Introduction
Sandsiv Framework & Modules

Sandsiv, October 2020

sandsiv+
customer intelligence made in switzerland

Customer Experience Management (CXM)
A sustainable framework

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

CAPTURE
Surveys, Touchpoints, Inferred, Feedback, Social, Historical data

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

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

IMPROVE
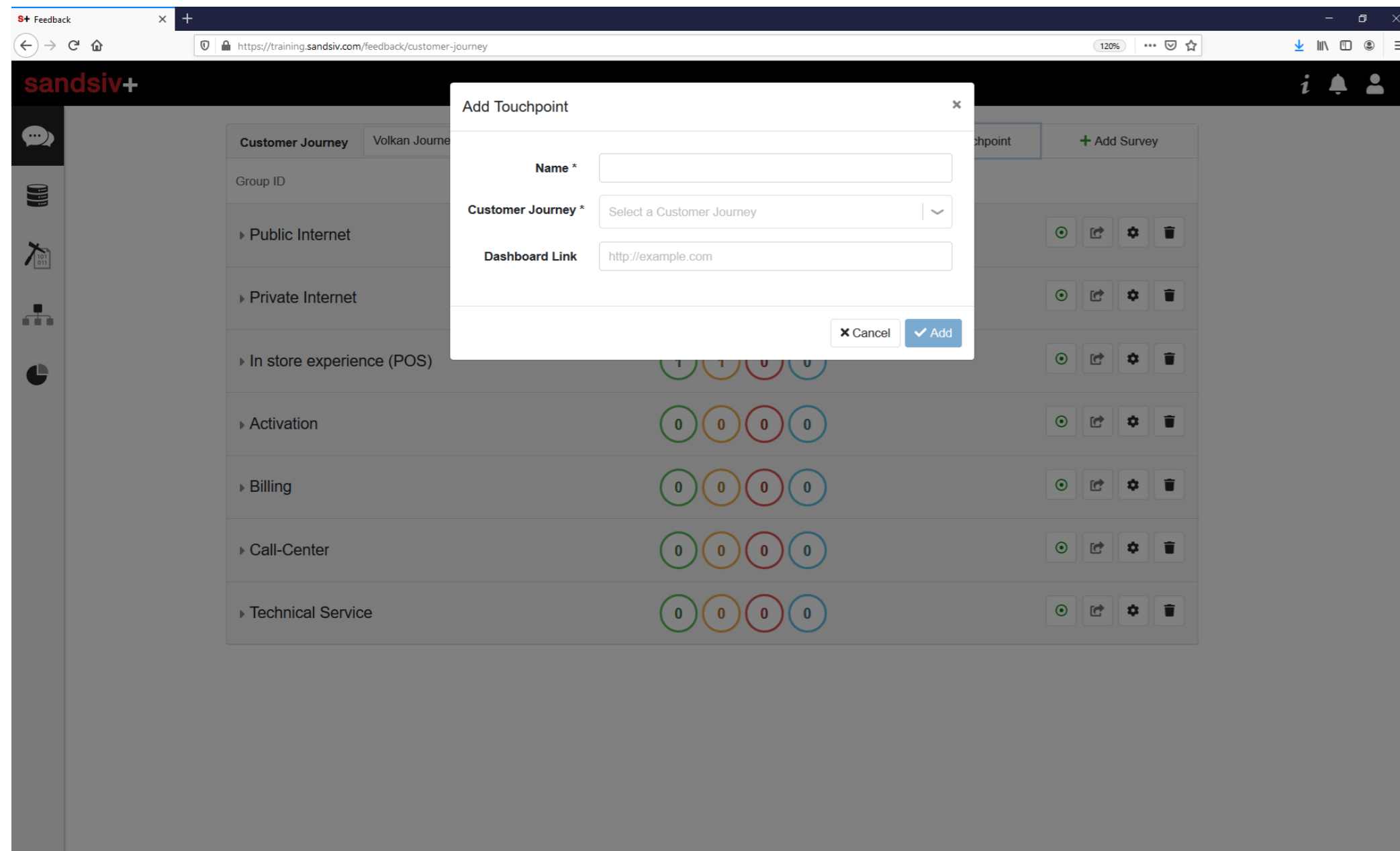Close the Loop, Increase Value for Customers, Improve Operation, Financial Benefits

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
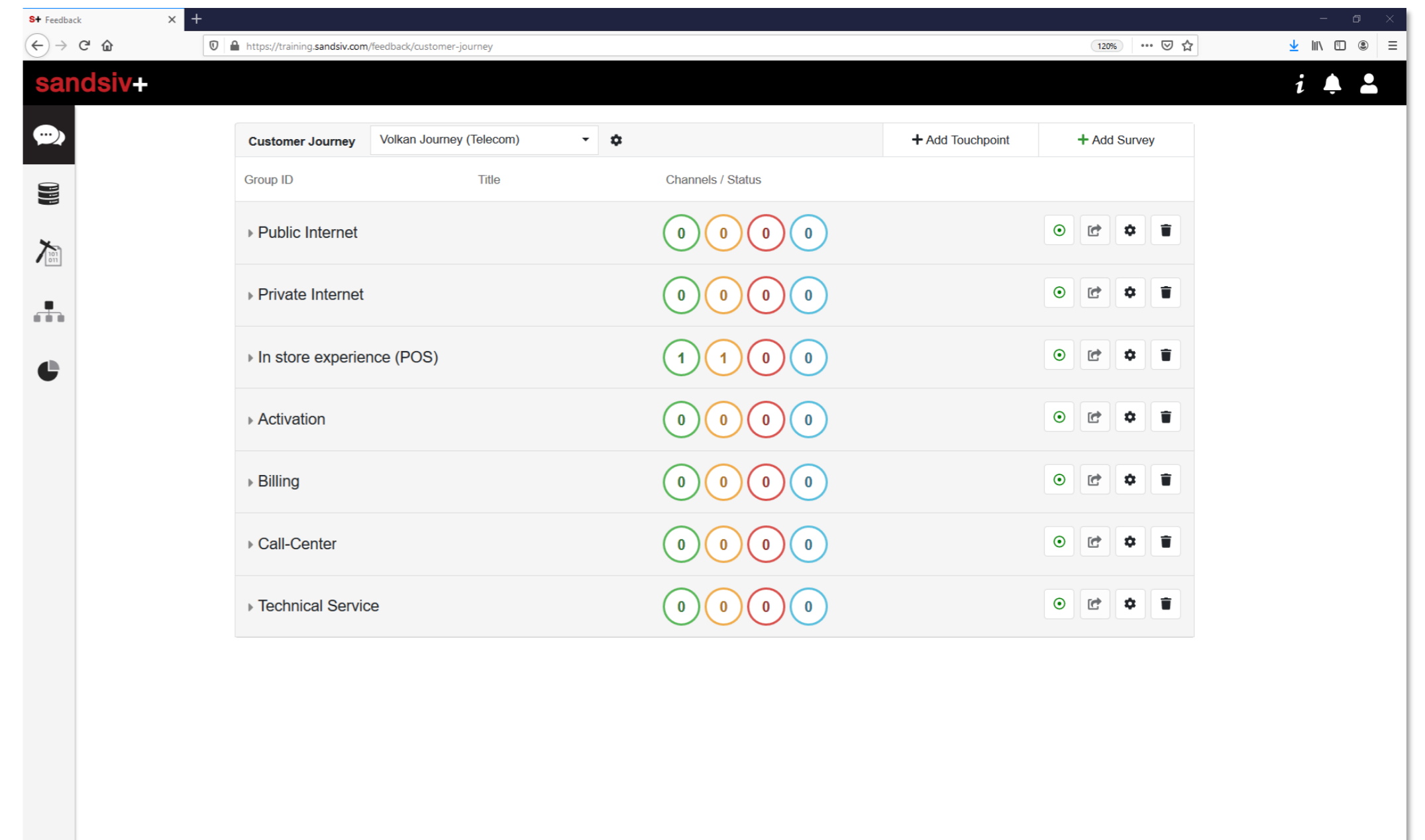
VOC HUB Module(s)

