mashroom5

# ntroduction Sandsiv Framework & Mod

Sandsiv, October 2020



# Customer Experience Management (CXM) A sustainable framework



CAPTURE Surveys, Touchpoints,

Inferred, Feedback, Social, Historical data

### ANALYZE

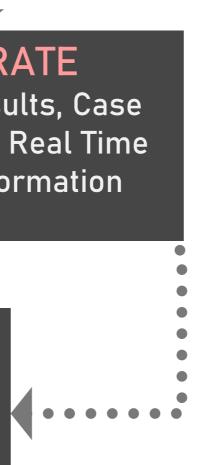
Labelling, Cataloguing, Grouping, Sorting, Sentiment-Topic Drivers, Insights

INTEGRATE Interpret Results, Case management, Real Time Alerts & Information

### VISUALIZE

Organizational KPIs, Customer KPIs, Financial KPIs, Review/Correct CXM IMPROVE

Close the Loop, Increase Value for Customers, Improve Operation, Financial Benefits The CX framework that must be in place to successfully deliver **added customer value** includes:



- Capture the voice of the customer
- Analyze data to find meaning and useful information
- Integrate information; communicate to the right person at the right time
- Improve the organization by intelligently applying what is learned
- Visualize the effectiveness of CX; make adjustments/improvements visually

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# VOC HUB Module(s) **Define** in which **touchpoints** you want survey the interaction

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual

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e	In store experience (POS)		• • •	
	▶ Activation		• • •	
	▶ Billing			
	▶ Call-Center			

### Utilise VOC Feedback and "add touchpoint"

function to design the customer journey with your brand.

Take advantages of the journey overview to manage all your customer interaction points at a glance.

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# VOC HUB Module(s) Create and assign a survey to a touchpoint

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual

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### Utilise VOC Feedback to

create the survey by defining the more appropriate **channel** (WEB, SMS, IVR, DIGI), questions **type** (scalable, open, etc.), **quarantine rules** and desired **flow conditions**.

# Assign the created surveys to the opportune touchpoint you want measure with it.

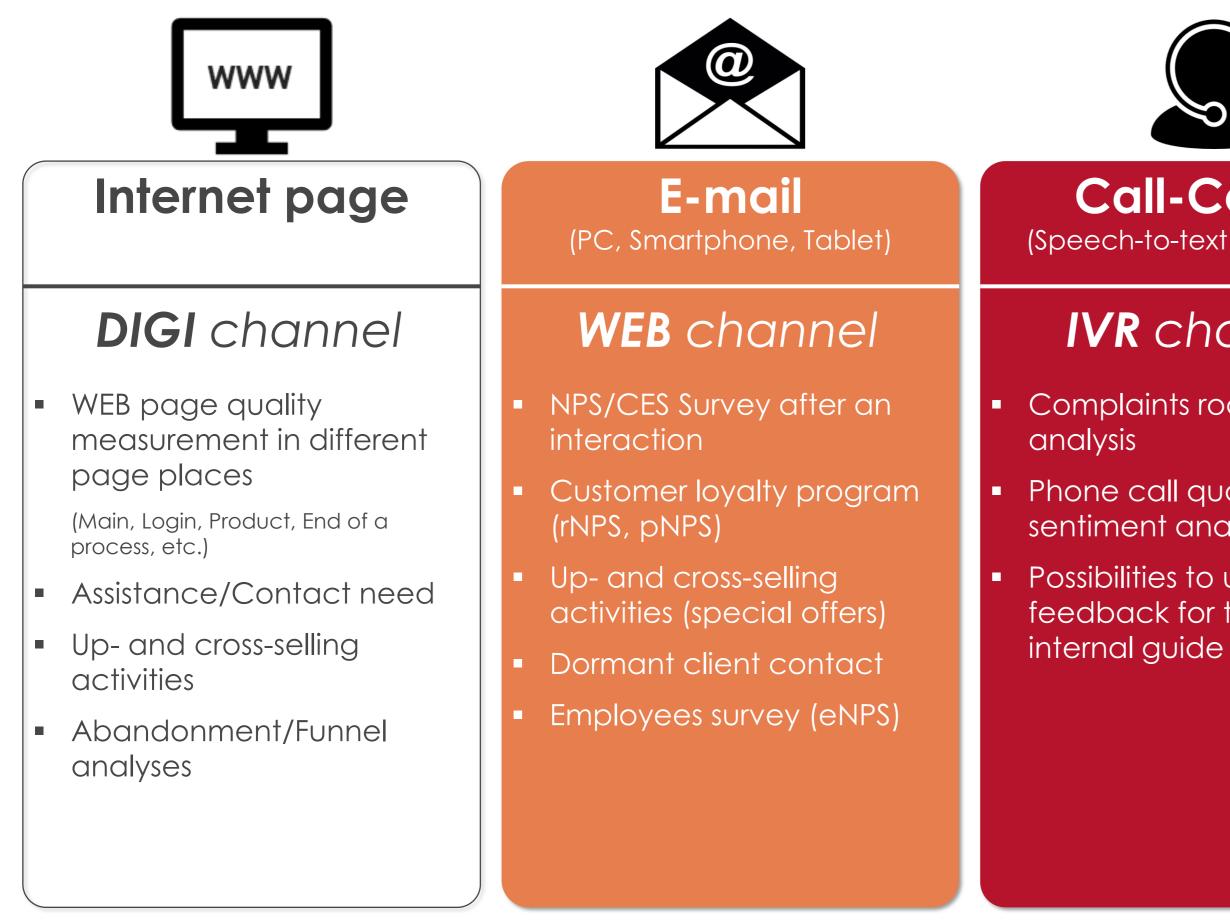
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Define your case alert condition based on answer rating, sentiment and/or topic analysis.



