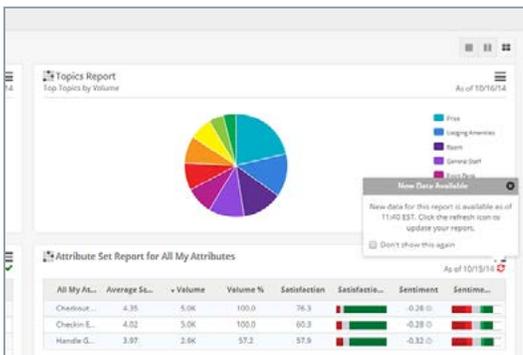# CLARABRIDGE 6.3
CAN YOU SEE THE DIFFERENCE?

A commitment to Customer Experience Management is a key differentiator for enterprises in an increasingly customer-centric economy. Organizations that have the ability to listen to all sources of customer feedback and act on it effectively will see an immediate improvement in customer satisfaction and loyalty.

At Clarabridge, we take pride in helping companies turn customer feedback into customer happiness. Our latest release, Clarabridge 6.3, builds on the ongoing momentum of previous platform improvements and helps drive CEM professionals into action by providing an even better user experience, restyled visualizations and reports for finding and sharing the insights hidden within your customer data.


Tell your customer story–your way

Clarabridge 6.3 helps you tell your customer story in a way that resonates with internal stakeholders. Navigation, dashboard, and report visuals have been updated to make it more intuitive to use the product and more appealing to share the results. New custom palettes for report elements provide the freedom to generate reports in Clarabridge that align with your brand colors, so you can readily use the reports in presentations or emails without having to first adjust them. The optimized visuals presented to customer experience leaders enable fast decision-making and activate data across the organization.

Don't be shy about Big Data

Customer data continues to get bigger and bigger – and to effectively use it, you must analyze it all. In order to efficiently continue drawing insights from all sources of customer feedback, Clarabridge 6.3 has made the platform more responsive than ever, with enhanced performance and scalability to meet your needs as your data grows. With improved processing times, organizations can better comprehend customer feedback and deploy the strategies and tactics needed to improve their business in real-time.
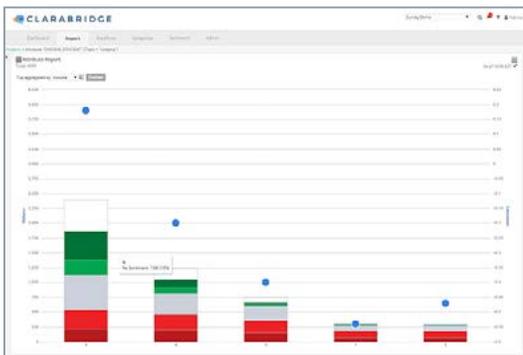
Capture and analyze everything…

Clarabridge 6.3 provides a smooth path for survey-centric organizations to become omni-channel organizations by improving the way all structured customer data is integrated with other sources, regardless of whether there is text data attached to the feedback record. Only with this unified view of all data together can companies completely understand the entire sentiment of their customer base. This powerful mash-up of data helps CEM professionals focus on key performance indicators and lead their team to the next best action.

...from everywhere

Clarabridge 6.3 uniquely provides a more complete view of the customer journey. It is a global economy, and your customers can be, or be from, anywhere. Clarabridge 6.3 adds full, native Natural Language Processing (NLP) for Korean to its ever-expanding portfolio of languages that includes Arabic, Chinese (simplified), Dutch, English, French, German, Italian, Japanese, Portuguese, Russian, Spanish, and Turkish, to capture feedback from consumers around the globe. With native NLP, multi-national organizations can accurately interpret customer feedback in multiple languages through native language negation propagation, clause detection, and concept rules. This leads to a more accurate sentiment analysis and help brands find unique customer insights in every market in which their brand is present. Korean will be initially available to Clarabridge's SaaS customers.

Get off to a quick start with Industry Specific Models

Industry-specific categorization models help you start sorting data as fast as possible and can be modified or combined for a more tailored fit. New category models in Clarabridge 6.3 include:

Food & Beverage Experience
This model covers various aspects of food and beverage sector from advertising to customer churn.

Loyalty Programs
This model may be used to monitor various aspects of loyalty programs.

Retail Product Evaluation
This model may be used to monitor feedback related to retailing.

Leveraging its industry leading customer intelligence platform, Clarabridge gives you the power to immediately uncover the root causes of customer discontent, deliver operational intelligence to the right people in real time, continuously measure the Voice of the Customer (VOC), and gain a 360-degree view of your customers.

Clarabridge 6.3 comes on the heels of several other major enhancements from Clarabridge, including dynamic customer and employee survey solutions, speech analytics, and location and context awareness. The improvements in 6.3 make it faster and easier for companies looking to build an emotional connection with their customers by being more insightful, engaging, and anticipatory and as a result build memorable, joyful experiences for their customers.

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**.