

SIFT™ Smart Information Filtering Tool

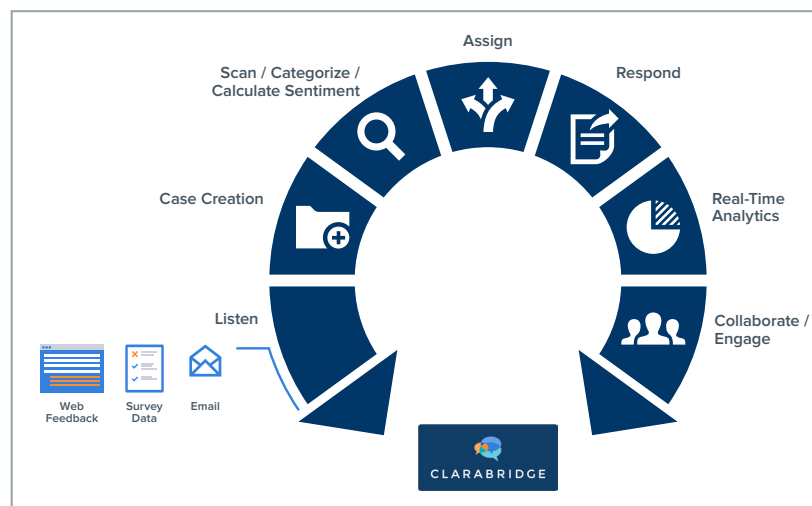
By Acumen Solutions

Automating Analysis to Drive Action

Today's customers are talking to your organization on multiple channels in overwhelming numbers. Whether it comes through email, social media, the web, or your call centers, you are presented with the challenge of transforming the flood of customer feedback data into insights that lead to action. Today, much of this analysis is manual and cumbersome.

That's why Acumen Solutions, powered by Clarabridge and Salesforce.com, has created Smart Information Filtering Tool (SIFT™). SIFT™ is a solution that enables your organization's contact center to filter, automate, assign, prioritize, and act on the inbound issues that matter to your customers and have a direct impact on their loyalty and satisfaction. By capturing incident feedback from multiple sources, SIFT™ enables your organization to:

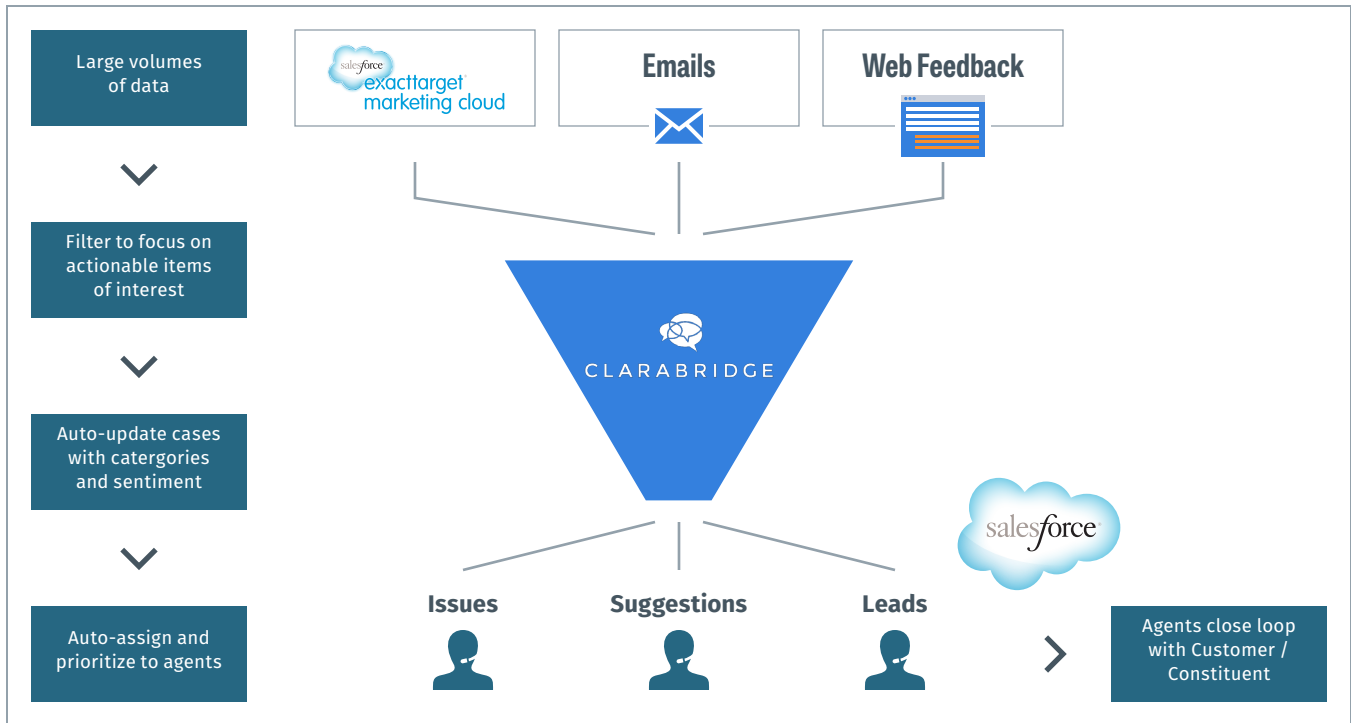
- Filter customer feedback across multiple channels
- Automate analysis of multi-channel data to identify the items requiring action
- Assign cases to the agents who are most qualified to address the customer's issues
- Prioritize the most important issues in the agent queues automatically
- Engage and act on insights by properly connecting the right agents with the right issues, at the right time.



The Benefits of SIFT™ to Your Organization

- Decrease operational costs associated with manual analysis, re-routing to other agents, and missing valuable hidden information in message
- Improve visibility into the real issues customers are experiencing by capturing all issues consistently
- Reduce time to resolution of issues
- Mitigate risk by addressing the most severe issues before they become wide-spread problems leading to customer churn, loss revenue, and legal risks

With SIFT™, you empower every agent on your contact center team to tackle each case with greater insight, and in a more impactful way engaging the customer through their preferred channel of communication and delivering a superior customer experience. By integrating best-in-class technologies with consulting expertise, we help automate and optimize contact centers, while keeping a focused eye on customer satisfaction and loyalty.



Who We Are

Clarabridge helps hundreds of the world’s leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers.

Acumen Solutions is the trusted leader in Enterprise Cloud Transformation, helping organizations realize dramatic improvements in productivity and profitability through innovations in business and technology. Industry and government leaders rely on our global consultants to deliver cloud solutions that yield exceptional results.

Contact Us

Schedule a live demo today by contacting us at: SIFT@acumensolutions.com.