



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

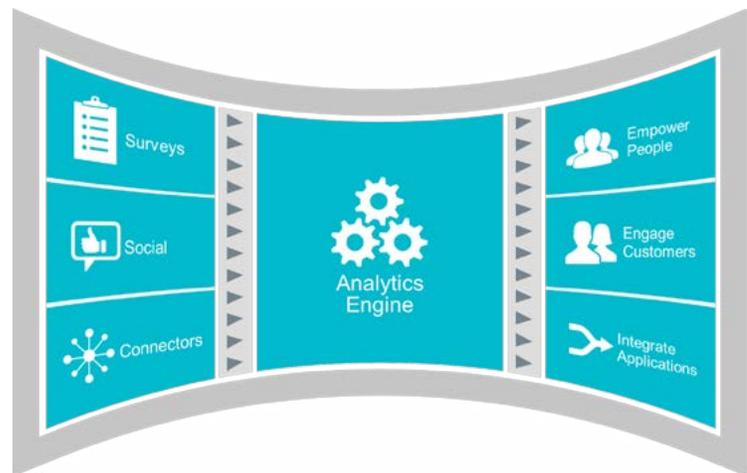
Put feedback to work

- 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
- Take confident, evidence-based action to improve the overall customer experience

Understand customer needs, wants and feelings to deliver a better customer experience.

The key to truly understanding your customers and improving the customer experience exists within your data. The Clarabridge intelligence platform is the only solution that connects to all sources of customer feedback, analyzes the data in aggregate, and empowers your entire enterprise to act.

Our technology goes beyond text analytics, providing next-level intelligence to all stakeholders within your business. With dashboards, alerting, theme detection and root-cause analysis, you're empowered to take immediate, meaningful action.



KEY FEATURES

Omni-source – Clarabridge connects to all sources of feedback through multiple integration paths. With open APIs, a large library of out-of-the-box connectors, and our active CEM Partner Community, you'll never miss a word of feedback.

Root cause and crisis management – Uncover the real issues by evaluating feedback in context with instant drill down to verbatim text and details. Detect sudden deviations in feedback volumes and tone to proactively manage potentially harmful situations.

High fidelity automated NLP – Understand the context, association, and meaning of each customer comment with the highest available degree of accuracy through Natural Language Processing (NLP)

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.



Information at your fingertips – See the bigger picture in your customer feedback with side-by-side comparisons of any data. Drill into comments to find the root causes and drivers of customer experiences and deliver relevant information to the right people with role-based reporting and dashboards.

Competitive comparison – Benchmark your customer feedback against your competitors. Understand your strengths and their weaknesses to help drive marketing messages, sales efforts, and strategic planning.

Integration with BI/CRM – Tie customer experience information to internal systems for an inside-out view of your business. Clarabridge integrates with all major BI and CRM systems.

Case management – Automatically create and assign cases from any type of survey response. Set service standards to ensure that you deliver on customer expectations with automatic escalations and alerts as needed.

Proactive alerts – Know when something of interest is happening without having to be at your desk. Email alerts tell you when there is new feedback or an emerging issue based on changes in volume of feedback or a significant dip in sentiment.