Define in which **touchpoints** you want survey the interaction

VOC Feedback   VOC Store   VOC Mine   VOC Classify   VOC Visual

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

Utilise **VOC Feedback** and **"add touchpoint" function** to design the customer journey with your brand.
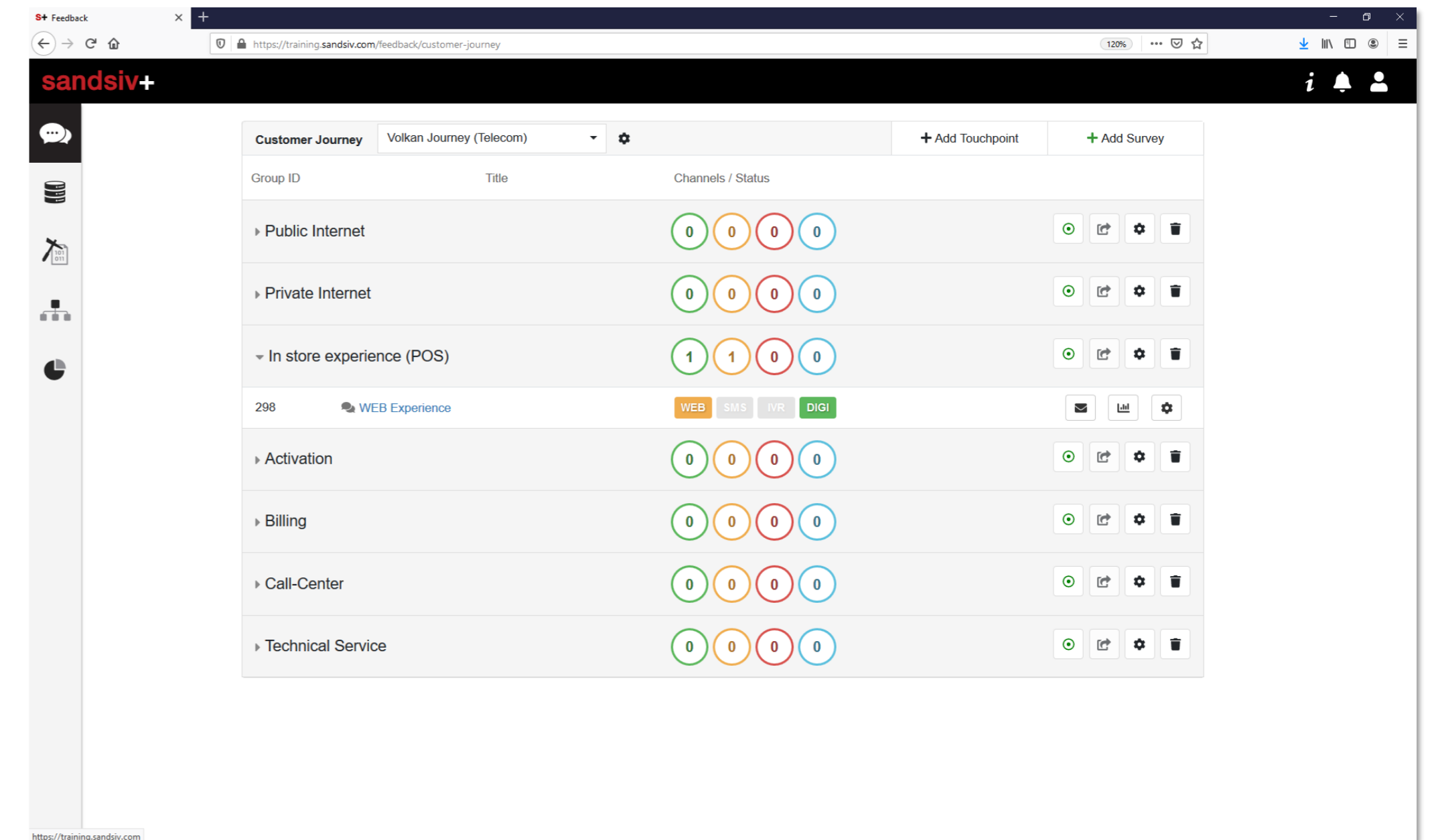
VOC HUB Module(s)

Create and **assign a survey** to a touchpoint

VOC Feedback VOC Store VOC Mine VOC Classify VOC Visual
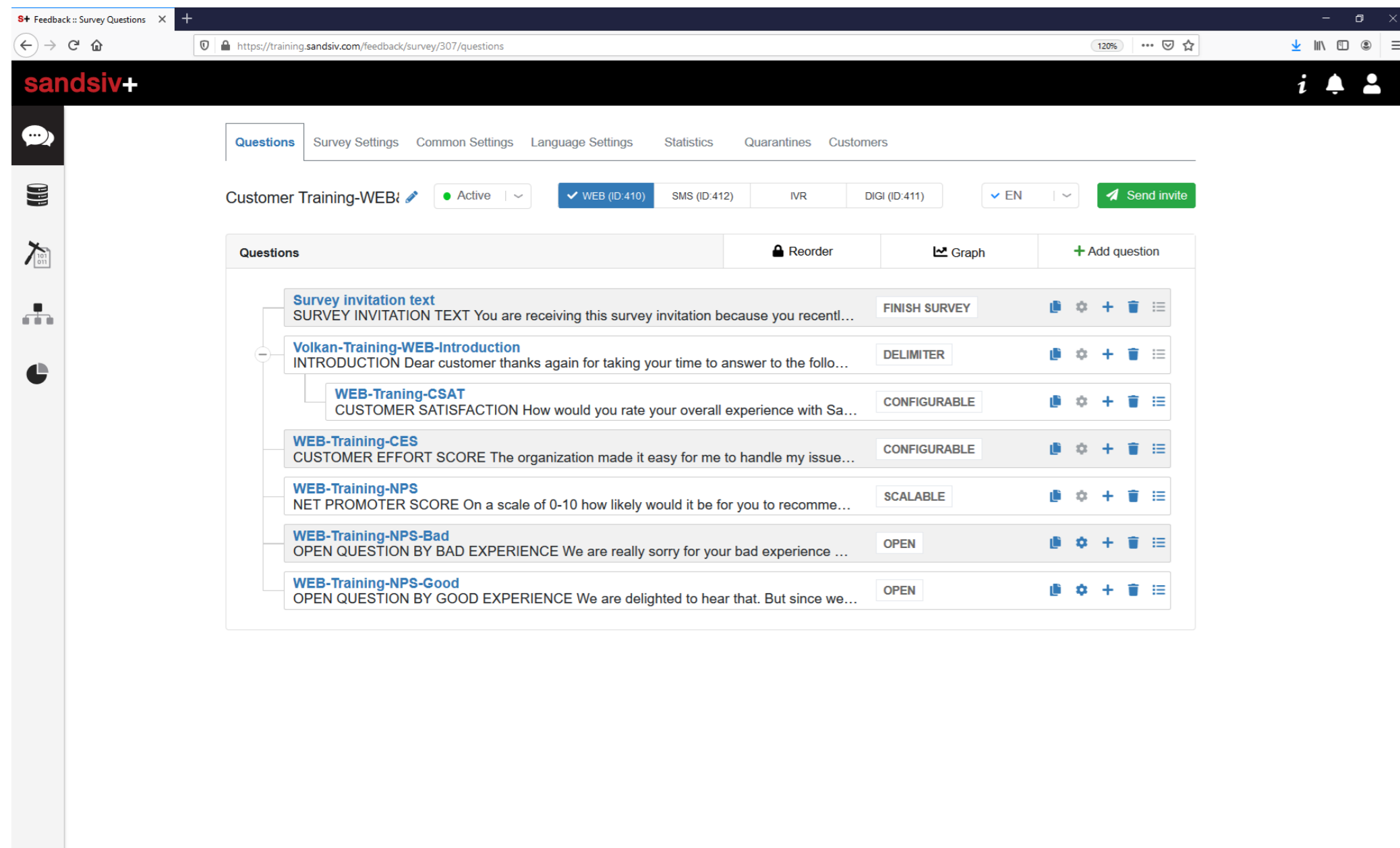
Utilise **VOC Feedback** to create the survey by defining the more appropriate **channel** (WEB, SMS, IVR, DIGI), questions **type** (scalable, open, etc.), **quarantine rules** and desired **flow conditions**.

