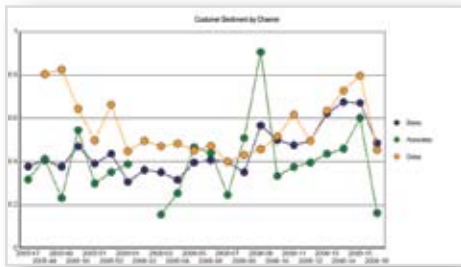


Customer Perception and Attitude Tracking

Effectively utilizing marketing and sales resources has become a top priority for many organizations. With costs escalating to millions of dollars to bring a “blockbuster” product to market, companies strive to understand and react to customers’ evolving desires, as well as utilize detailed customer-behavior and transaction information, to drive customer acquisition, loyalty, satisfaction and profitability. This is especially important given the increasing range of choices for the consumer and the expansion of product sales channels. It has never been more important to find creative ways to leverage all available data to optimize existing resources.



Customer Sentiment by Channel

CAPITALIZE ON ALL CUSTOMER INFORMATION

Many industries, including the entertainment, consumer products, pharmaceutical/life sciences, financial services, and telecommunications sectors have historically collected and managed large amounts of customer data to strategically manage their business. Although Business Intelligence (BI) tools are used to access the structured data contained, an exponentially growing universe of information about customers is locked in unstructured content such as call center notes, email exchanges, and clinical data. This problem is exacerbated by the emergence of consumer-generated media, such as blogs, which are becoming increasingly influential to customers and prospects, and are causing a dramatic reduction in the time between the launch of a campaign and the measurable public response to that campaign. A true measure of customer loyalty, sentiment, and interest will increasingly need to incorporate these unstructured data elements.

The growing sea of information available online and within organizations makes it increasingly difficult to understand, connect, and analyze these vital pieces of customer information. Further, text data is typically utilized using subjective approaches that are unreliable for decision making and difficult to merge with existing analytical applications. Moreover, the process of analyzing unstructured content is tedious, manual intensive, and time-consuming.

Addressing these challenges, the Clarabridge Content Mining Platform™ solution converts the unmanageable mountain of text into valuable data that can be easily analyzed and utilized to drive mission critical decisions for product planning, campaign management, and customer support.

BRIDGE THE DIVIDE TO YOUR CUSTOMERS

Clarabridge Content Mining Platform™ is the only enterprise-class solution that rapidly enables businesses to directly mine text alongside existing structured data, using popular analysis interfaces. Further, the Clarabridge solution can be easily integrated with existing BI applications and has pre-built connectors to the systems that store your data today. Clarabridge allows companies to better serve customers, influence marketing and brand campaigns, and maximize sales force effectiveness. The following applications illustrate the power of Clarabridge:

Attitude Tracking & Perception Analysis. Clarabridge offers a unique and powerful way to extract information from the various types of textual data you have gathered from customers – or even data that customers have generated themselves on blogs or discussion groups – to understand customer attitudes and sentiment towards various brands, categories, or companies. This information can be used to pursue or modify a sales or marketing campaign to targeted customer segments. Clarabridge can be used, for example, to help to extract, trend, and prioritize the various perceptions to be addressed during a brand launch.



Sentiment Trend by Product over Time

Issue Categorization and Analysis. Clarabridge provides a categorization engine that automatically organizes incoming feedback and issues, eliminating manual categorization work. Clarabridge also enables traditional analytical techniques, such as a multi-dimensional analysis to be applied to text data for assessing trends, root causes, and relationships between issues, people, time to resolution, etc. Clarabridge also automatically organizes the data into hierarchies so that it can be more easily “rolled-up” and analyzed and so that root cause can be drilled down into from higher level reports.

Opinion Leader Analysis. Many organizations must ensure that key customers, mavens, and thought leaders in their respective industries are consistently monitored over time to maintain an accurate view of perception within the marketplace. Much of the data to evaluate the positive and negative impact, however, is locked within on-line media. For example, a health report may indicate a negative perception with a medication, but mining the interaction data reveals that the same issue has been discussed by opinion leaders in the media, on blogs, etc. Using Clarabridge, organizations are able to quantify opinion leader interactions and correlate that information with sales data for a faster and more targeted response.

Brand Management. By mining internal and external customer feedback, Clarabridge enables brand teams to better quantify the impact of its various marketing campaigns. For example, a sentiment indicator can be measured at key points in time to measure changes in customer attitudes towards a brand, following a specific advertising campaign. Also, gaps between how brand managers want their customers to experience the brand, products, and services versus what customers are saying about those experiences can be readily analyzed and understood.

Product Research & Development. In the medical field, for instance, research notes, discharge summaries, pathology notes, and medical journals all contain valuable text information that can be analyzed and integrated with structured patient record information, using Clarabridge. Extracted information can be used to securely and efficiently identify adverse events, drug discovery, and opportunities for quality improvements. For example, all patients suffering from migraine headaches could be analyzed to find trends, anomalies, or patterns associated with various treatment approaches.

ABOUT CLARABRIDGE

Founded in 2005 by leading experts in the Business Intelligence (BI) industry and backed by a premier venture capital investment partner, Clarabridge is an emerging leader in helping private and public sector enterprises leverage unstructured content to provide critical operational and strategic business insight. Unlike traditional approaches that are inflexible, expensive, and time consuming, Clarabridge’s patent-pending software uniquely combines the best of the structured and unstructured analysis worlds, allowing enterprises to greatly extend the value of their existing BI investments. Clarabridge is the only enterprise-class solution that rapidly enables knowledge workers to directly mine text alongside existing structured data, using standard BI tools and analysis techniques, to address a host of real-world business needs.

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CLARABRIDGE SOLUTION BENEFITS

Clarabridge enables enterprises to:

- ▶ Reveal hidden trends, emerging issues, as well as opportunities for reinforcing positive patterns of activity
- ▶ Track competitive threats, drug efficacy, safety, and positive/negative trends in usage and feedback
- ▶ Tap all channels of communication to improve customer loyalty and retention
- ▶ Quantify gaps between desired customer experiences versus actual experiences
- ▶ Design effective customer service programs and operations

Please contact our sales team at 703.663.2500, or by e-mail at sales@clarabridge.com for further details and pricing information.