# VOC HUB Module(s) The right channel for the right touchpoint

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual





### **Call-Center** (Speech-to-text Google API)

# **IVR** channel

- Complaints root cause
- Phone call quality and sentiment analysis
- Possibilities to use real voice feedback for training and



## Point of Sales

## **DIGI** channel

- In-store experience (Kiosk) surveys)
- Push information or survey during Wi-Fi login



### Mobile (Ping-Pong methodology)

## SMS channel

- NPS/CES Survey after an interaction (store, callcenter, complaint, etc.)
- SMS to WEB or DIGI possibility
- WhatsApp gateway connection possible

<u>Remark: by mobile survey the SMS</u> gateway costs and the integration phone eco-system has to be considered!



# VOC HUB Module(s) Test and check the created survey

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual

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SURVEY INVITATION TD/T	: Training Surve
You are receiving this survey invitation because you recently get in touch with our company.	NET PROMOTER SCORE On a scale of 0-10 how likely would it be for you to recommend SandSIV to a friend or colleague? (0: very unlikely - 10: very likely)
	0
	• 1
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	3
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	5
	6

Utilise **VOC** Feedback "send invitation" function to test the created WEB or SMS survey for layout and content correctness.

Allow Mobile template if requested.

#### Your Feedback

NET PROMOTER SCORE On a scale of 0-10 how likely would it be for you to recommend SandSiv to a friend or colleague? (0=NOT at all / 6=Maybe / 10=Very likely) \*



OPEN QUESTION Can you please describe your score with your own words \*

#### Powered by sandsiv+

Static D	igi Link
	Get static link
Popup t	itle
	Your Feedback
Text for	Survey activate button
	You want give a feedback?
Text for	form submit button
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Thank y	vou message
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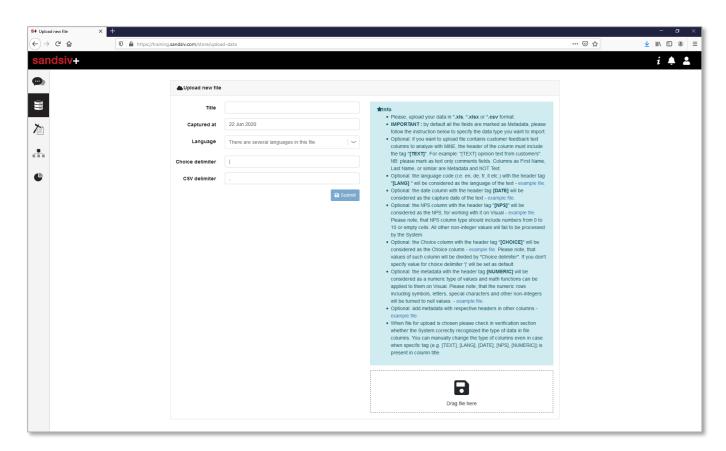
Check the result your newly created **DIGI** Channel survey by going on **"Language** Settings" and pushing on **Demo** 





# VOC HUB Module(s) Import data to VOC Store

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual



Utilise VOC Store "external data" or "survey" upload function to make data available for text mining.