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

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

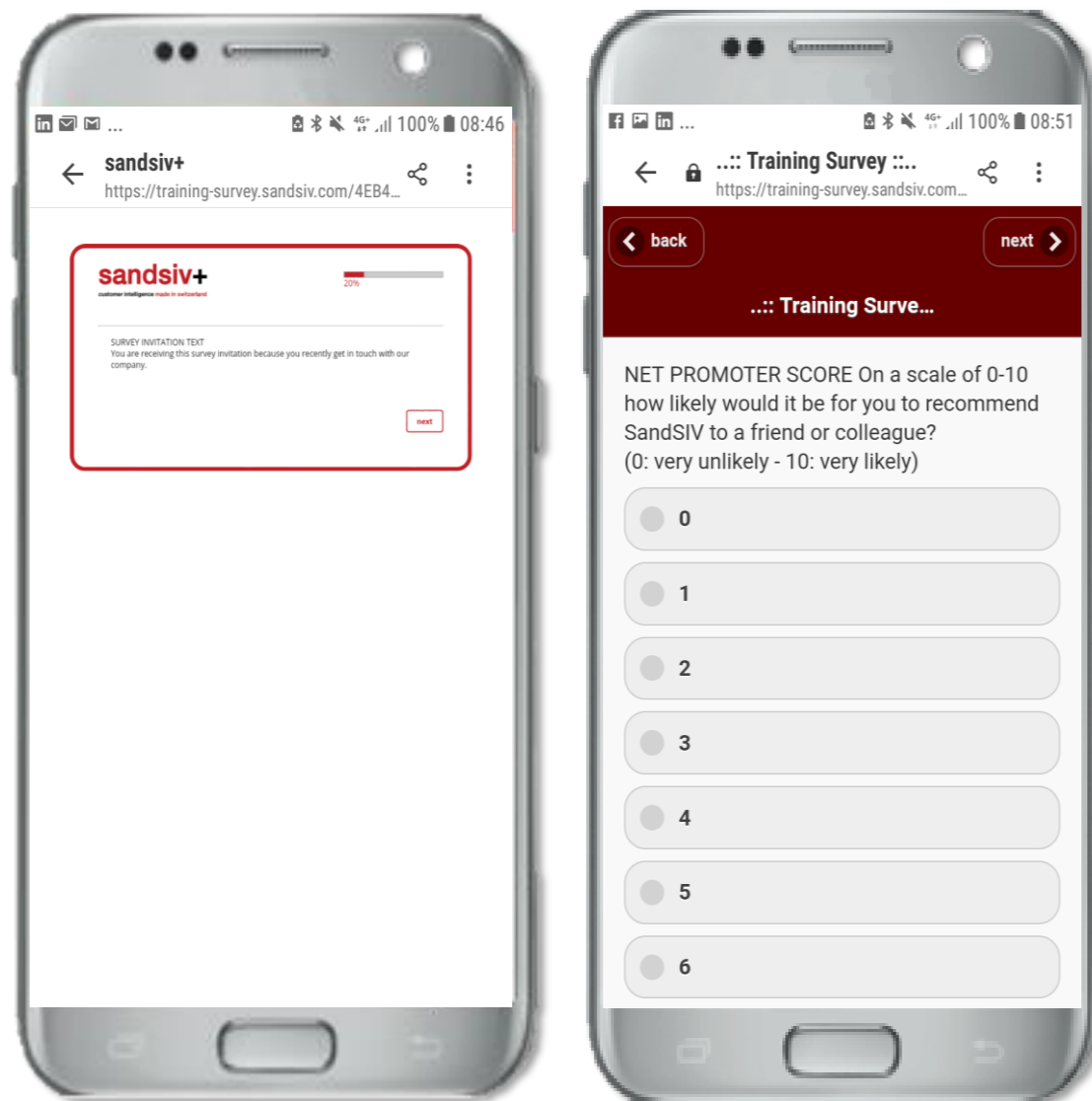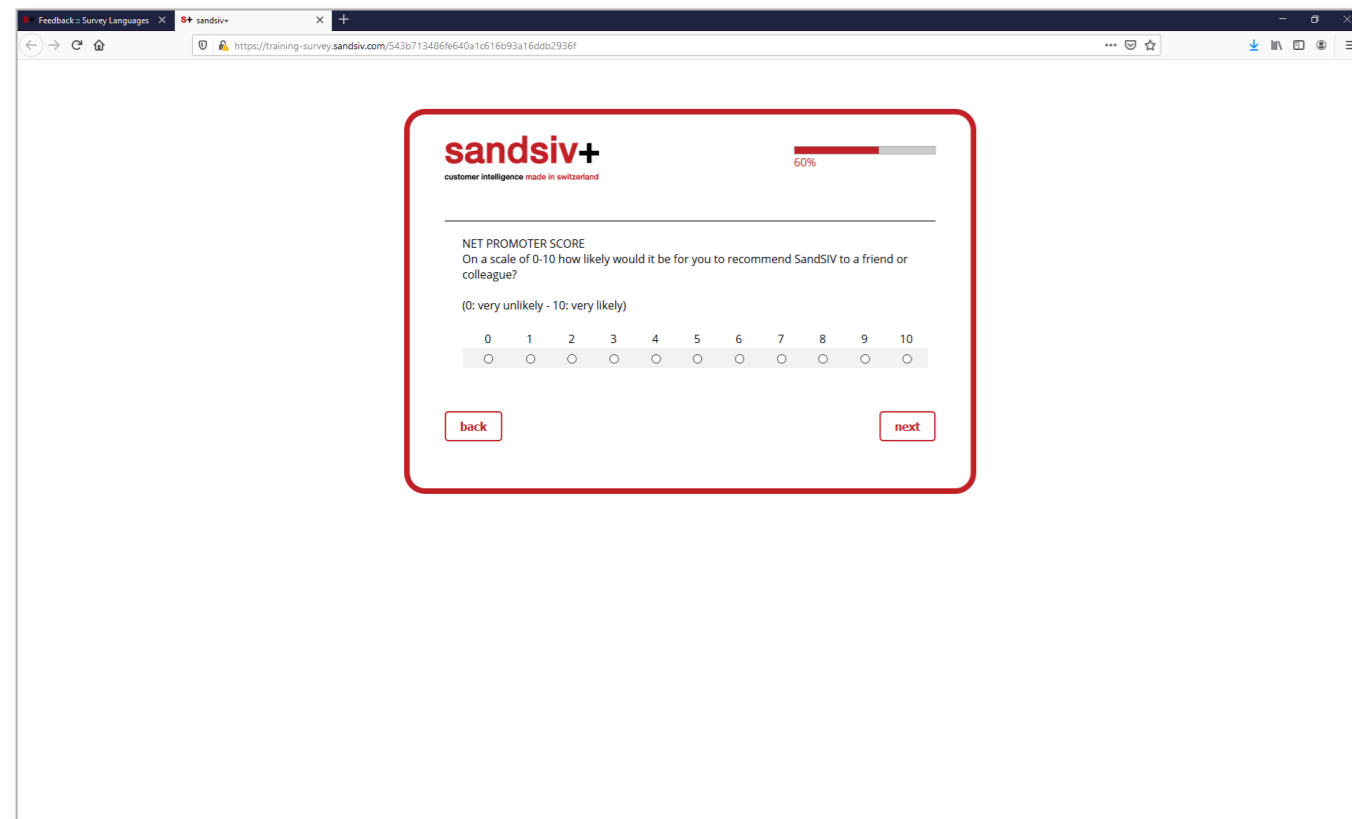| Internet page	E-mail (PC, Smartphone, Tablet)	Call-Center (Speech-to-text Google API)	Point of Sales	Mobile (Ping-Pong methodology)
DIGI channel	*WEB channel*	*IVR channel*	*DIGI channel*	*SMS channel*
▪ WEB page quality measurement in different page places (Main, Login, Product, End of a process, etc.) ▪ Assistance/Contact need ▪ Up- and cross-selling activities ▪ Abandonment/Funnel analyses	▪ NPS/CES Survey after an interaction ▪ Customer loyalty program (rNPS, pNPS) ▪ Up- and cross-selling activities (special offers) ▪ Dormant client contact ▪ Employees survey (eNPS)	▪ Complaints root cause analysis ▪ Phone call quality and sentiment analysis ▪ Possibilities to use real voice feedback for training and internal guide	▪ In-store experience (Kiosk surveys) ▪ Push information or survey during Wi-Fi login	▪ NPS/CES Survey after an interaction (store, call-center, complaint, etc.) ▪ SMS to WEB or DIGI possibility ▪ WhatsApp gateway connection possible Remark: by mobile survey the SMS gateway costs and the integration phone eco-system has to be considered!

