

INDUSTRY BRIEF

CLARABRIDGE FOR CONSUMER GOODS

WHAT IS CLARABRIDGE FOR CONSUMER GOODS?

From conducting product research and making an in-store purchase to writing an online review and tagging a product on social media, every step of the customer journey offers valuable feedback. As the market continues to evolve, consumers with diverse tastes will have broader influence on your brand image, all while following a more complex digital purchase journey.

To set your business apart, Clarabridge for Consumer Goods helps you gain a deeper understanding of the consumer perspective. Clarabridge helps evaluate the performance of products, monitor inventory, track competitor products and measure seasonal trends in order to improve overall customer experience.

CUSTOMER USE CASES



Digital Experience

- Account Setup (quote, discounts, plans, fees)
- Checkout and Payment (credit card processing, transaction confirmation, shipping terms)
- Availability of Product Information (details match expectations)



Crisis Management

- Executive Escalations
- Health Hazards
- Legal Actions
- Compliance with Local Laws
- Cultural Considerations
- Brand Assassins



Product Quality

- Customer Service Escalations
- Product Defect (by SKU)
- Product Feature (by SKU)
- Availability of Product Instructions (details match expectations)
- Packaging/Unboxing and Setup



Product Research and Development

- Product Defect (by product category)
- Product Feature (by product category)
- Product Defect (competitive analysis)
- Product Feature (competitive analysis)



Brand Equity and Identity

- Consumer Lifestyle Perception (health, diet, style, other market-based persona trends)
- Consumer Perception of Brand Quality
- Consumer Perception of Product Value (premium vs. budget)

CLARABRIDGE IMPROVES EFFICIENCY IN THE CONTACT CENTER

- IVR Pain
- QM/Agent Coaching
- Channel Switching
- Self-Service / Deflection
- Upsell Opportunities
- Churn Detection
- Chatbot Pain
- First Call Resolution

VALUE OF THE CLARABRIDGE SOLUTION

Clarabridge for Consumer Goods helps you understand feedback across customer touchpoints to improve digital experience, navigate crisis situations, promote product quality, drive product innovation and develop a strong brand identity. If managed effectively, these use cases can increase sales, reduce operational costs, improve consumer experience and contribute to a competitive advantage.

Our industry-leading text analytics engine offers unparalleled consumer feedback analysis by reading and interpreting multilingual data across interaction points for a truly omnichannel view of the consumer perspective. Pre-built connectors to common feedback sources are focused on the most relevant products, competitors and trends, helping companies quickly understand feedback themes.

A clean online interface and flexible capabilities enable consumer goods companies to access rich consumer insights so you can take decisive, impactful action. Dashboards can also be configured based on stakeholders' roles, helping developers, quality engineers, product managers and more gain quick and easy access to information.

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The significance of sentiment, effort and emotion cannot be underestimated when considering the consumer goods customer journey. Companies that truly understand these areas of analysis are able to make decisions that will effectively address the most important influencers during the purchasing process.”

–Fabrice Martin, Chief Product Officer at Clarabridge

Clarabridge also enables consumer goods companies to:

- Know how products are performing
- Secure space with crowded retailers using consumer feedback as evidence
- Refine positioning and messaging to craft impactful advertising
- Track the effectiveness of campaigns, promotions and discounts
- Engage with customers through social media in near real-time to resolve issues and build loyal, vibrant communities
- Build and implement point-of-sale and after-sale satisfaction surveys to collect specific feedback

▶ TOP CONSUMER GOODS COMPANIES USE CLARABRIDGE

JARDEN
corporation

Shark | NINJA

 **Electrolux**


Unilever

SEE MORE CUSTOMERS