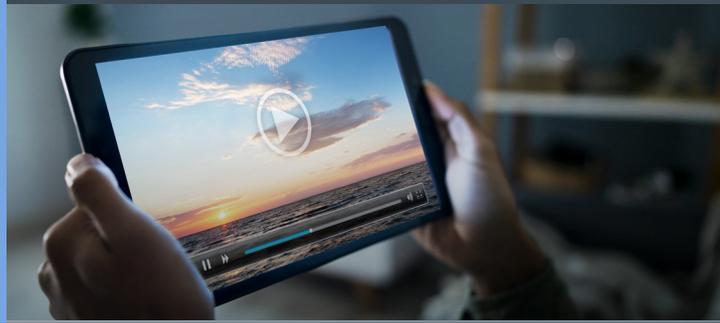


Clarabridge for Media and Technology



As internet access increases across the globe, advancement in technologies such as 5G networks and the rising prevalence of smart devices are changing the way that people watch television, video conference and collaborate using subscription services. Within the highly competitive space of streaming and subscription services, businesses must understand their competitor's actions, actively encourage subscriber retention and continuously compete for global market share.

By integrating data from calls, chats, emails, social media, ratings and reviews sites, digital communities and surveys, providers of on-demand content and other subscription services can better understand the customer experience, combat subscription fatigue, inform and expansion efforts and remain competitive in a highly saturated space.

Clarabridge Creates Value Across Business Initiatives

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Rise Above the Competition: Gain competitive insights and keep an eye on competitor strategies by analyzing publicly available feedback. Monitor which features customers value most, and identify the actions needed to increase market share within a highly competitive environment.
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Create a Seamless User Experience: Categorize feedback by device to quickly identify device-specific issues, prioritize device integration improvements and minimize customer frustration due to technical issues.
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Prioritize Partnerships: Identify which types of devices customers use and which platforms are most appealing. Prioritize partnerships that will enable your services to reach more users through integrations with new devices and strategic bundling options.
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Appeal to Global Audiences: Cater to global audiences and inform expansion efforts by understanding consumer attitudes, interests and preferences by geographic location. Drive successful entry into new markets by developing campaigns that resonate within the context of a broader cultural understanding.
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Succeed in New Markets: Conduct multilingual analysis of customer sentiment, emotion and effort to understand how content is received in locations across the globe. Clarabridge currently offers native text analysis in 22 languages, helping providers break into new markets, personalize content offerings and ultimately scale.
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Encourage Customer Retention: Combat subscription fatigue and foster customer loyalty by identifying the content that appeals to customers, understanding how customers feel about existing features and determining what might be missing from your platform.
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Reduce Contact Volume and Churn: Contact center interactions offer a wealth of information and can provide insight into otherwise unidentified pain points. Analyze unstructured feedback to fully leverage contact center data, and use insights to fuel improvements that will reduce contact volume and minimize churn over time.



The Clarabridge Difference

Leading subscription service providers choose Clarabridge because of its unmatched ability to provide value in the areas that matter most.

- 1. Omnichannel Data Integration:** Clarabridge connects to over a hundred data sources and integrates findings to conduct truly omnichannel analysis. Our AI-powered text and speech analytics platform helps providers analyze data from calls, chats, emails, social media, ratings and reviews, digital communities and surveys.
- 2. Multilingual Analysis:** Clarabridge's exceptional natural language understanding (NLU) engine has been tuned for over a decade to understand customer experience interactions. By grouping feedback by geographic location and natively analyzing feedback in many of the world's most prominent languages, Clarabridge drives successful entry into new markets. Content providers and subscription services can research local markets prior to entry and gauge regional attitudes and perspectives then use Clarabridge to evaluate the success of those initiatives in most major languages.
- 3. Industry-Specific Topic Models:** Clarabridge applies its NLU engine to categorize topics of conversation at scale, using industry-tuned hierarchical models for deep granularity. Set up models to monitor competitor actions in the broader market or organize customer

feedback by the device each viewer uses to access content. Determine which features are the most popular or might be missing from your platform. We can work with businesses to build topic models related to customer satisfaction, customer engagement, contact reasons, reasons for leaving, reasons for joining, customer journey, hardware supply chain, product features, competitors, devices and content.

- 4. Business Intelligence and Data Visualization:** Clarabridge enables users to quickly and easily configure visually appealing dashboards to analyze and share insights. Point and click to add report widgets, metrics, filters, alerts and multimedia and fully leverage both structured and unstructured data. Whether displaying feedback in a bar chart by customer journey phase, tracking customer sentiment and emotion over time, or using an associated word cloud to understand the customer perspective, Clarabridge offers a myriad of ways to display information and drive action.
- 5. Interaction Analytics:** Clarabridge analyzes the conversations that occur via calls and chat sessions, enabling organizations to fully leverage the data that appears on these channels. Contact driver analysis identifies primary drivers of contact volume while the ability to quickly flag issues related to customer confusion, self-service functionality and billing helps providers address and prioritize issues.



Actionable Insights from Every Customer Interaction, in One Platform

Request a demo or talk to your account team today.

[Request a Consultation](#) →