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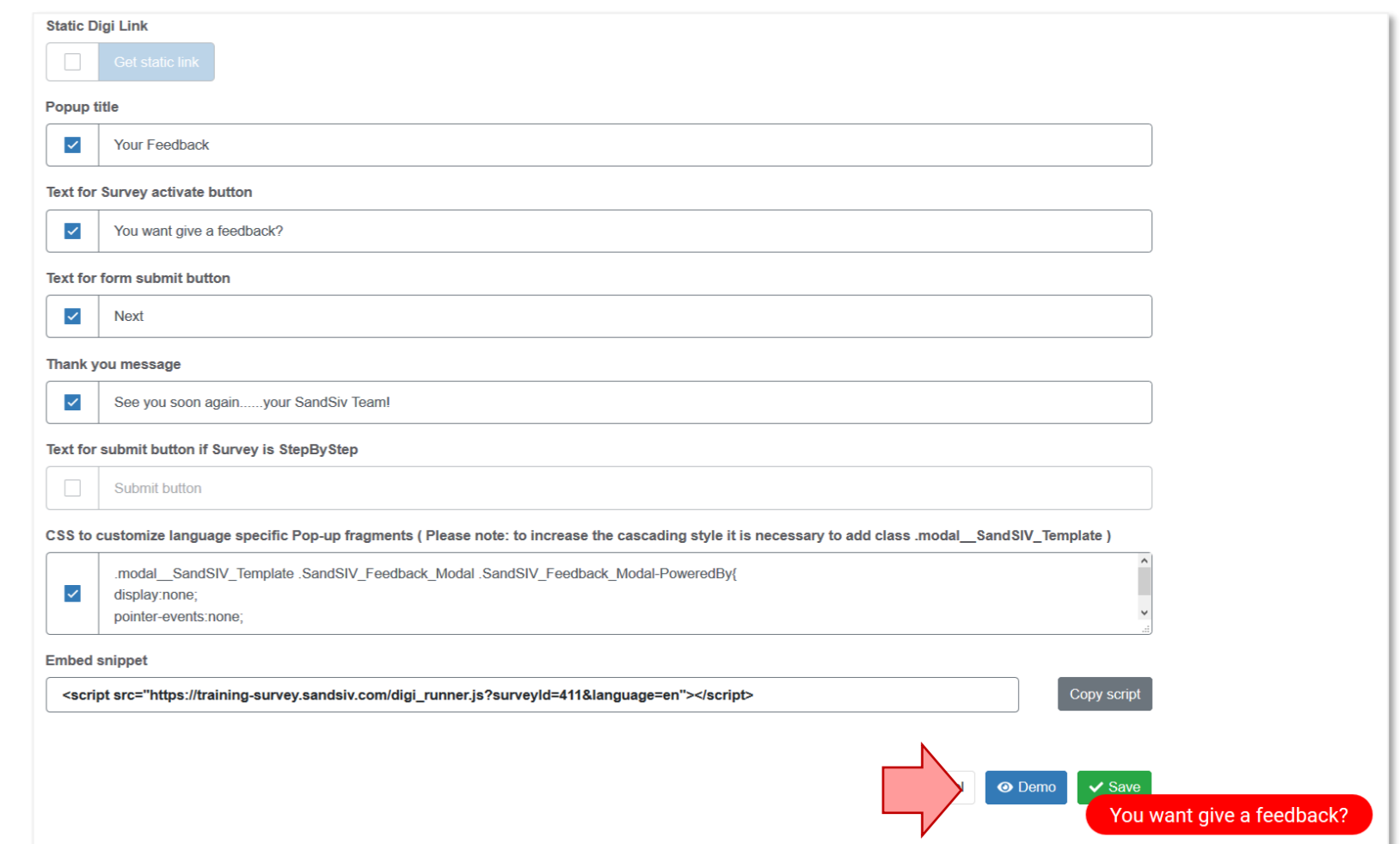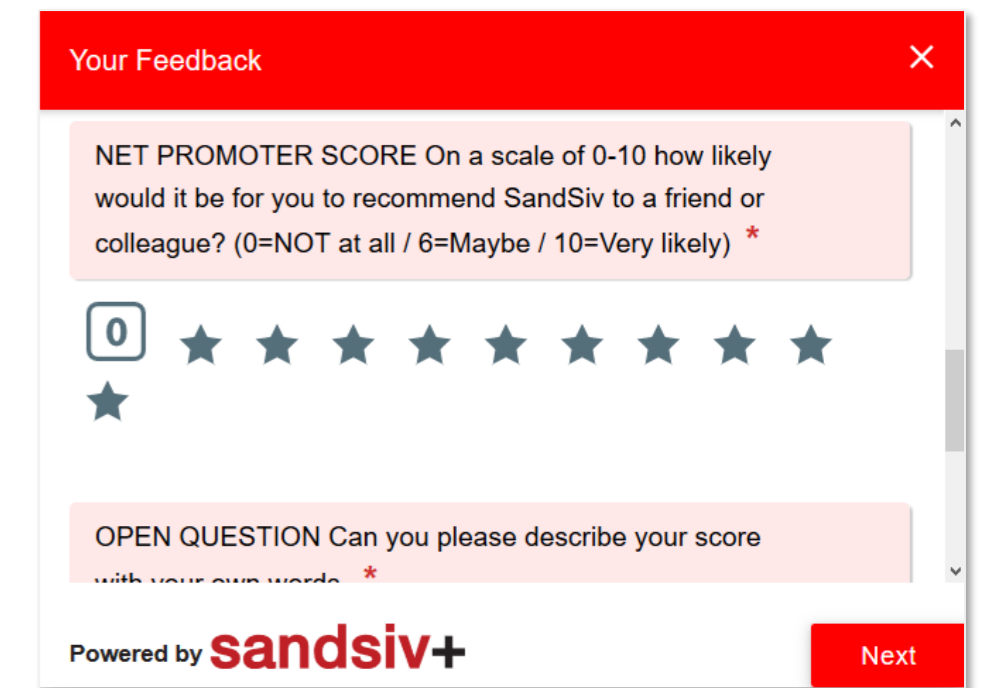## **Test** and **check** the created survey

