



DATASHEET

Clarabridge Intelligence Platform

Benefits

Connect to every source of customer feedback

- Get a 360-degree view of your customers' experiences
- Harness feedback across different points in the customer journey
- Process both internal and external customer experience feedback

Accurately interpret meaning from every source

- Understand topics and sentiment from any source of customer feedback
- Use industry-specific models and Natural Language Processing for unmatched accuracy
- Spot root cause and key drivers instantly in multiple languages

Put feedback to work

- Find the optimal way to engage your audience at the right time and with the right channel
- Empower internal stakeholders by pushing the right data to the right people in your organization
- Activate the customer voice across the organization - from the execs to the front lines.



Find, understand, and use customer feedback

Your customers are interacting with and talking about your business across multiple channels, over many devices, and at top speed. Every interaction and piece of data can give you insight into the customer journey, customer satisfaction, and customer complaints. How do you capture, analyze, distill, and use all of this information?

The Clarabridge Intelligence Platform is the premier Customer Experience Management (CEM) solution, empowering leading brands to make evidence-based, customer-focused decisions. Leveraging leading text analytics and sentiment analysis, the Clarabridge Intelligence Platform gives you the power to continuously measure the Voice of the Customer (VOC), immediately uncover the root causes of customer discontent, and deliver operational intelligence to the right people at the right time.

The Clarabridge Intelligence Platform harnesses all available sources of consumer feedback, including multiple survey types, contact center agent notes, social media, chat, voice, email, warranty notes, and much more. The sophisticated analytics engine cuts through any volume of customer feedback, making it easy for your business to get a precise understanding of your customers' experiences. Use customer experience data to empower confident cross-organization action and provide evidence-based improvements to the overall customer experience.

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. For more information, visit www.clarabridge.com.



Key Features

Deep Natural Language Processing (NLP) -

Accurately analyze mountains of unstructured data to zero in on aspects of your business that drive your customers' dissatisfaction.

Linguistic categorization - Intelligently group customer comments into topic buckets for smarter analysis.

Emotion detection - Decipher the emotional state of your customers based on the tone of the feedback.

Context-sensitive sentiment analysis - Understand the intensity of feelings expressed by using deep Natural Language Processing, adjusting for industry and source-specific nuances.

Language support on a global scale - Broaden your listening posts by leveraging our full NLP of the primary languages for over four billion people.

Industry categories - Get productive faster using our out-of-the-box topic buckets that consider industry-specific language nuances.

Advanced discovery tools - Get to the core of customer issues using single-click root cause analysis; unearth previously unknown topics using our fully automated topic detection engine.

Out of box connectors- Immediately connect to your critical feedback channels using pre-packaged connectors.

API (inbound and outbound) - Easily integrate with your existing sources and reporting portals using our full stack API to process and analyze customer feedback.

Alerting engine - Get notified earlier about potentially viral-bound issues using our smart alerting engine.

Content detection - Weed out noise from your customer feedback data by leveraging smart content detection to identify actionable customer feedback.

Social engagement - Harvest social data and interact directly with customers to resolve customer complaints and process customer requests.

Speech analytics - Capture your customer's voice, literally, by analyzing call recordings in the same platform as all your other data sources.



Measurable ROI

The Clarabridge Intelligence Platform was designed from the ground up to enable businesses to listen to how customers interact with their brands, analyze all sources of customer feedback, and act to improve the customer experience. The platform can supercharge your ongoing CX measurement systems and initiatives and open the door to new opportunities to measure customer success in a consistent, impactful, and fully integrated way. The Clarabridge Intelligence Platform offers high business value, ease of use, and accuracy as it delivers actionable intelligence and improves ROI.