



Get everyone in your organization engaged in Customer Experience (CX). From awareness to advocacy, Clarabridge helps you improve CX by understanding what customers are saying and how they feel at key points along the way.

Effectively transform your business by getting down to the root-cause of customer feedback and closing the loop.

Listen Everywhere

Your customers speak to you through many channels. Listen to what they are saying at every point in their journey. Customers provide feedback because they want to be heard. Let them know you are listening! Clarabridge synthesizes feedback from survey, social, contact center and many more sources, spanning the entire journey, so you can hear the true voice of your customer.

Analyze Everything

Connect the dots between customer emotion, effort, and action with our text analytics and NLP designed to uncover correlations between what customers say, how they feel and how that influences the decisions they make. Clarabridge analyzes qualitative and quantitative data through a highly accurate text analytics engine and then enriches that data with your structured (behavioral and demographic) data to reveal customer insights you can connect to CX metrics, to key business drivers and key performance indicators.

Engage Everyone

Put the customer at the center of your business by empowering your team to act. Deliver insights through role-based dashboards to employees on the front lines of customer service and decision makers implementing long-term strategic change. Smart filtering, routing, and response capabilities empower teams that engage with customers to transform negative feedback and amplify positive feedback. Track progress and drive accountability for your CX initiatives.

Benefits

- ▶ Understand the customer experience metrics and what you can do to improve them at the C-level and with the front-line.
- ▶ Increase cross-sell and up-sell revenue. Use analytics to uncover insights to drive process improvement and enhance training.
- ▶ Improve customer loyalty. Identify and engage at-risk customers faster.
- ▶ Reduce churn. Fast feedback categorization and sentiment analysis help identify at-risk customers so you can respond appropriately.

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.



The Clarabridge Advantage

Understand the *WHY* Behind Your Experience Metrics

These days, good CX is no longer a differentiator—it's table stakes—and consumers keep upping the ante. They benchmark your business against their best experience overall, not just against your competitors. That's why every person in your business needs to be tuned into their needs and emotions and empowered to meet their expectations.

Omni-Source Analytics

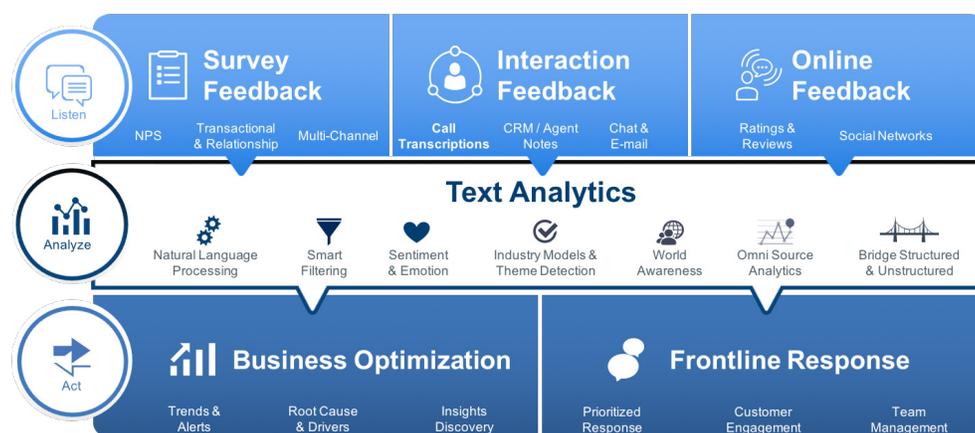
Clarabridge's open platform makes it easy to collect data from all survey, chat, email, CRM, social, and other interaction feedback sources. Out of the box connectors provide point and click integration. We enrich and integrate feedback with behavioral and demographic data from other business systems so you can slice and dice to really understand various customer segments.

Role Based Dashboards and Executive Reporting

When it comes to quantifying the success of your initiatives, sometimes it seems the front line speaks one language while the C-suite speaks another. Our intuitive interface streamlines how users access and operationalize insights and also summarizes performance, satisfaction and other metrics, enabling you to tell a compelling story with customer data, and visualize your VoC.

Sentiment and Emotion

Most CX solutions analyze sentiment at the document level. Only Clarabridge assesses the variations in sentiment and emotion that can occur in an interaction by analyzing at the clause level. Clarabridge can tell you when "surprised" was a positive or negative emotion.



Root Cause and Categorization

Clarabridge applies the industry's leading text analytics to understand what customers are saying, using multi-node category models to structure feedback down to the clause level. The granularity of categorization provides truer, more accurate insights and the ability to understand root cause.

Industry Templates

Industry-specific categorization models automatically tag and normalize conversation topics using our best-in-class text analysis. Out-of-the-box models tuned for industry topics, such as health insurance or banking, can be easily customized without coding. Apply smart theme detection to automatically identify new topics and to accurately score the tone of conversations.

Case Management

Customers want to know you are listening and responding. With case management, issues can be assigned and tracked to employees on the front lines, with engagement tools to close the loop with customers. Power teams of all sizes with built-in escalation, routing and alerting. Help your team focus on what matters: the customer.