Check the result your newly created DIGI Channel survey by going on **"Language Settings"** and pushing on **Demo**

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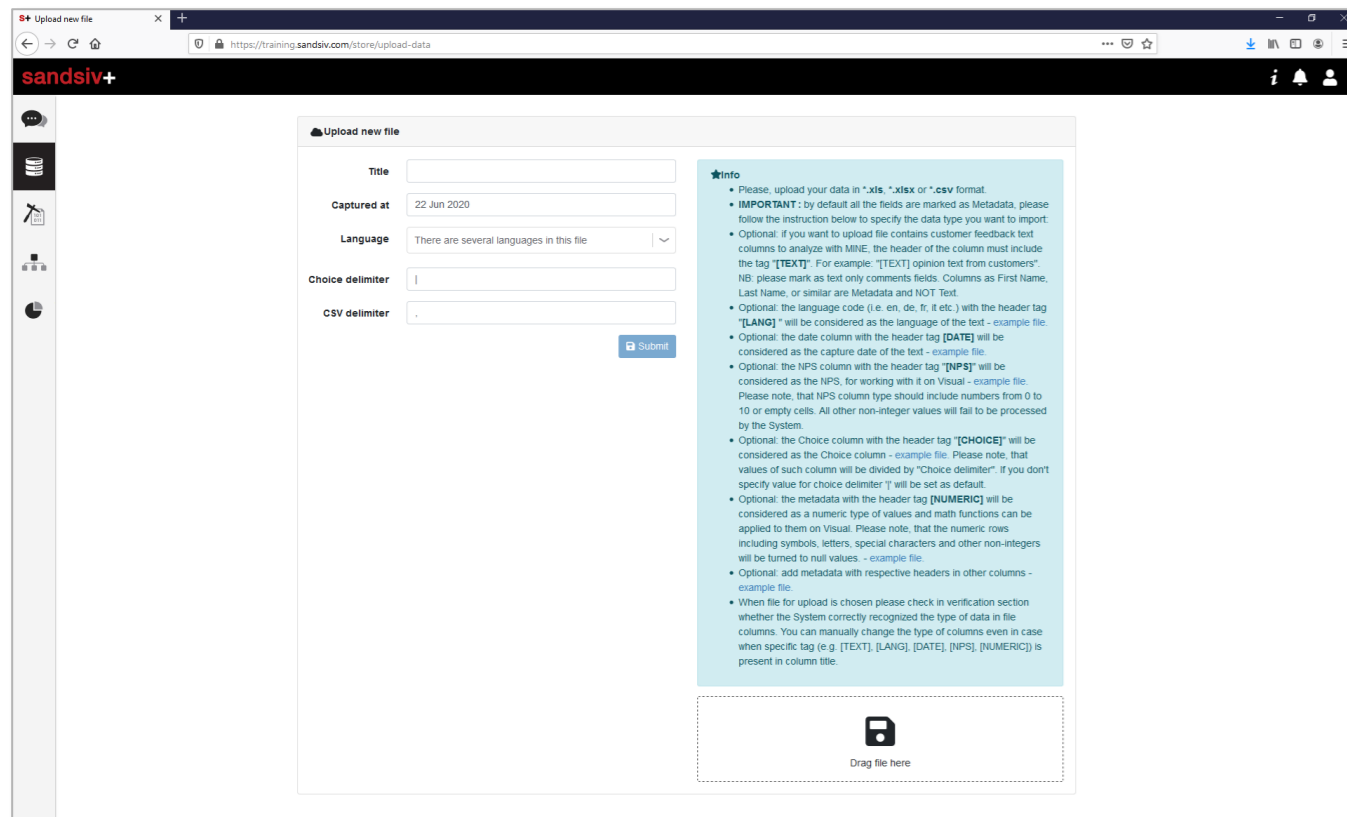
Allow **Mobile template** if requested.

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

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

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

VOC Store manages **all your external uploads** at a glance. (i.e. Historical-, Customer-, CRM-,Call-Center-, Web analytics-, Operational-, Socials-, Financial data, etc.
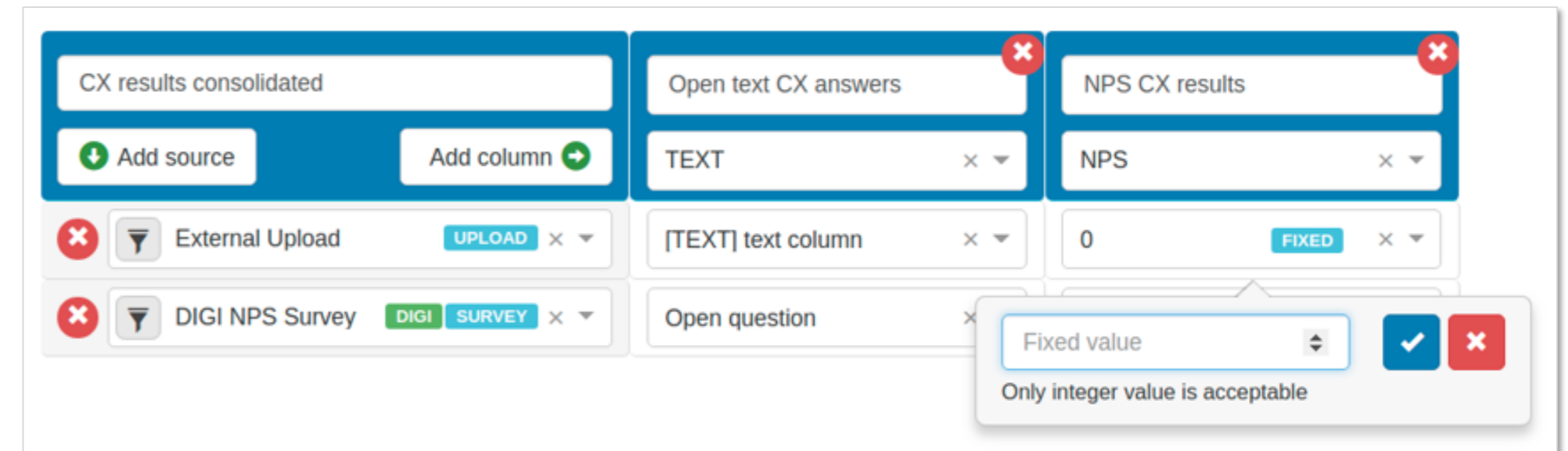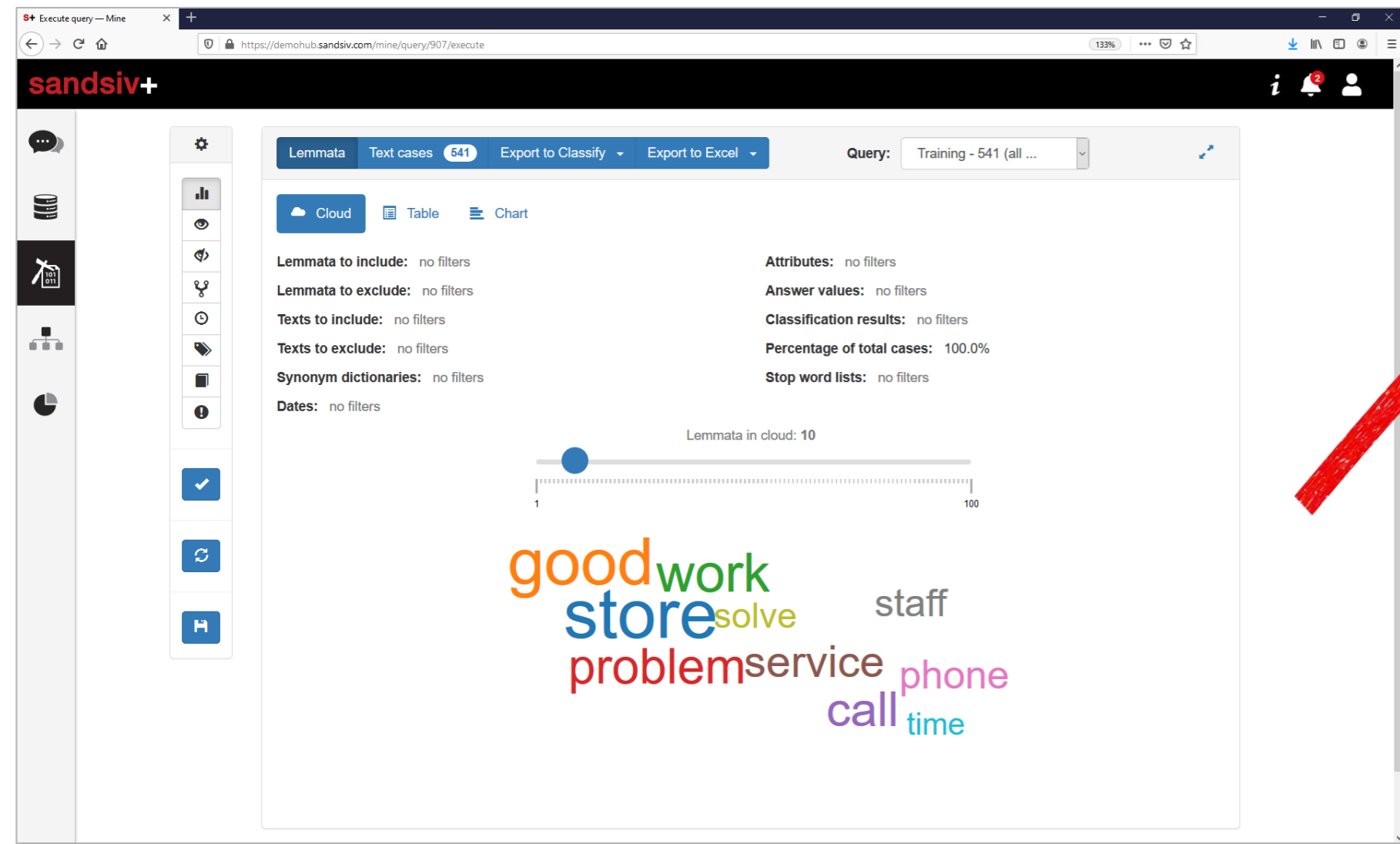