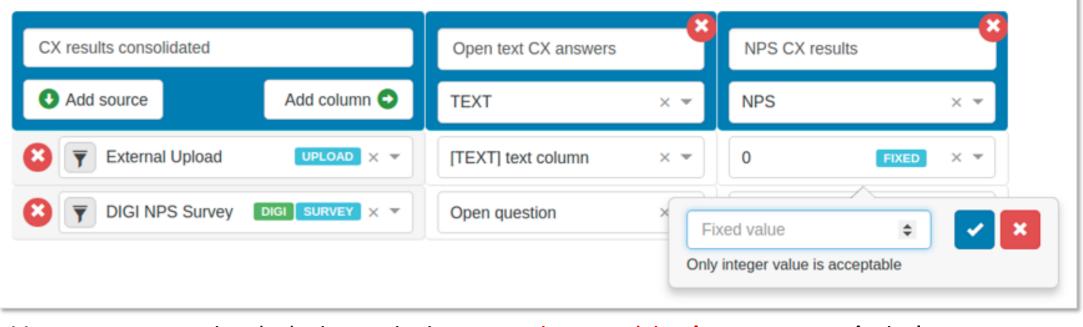
### VOC Store manages all your external uploads at a

glance.

(i.e. Historical-, Customer-, CRM-,Call-Center-, Web analytics-, Operational-, Socials-, Financial data, etc.

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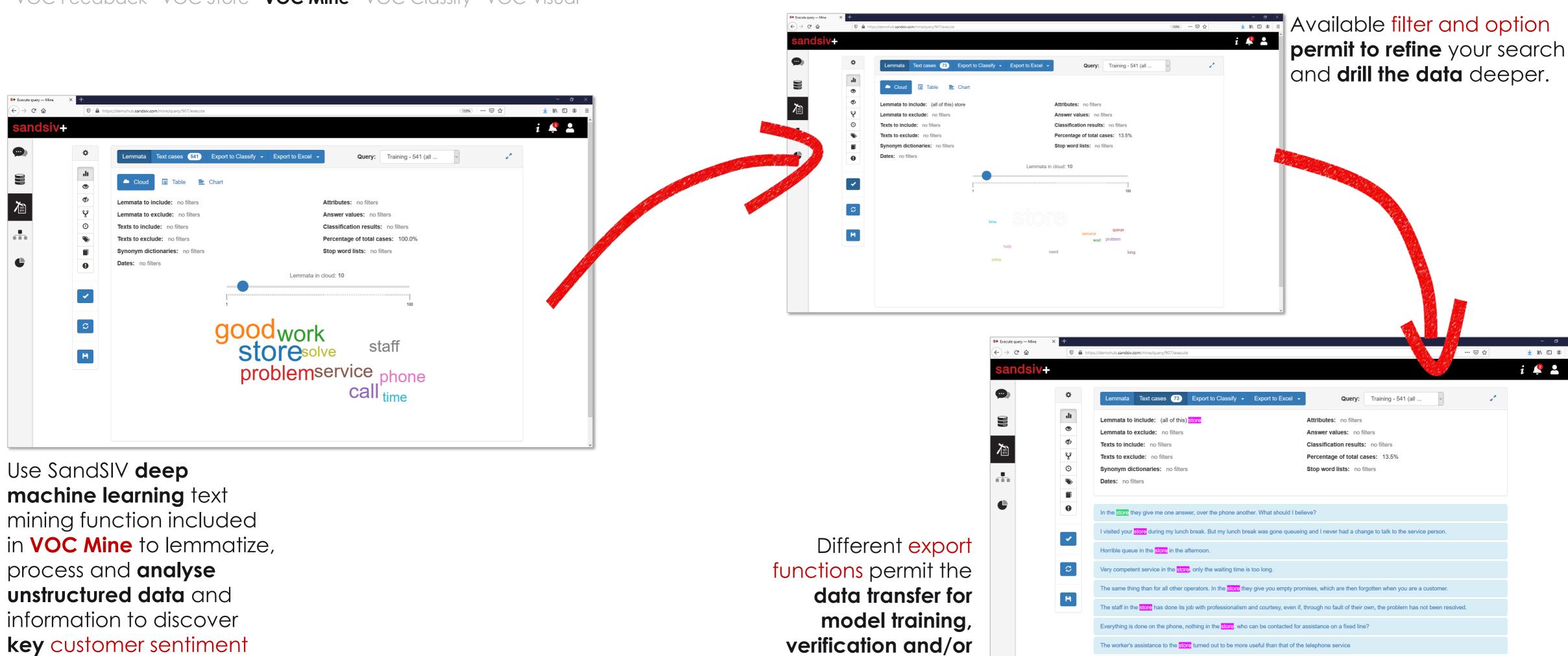
### Use Virtual Sources to aggregate different external data sources (i.e. historical-, operational data) within a new consolidated data set (i.e. survey)



Use aggregated data sets to create and train appropriately your **predictive model algorithm**.

