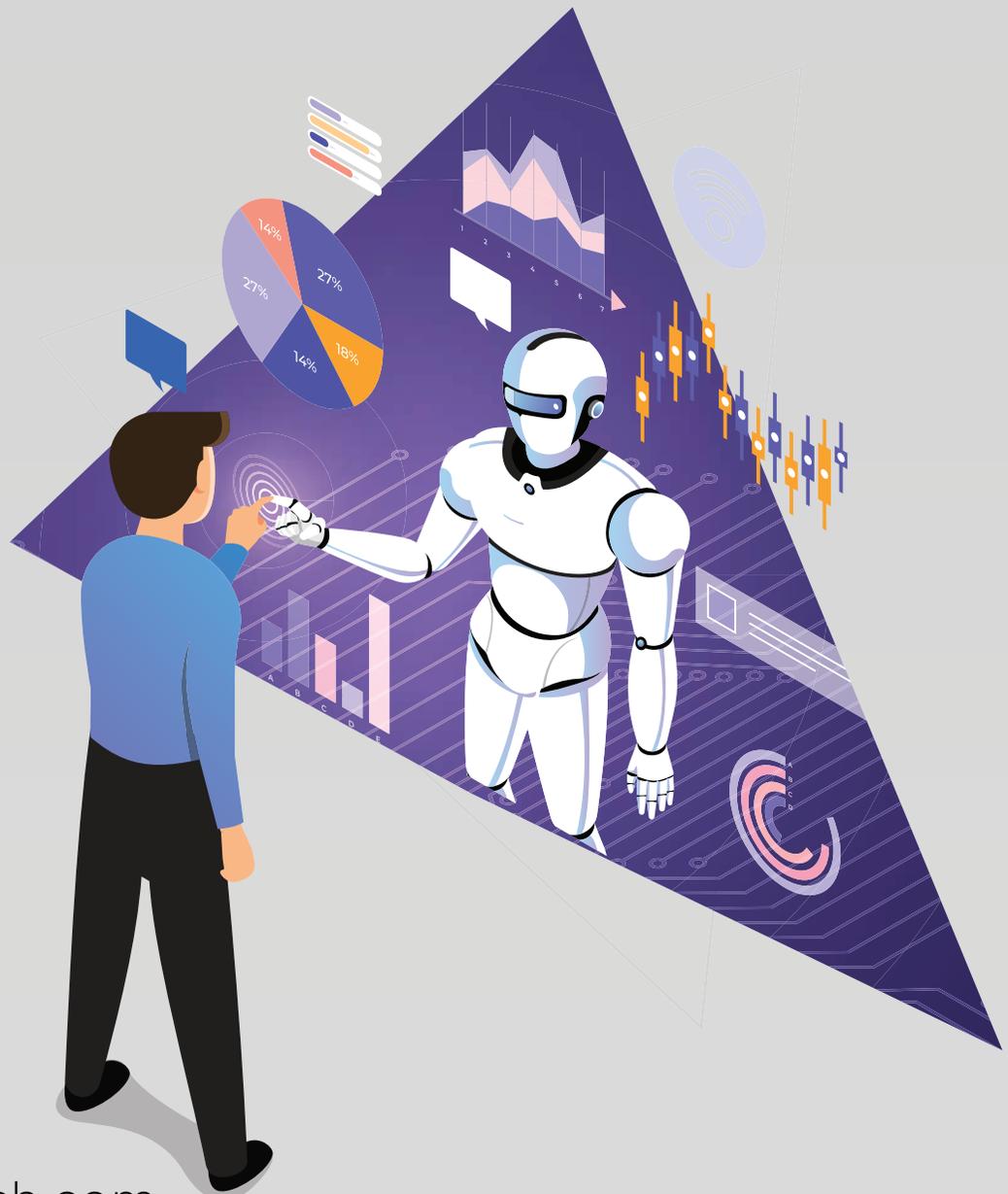


MAX Insights

AI driven customer engagement solution for sentimental insights



Overview

With traditional CRM applications as the single source of truth for all customer-related complaints gaining obsolescence, customers now have access to multiple forums where they can interact and review our brand. This offers customers multiple channels to communicate with retailers and review products and services, before arriving at a potential buying decision.

How social and online age has transformed customers' life every day is a known fact *:

- 90% of customers read online reviews before visiting a business
- 88% of customers trust online reviews as much as personal recommendations
- 72% of customers take the action only after reading positive reviews
- 86% of customers hesitate to buy from a business that has negative reviews
- On an average, while improvement in star ratings on Yelp translates to 5-9% increase in business' revenue, one negative review can cost a business around 30 customers

(*Source: <https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/>)

Brands can't afford to ignore social reviews. However, it is impossible to process all the information manually. With such an enormous amount of data to look through, Artificial Intelligence (AI) can be considered as a feasible solution. It can help a company gauge market conditions and improve customer engagement.