Use aggregated data sets to create and train appropriately your **predictive model algorithm**.

VOC HUB Module(s)

Data mining over an **easy-to-use** interface

Available filter and option **permit to refine** your search and **drill the data** deeper.

Use SandSIV **deep machine learning** text mining function included in **VOC Mine** to lemmatize, process and **analyse unstructured data** and information to discover **key** customer sentiment **drivers**.

Different export functions permit the **data transfer for model training, verification and/or into Excel format.**

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

The quality of the created model can easily be tested by writing "test text" .
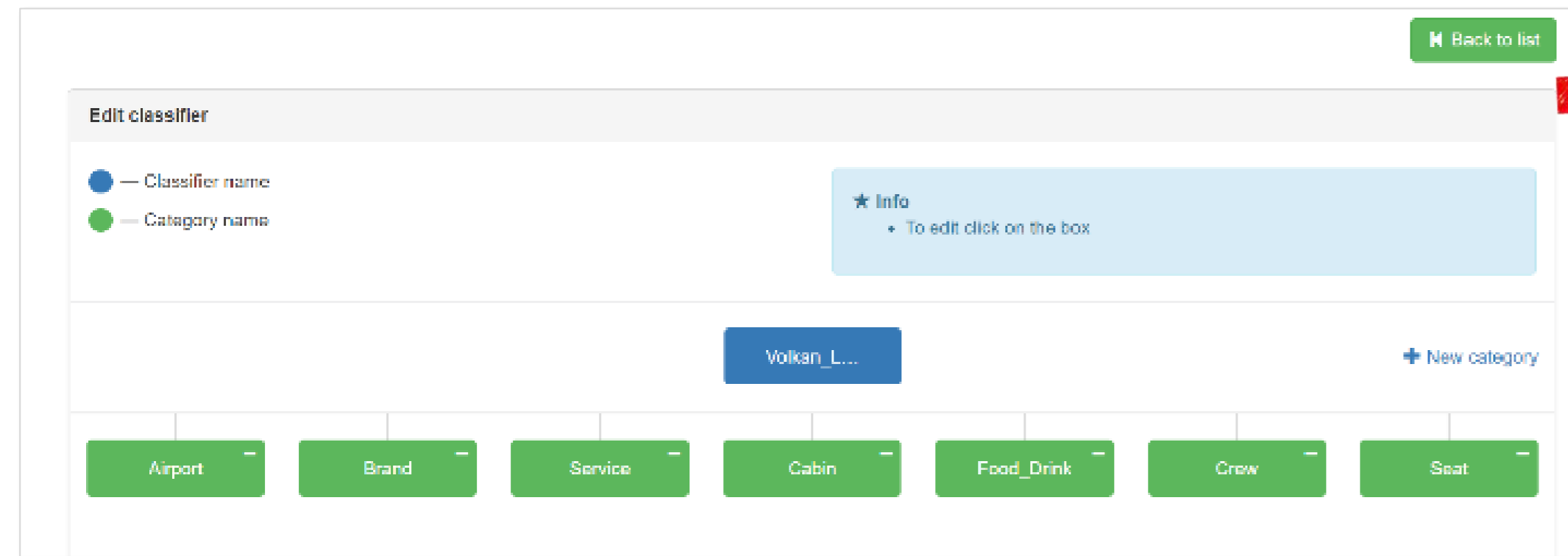
In **VOC Classify** you **create and train your** predictive model in a very simple way by **defining categories** discovered in a first level analysis through the data mining.