# VOC HUB Module(s) Data mining over an easy-to-use interface

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual



key customer sentiment drivers.

into Excel format.

there was a lack of informations in the store!



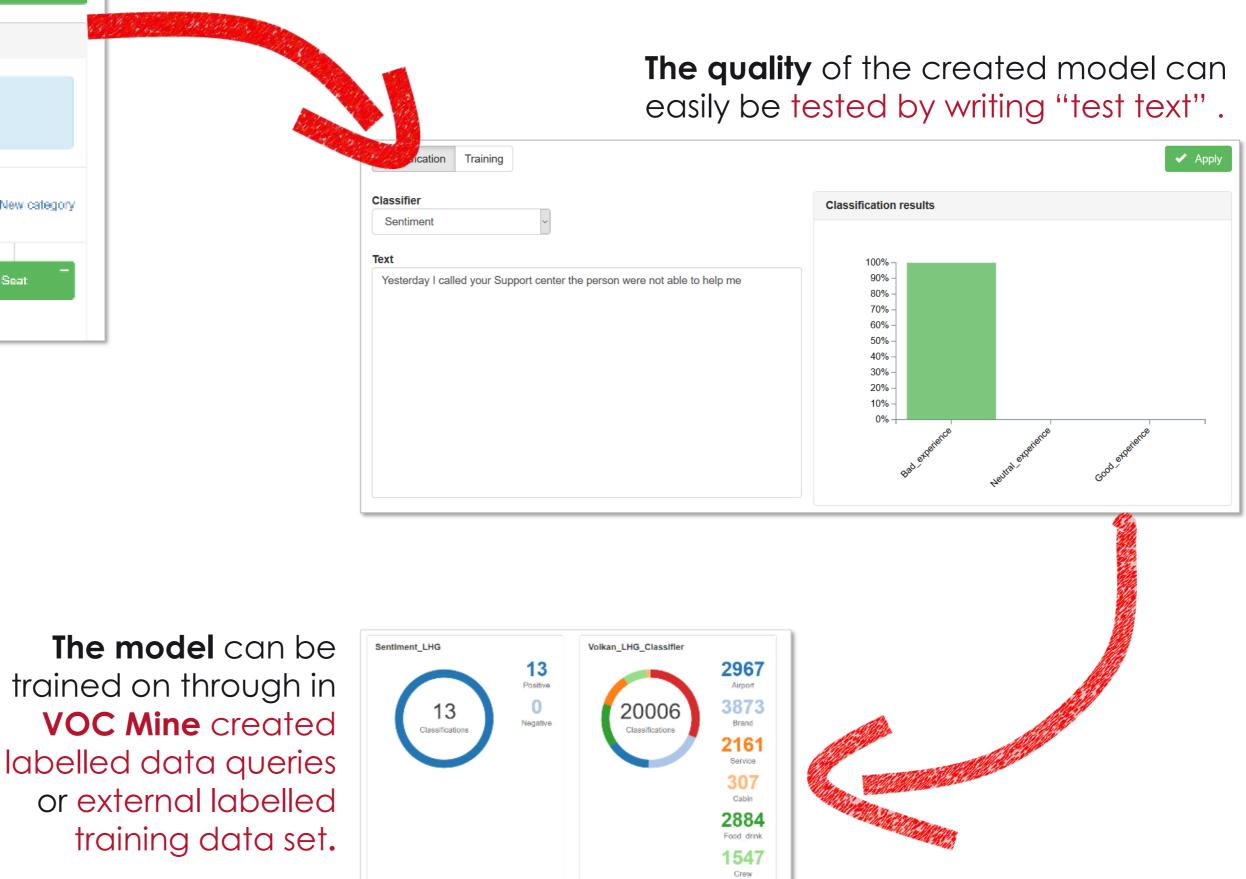


# VOC HUB Module(s) Create your deep machine predictive model

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual

Edit classifier name  Classifier name Classifier name Category name  Volkan_L  Volkan_L			Reck to list
Category name     To edit click on the box	Edit classifier		
Volkan_L   Volkan_L			
		Volkan_L	+ New category
Airport Brand Service Cabin Food_Drink Crew Seat	Airport Brand Service	Cabin - Food_Drink - C	Crew – Seat –

In VOC Classify you create and train your predictive model in a very simple way by defining categories discovered in a first level analysis through the data mining.



