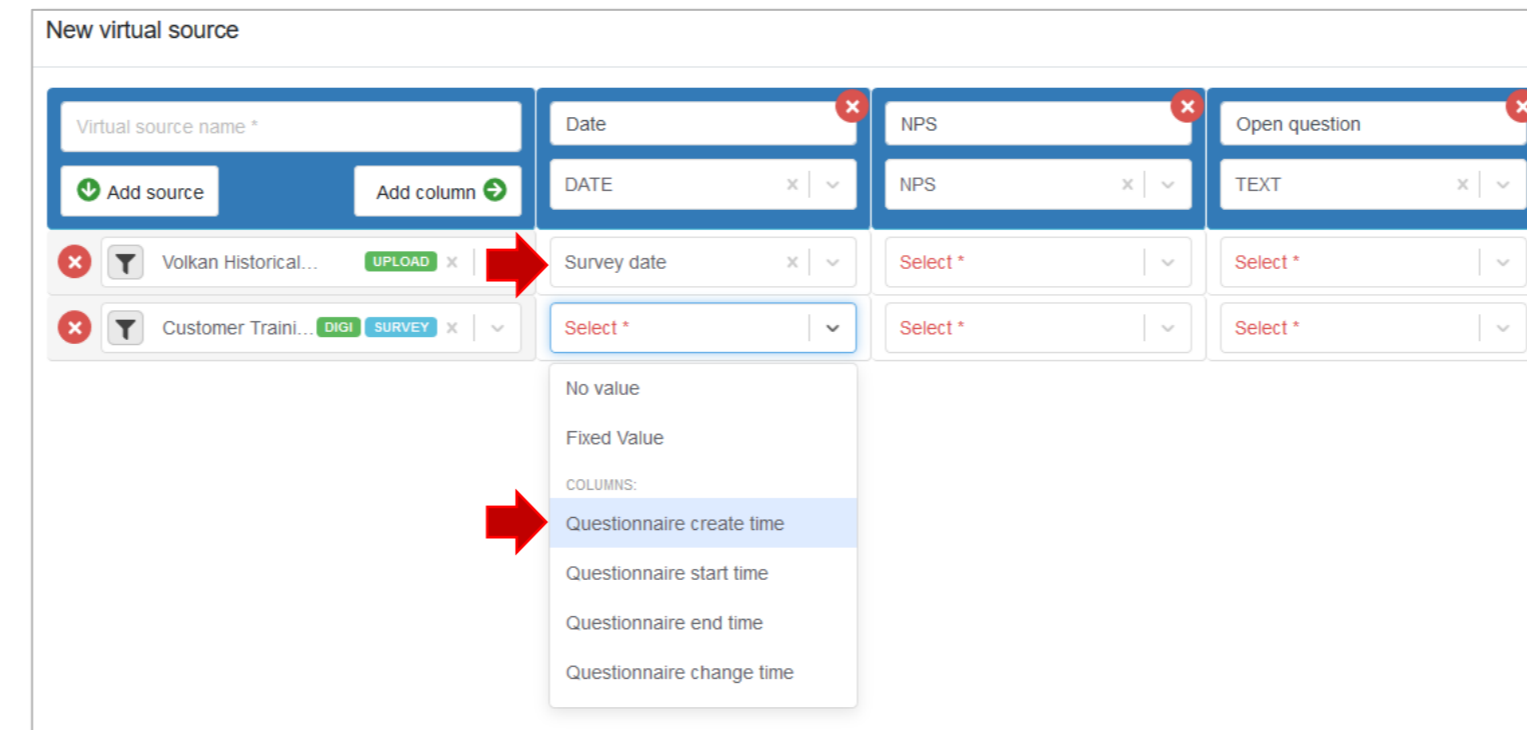**4.** Utilise the "**Column name**" box to define your new column name

5. Utilise the "**Type**" box to define the needed column format
6. In our specific case **DATE**, **NPS** and **TEXT** for the open questions answer
7. Now the table is **ready to populated with the imported columns**