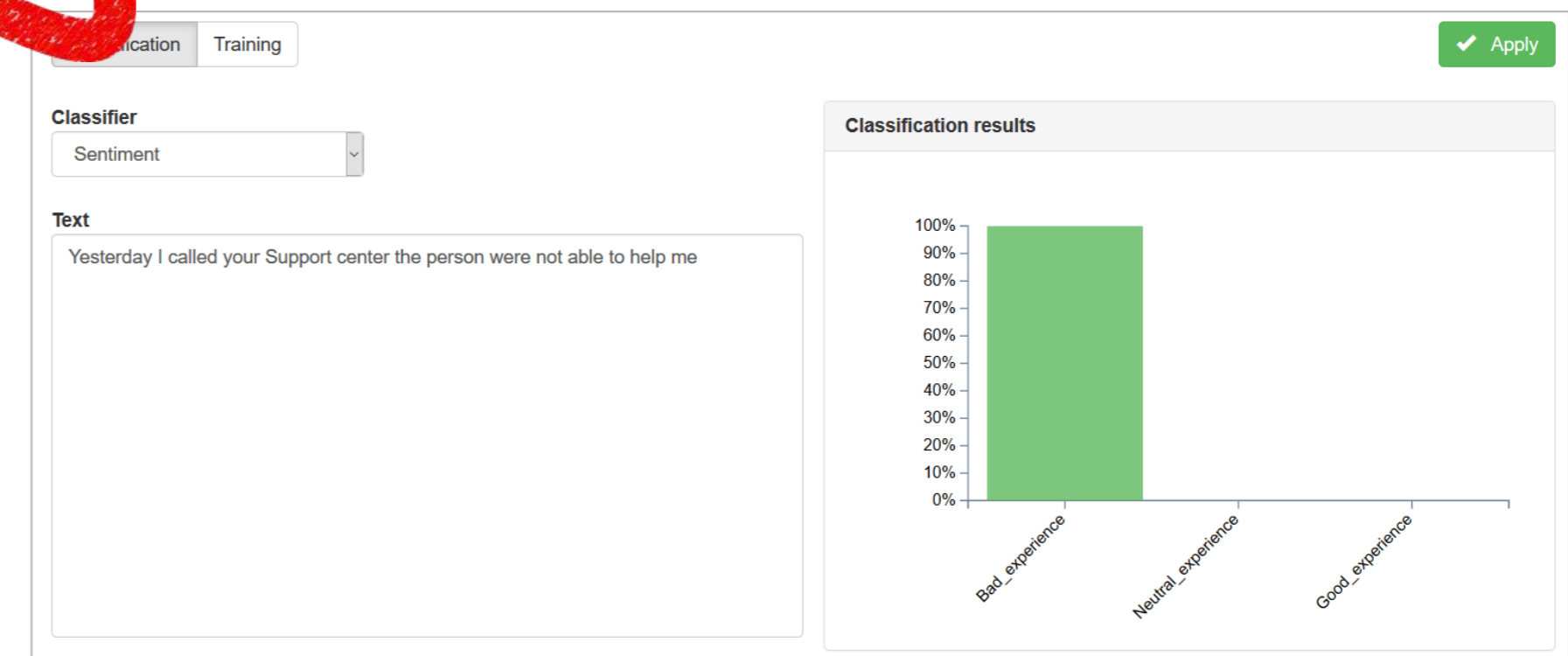
The model can be trained on through in **VOC Mine** created labelled data queries or external labelled training data set.
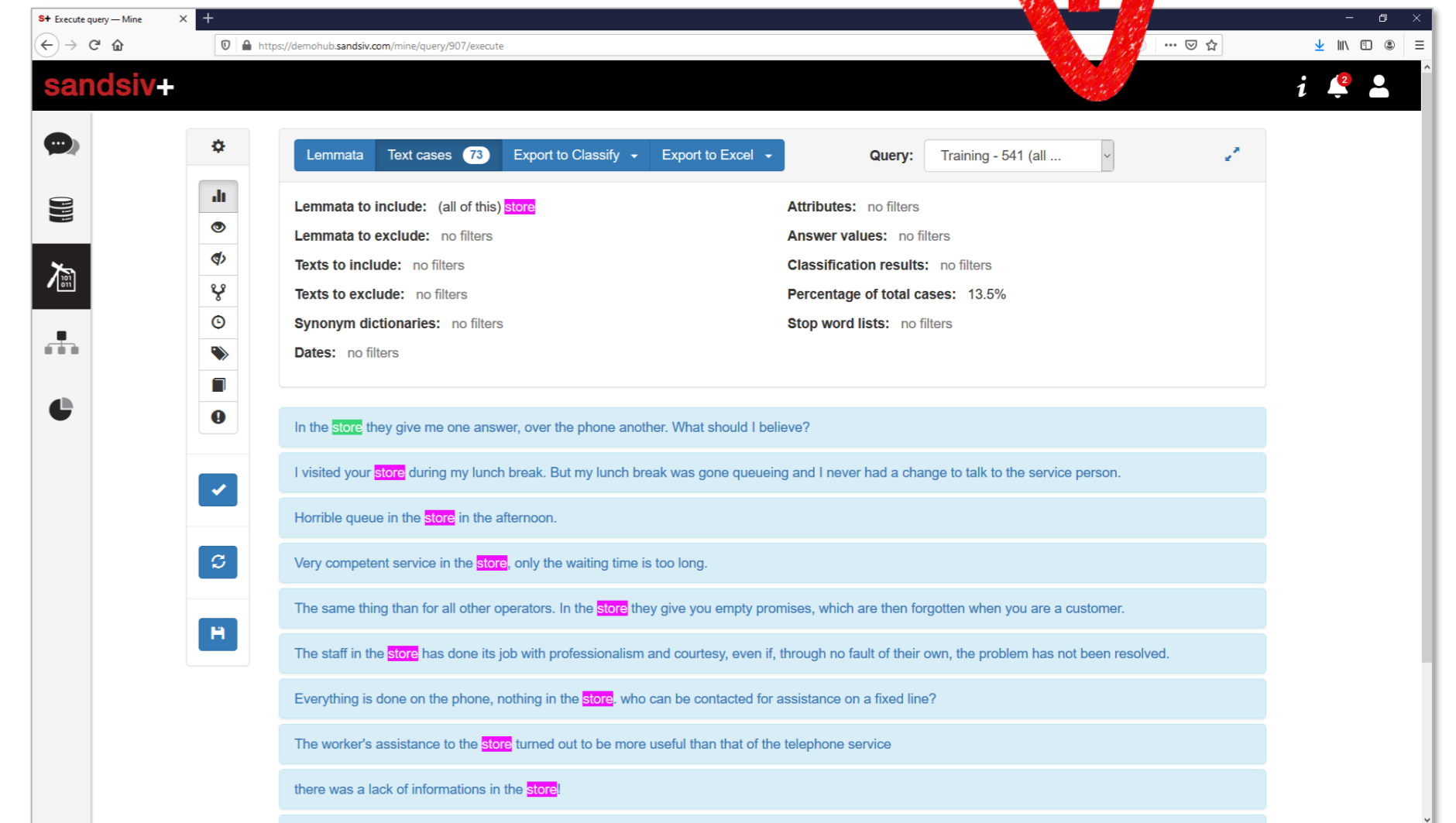
VOC HUB Module(s)

Customize, analyse and show your data in a simple way

VOC Feedback   VOC Store   VOC Mine   VOC Classify   **VOC Visual**

Send dashboard to email schedule ×

Active ⬤   Scheduled period*

Select time* 00:00   22-06-2020 📅

To:
Me Email

Subject:
Subject

Message:

✖ Close   ✔ Submit

Edit gadget ×
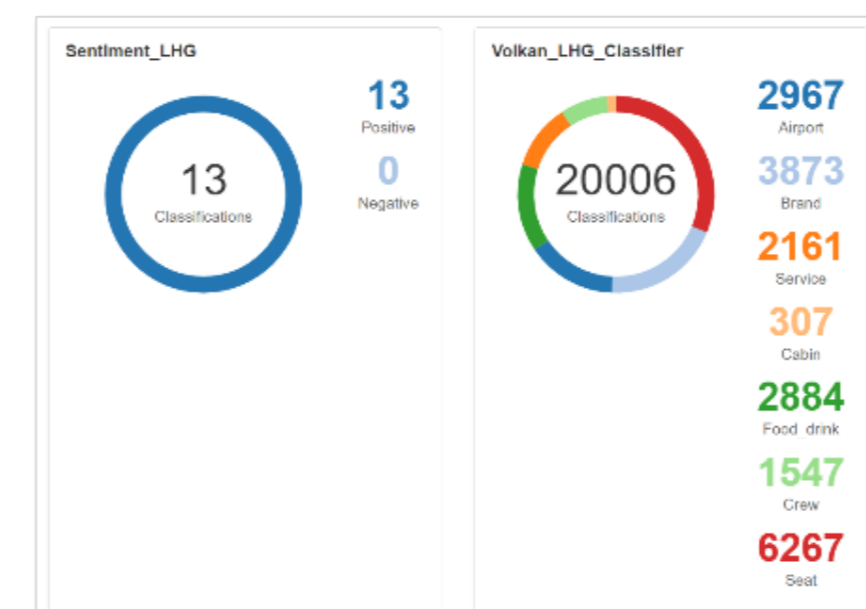
Basic 6   Advanced 7

Select data   **Chart type**

Select column

Select Math function

Group by

2nd Group by

✖ Close   ✔ Approve

Use SandSIV **VOC Visual predefined gadget** to create your **self-service customizable** dashboard.