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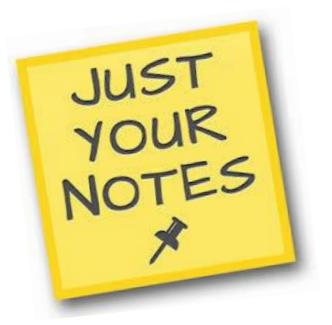
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Edit gadget	×	Dashboard security	Close Submit Schedule who and when
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Use SandSIV VOC Vi gadget to create yo customizable dashb	our <b>self-service</b>		



×

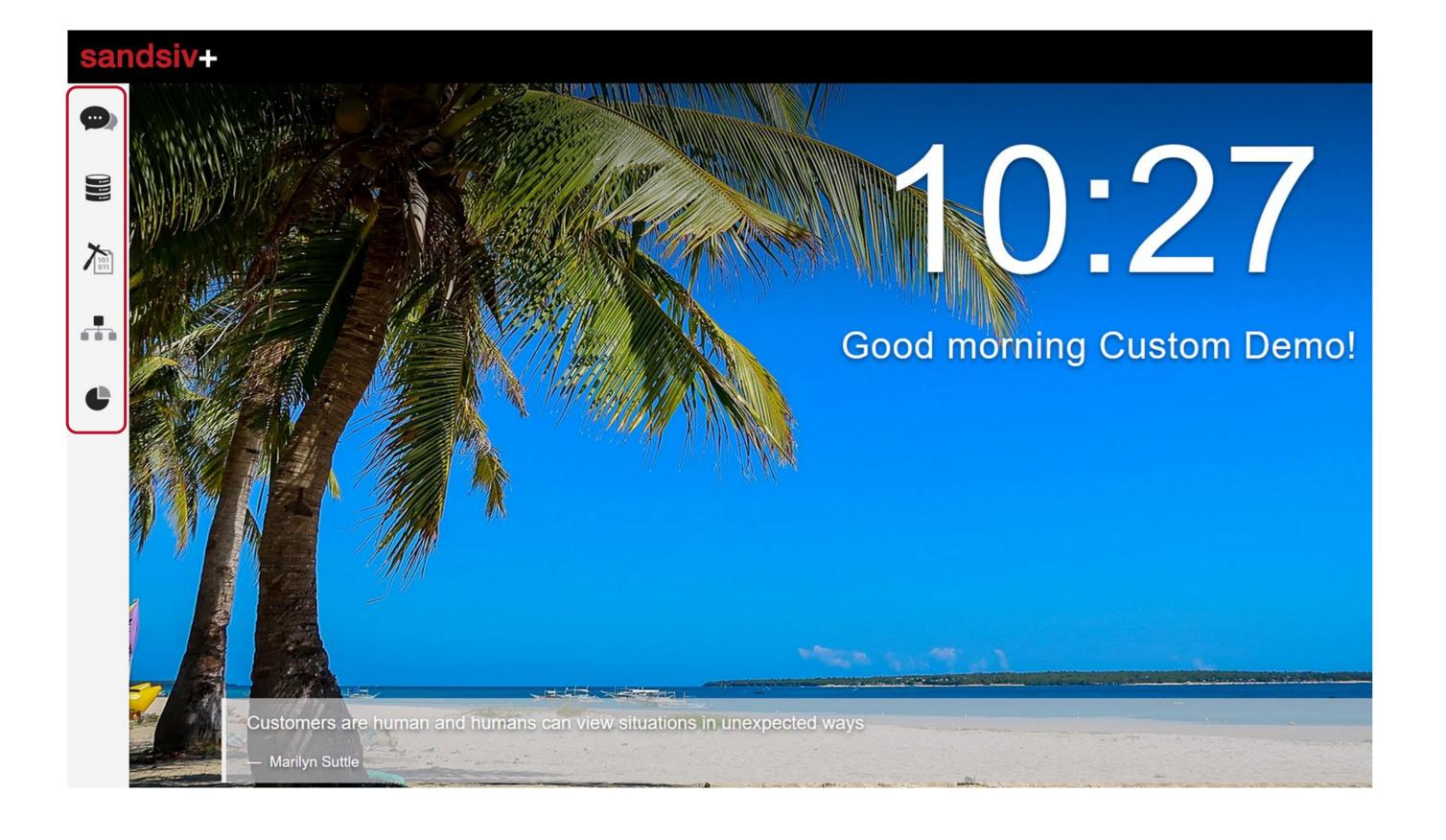
Send dashboard to email schedule

# VOC HUB Demo Your notes



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# VOC HUB Module(s) VOC HUB Modules functions summary





