



DATASHEET

Omni-Channel Effort Made Easy: Understanding the Clarabridge Effort Score

WHY MEASURE CUSTOMER EFFORT:

- ✓ Find areas that create high levels of friction and customer confusion
- ✓ Discover drivers of channel hopping
- ✓ Create roadmaps to remove or alleviate the root causes of high effort experiences
- ✓ Integrate with sentiment analysis to identify key emerging trends that inform the development of empathetic solutions
- ✓ Combine results with emotion analysis to design solutions based on how you want your customers to feel
- ✓ Identify product flaws, website design issues and opportunities for process improvements
- ✓ Design more intuitive products and user interfaces



The term “effort” refers to the amount of work a customer performs when interacting with a brand, product, or service. Effort is proven to be a leading indicator of customer loyalty. High effort experiences can frustrate customers, impact repurchase rates, and encourage them to turn to competitors. Therefore, to effectively meet customer needs and mitigate churn risk, businesses must track customer effort and discover the contributing factors for easy or difficult experiences.

What is the Clarabridge Effort Score?

The Clarabridge Effort Score uses AI-powered machine learning algorithms and natural language processing to evaluate every sentence of customer feedback from any channel for significant words, phrases and linguistic features that match known indicators of high or low effort.



Each sentence is assigned a whole, non-zero value between -5 (very easy) and +5 (very hard) or null when no effort indicators are present. These values are then aggregated in reporting across business categories and customer attributes to determine the Clarabridge Effort Score.

How does the Clarabridge Effort Score help companies understand the customer experience?

The Clarabridge Effort Score provides an innovative way to examine customer effort from unstructured customer experience data across multiple sources, making it an omni-channel, unifying metric. It doesn’t require a survey to collect a self-reported score because it’s derived directly from text. Therefore, businesses are empowered to better understand the underlying causes of issues and to design solutions that make customer interactions easier.