Dashboard security ×

Allowed to view

Allowed to edit

Allowed to delete

Allowed any operation

Manage the access rights **directly** from your CRM system or directly form VoC HUB.
Aim of this function **is to create** different dashboard for different target groups. (CEO, CX initiative manager, Operation team, etc.)

Schedule who and when you want to inform automatically

Inform your organization and **check** your KPI improvements.
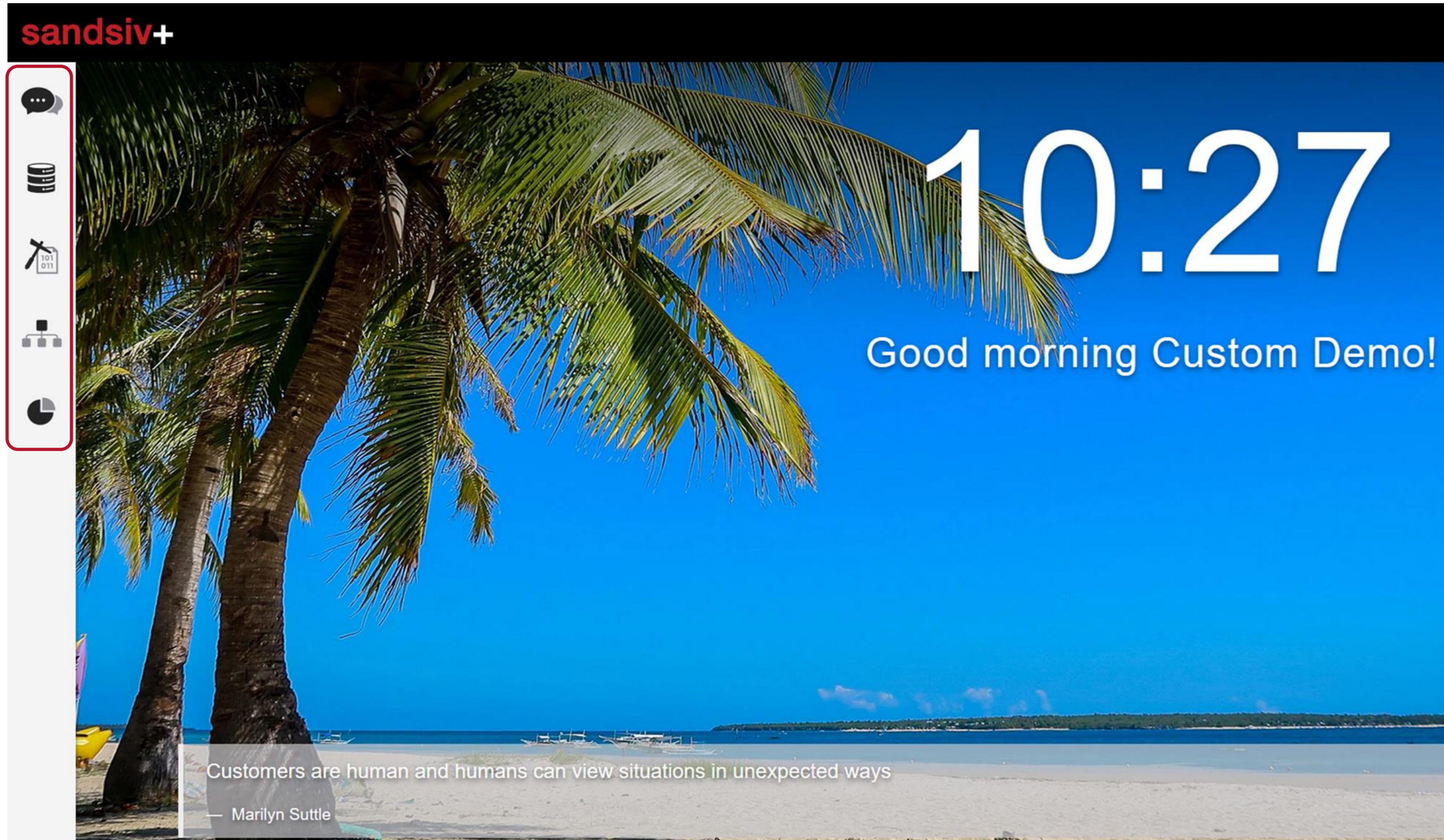
VOC HUB Demo
Your notes

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

VOC Feedback

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VOC Store

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VOC Mine

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VOC Classify

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VOC Visual

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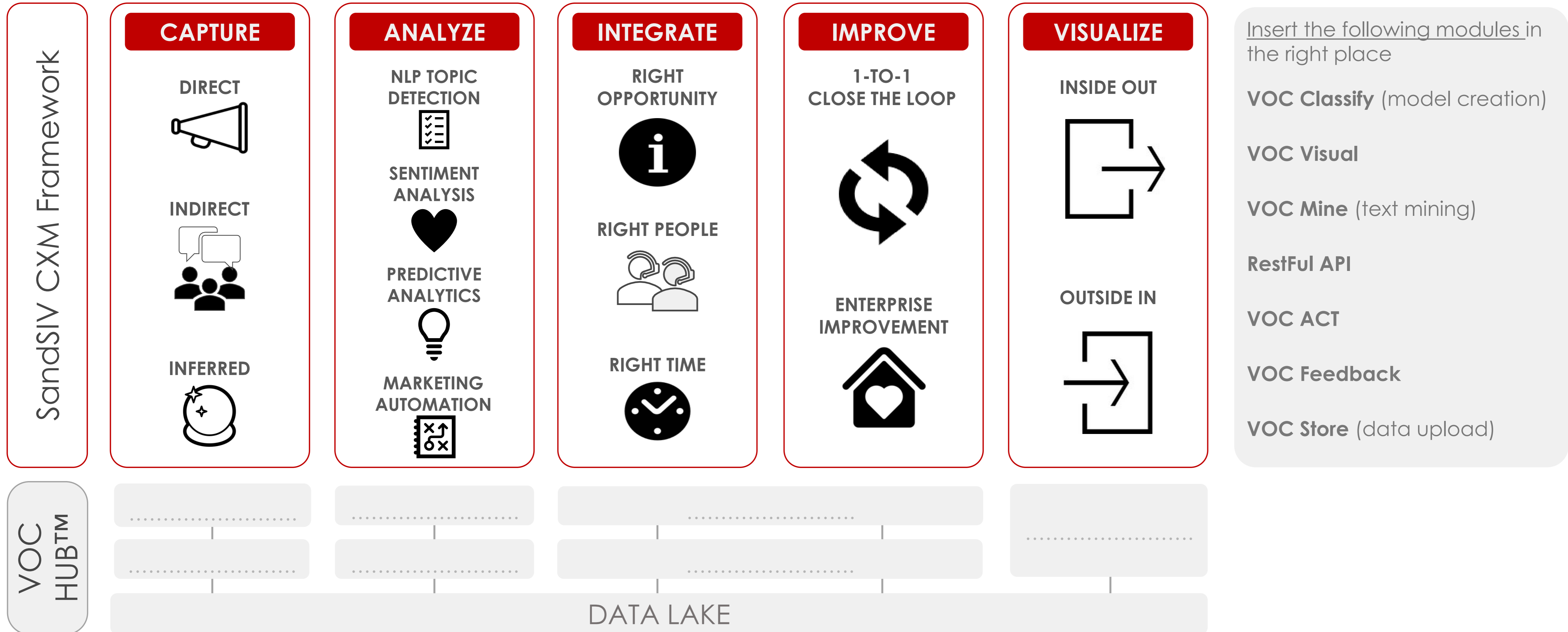
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Customer Experience Management (CXM)
The Sandsiv framework

BECAUSE BEING HUMAN IS A GOOD BUSINESS

sandsiv+
customer intelligence made in switzerland