8. By pushing on "**select**" only the set **format columns** present in the origin source appear in the drop down list

9. Once you populated the structure you can give an appropriate name and "save"
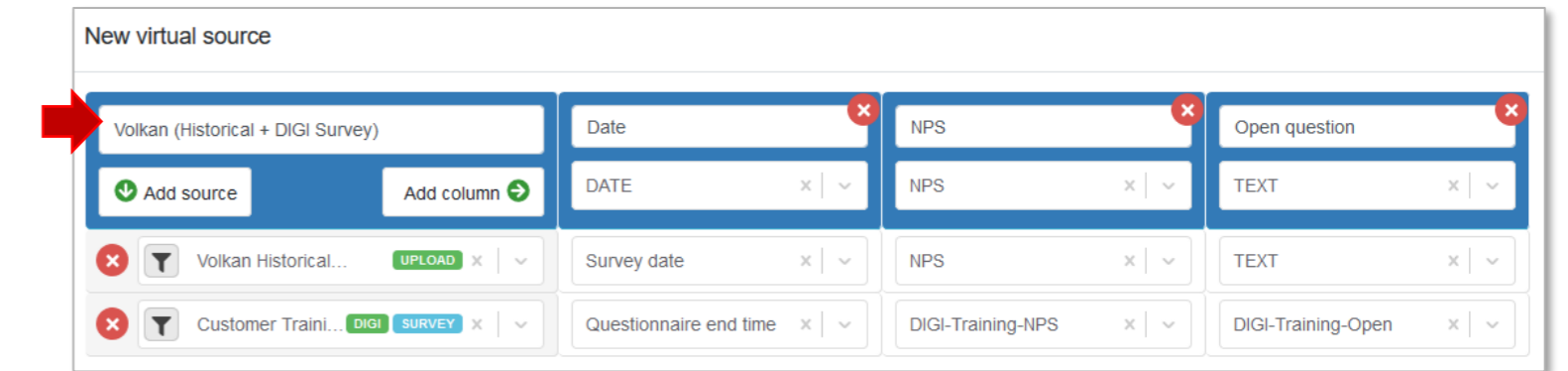
10. Once you populated the structure you can give an appropriate name and "save"
11. Download the new created Source by pushing on the Cloud symbol and check the result

12. The output is an aggregated table (source) with the selected columns

record_id	Date	NPS	Open question	Source Title
5ef9a5f223fb7_503	13.08.2018	2	Lack of customer focus in the store	Volkan Historical upload
5ef9a5f223fb7_504	14.08.2018	7	The TV works as it should work.	Volkan Historical upload
5ef9a5f223fb7_505	14.08.2018	8	The internet connection is great even if my whole family uses it at the same	Volkan Historical upload
5ef9a5f223fb7_506	15.08.2018	10	My Samsung works perfectly	Volkan Historical upload
5ef9a5f223fb7_507	15.08.2018	5	The iphone works ok but the On/Off button doesn't	Volkan Historical upload
5ef9a5f223fb7_508	15.08.2018	9	The internet connection is very good.	Volkan Historical upload

STORE
Download source (Store) Vs Exporter (Feedback)

Within the module **STORE**, and the tab **UPLOADS** we have the possibility to download the **Raw Data** of that specific **Uploads**.

File specifications

File format: CSV; Delimiter: comma (,); Text delimiter: quotes ("")

If you let run a model (sentiment, topics, churn, etc.), **Recoder or Virtual Sources** the output result of that specific model is present in that file.

Within the module **FEEDBACK**, and the tab **EXPORT** we have the possibility to download selected **Survey results** within the given date range.

The exporter function allows **Customized** result export depending form the <u>use & system target</u> (CRM, DWH, BI tools, etc.) AND an **Automatic scheduling** of it.

https://support.sandsiv.com/hc/en-us/articles/201322301-Export-Exporters-list

BECAUSE BEING HUMAN IS A GOOD BUSINESS

sandsiv+
customer intelligence made in switzerland