Challenges

Usually, the data that is generated is unorganized and can come from multiple channels – email, calls, surveys, ecommerce websites, review sites, social media, etc. – where the consumers engage with the brand. To make sense of this data, a huge amount of analysis and insights is required. You need to have multiple core competencies to tackle it, namely:



In-depth understanding of languages



Ability to relate data to a topic



Ability to recognize multiple ways to discuss a topic



Ability to understand sentiment based on the discussion

Reliance on simple and basic sentiment analysis tools is not advisable. We need a tool that is easy to learn, can process unlimited data sets, is easily scalable, works with multiple languages and formats, deciphers topic of discussions without secondary involvement, can discuss sentiment of consumers, and provides a unified view of the processed data for informed decision making.

Where We Fit



Survey

- Pulse CheXs
- SMG*
- ConfirmIT
- Medallia
- Qualtrics



Social

- Sprinklr
- Crimson Hexagon
- HootSuite
- Sysomos*
- Social Studio



Chat

- Avaya AVA
- Live Pearson*
- LNC Chat
- SalesForce
- Fresh Chat



Enterprise Data

- **Contact Center:** Genesys, Verint, Cisco
- **CRM:** Salesforce, MSFT, Pega
- **Helpdesk:** ServiceNow, ZenDesk
- Avaya
- Email

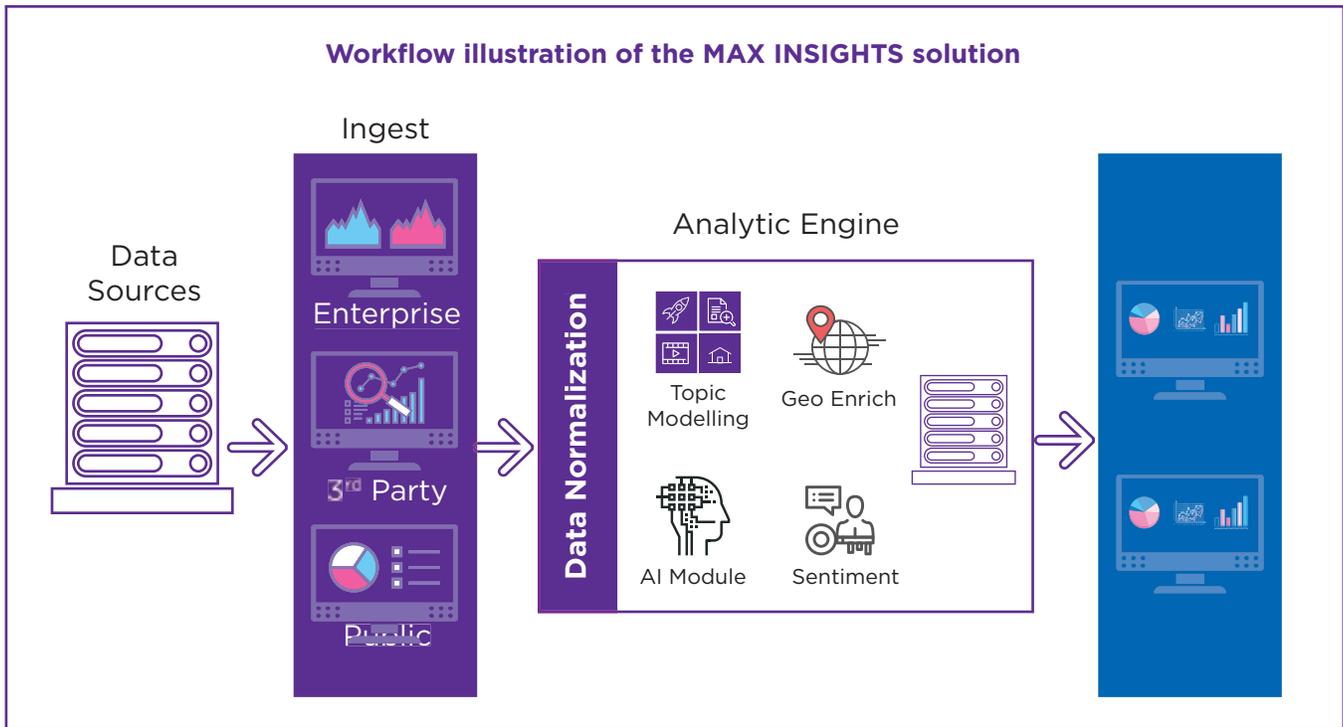
Solution and Features

Our solution to drive actionable intelligence: **MAX Insights**

MAX Insights consolidates customer engagements registered with your brand (be it in the form of CRM, online reviews, emails, or forms) and then uses self-learning AI to identify what is the context and sentiment of the customer.

The algorithm extracts multiple topics, ranging from high-level ones (pricing, satisfaction, quality) to granular ones (like Smell, Softness, Sharpness, etc.). This allows the data extraction and analysis to be expanded to a much broader set of topics specific to the business or product in consideration and might not even be in our watch list. Below is the workflow illustration of the MAX Insights solution:

Workflow illustration of the MAX INSIGHTS solution



Important Features of MAX Insights are:



Business Benefits



For More Details, contact: CS_Marketing@hcl.com



www.hcltech.com

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