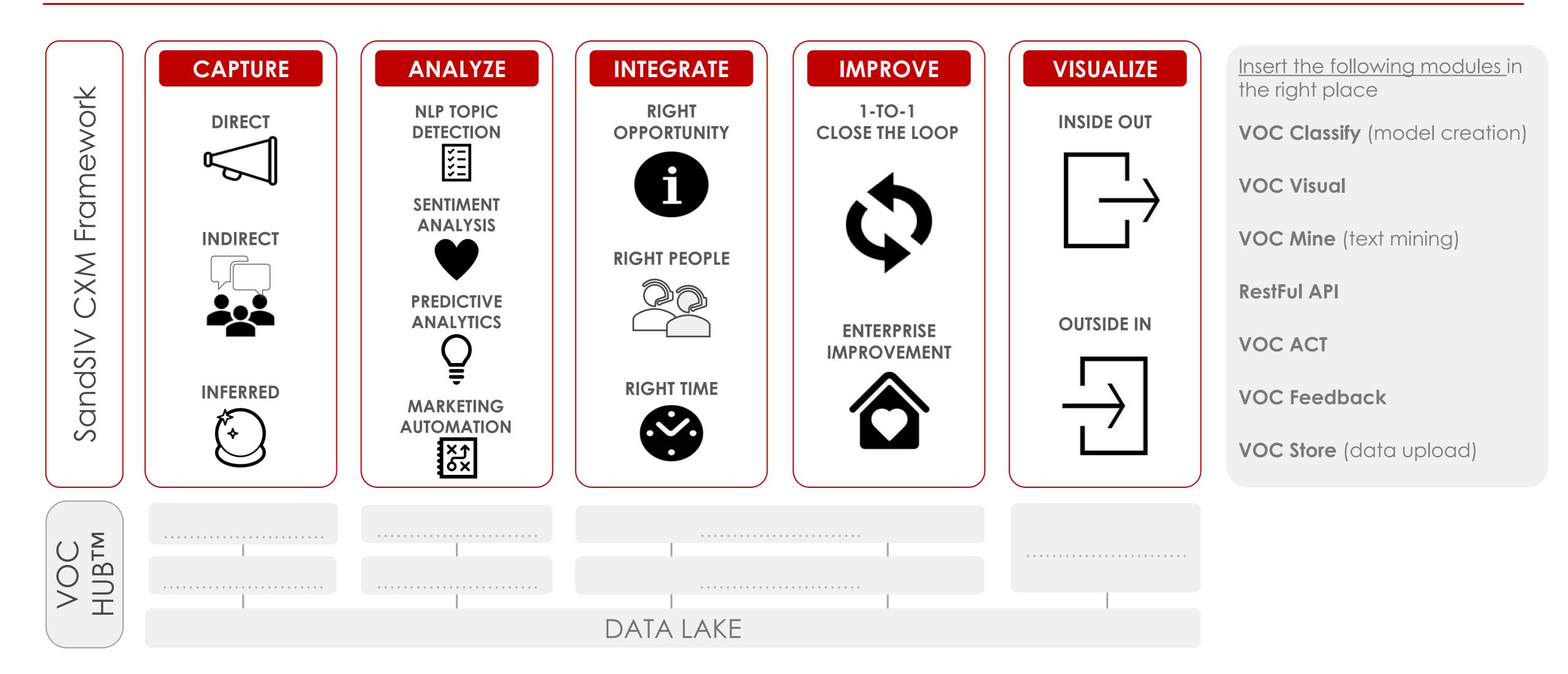
### **VOC Store**

### **VOC Mine**

## **VOC Classify**

### **VOC Visual**

# Customer Experience Management (CXM) The Sandsiv framework



# BECAUSE BEING HUMAN IS A GOOD BUSINESS

X:



customer intelligence made in switzerland

