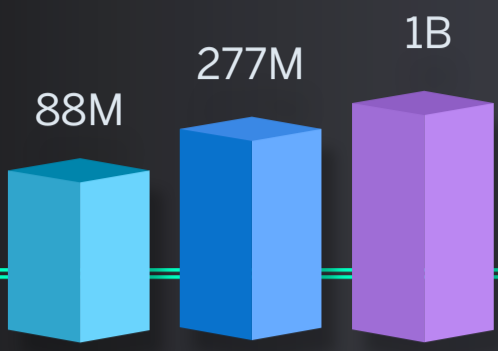


# 3 WHY'S OF OMNICHANNEL ANALYTICS

## 1 WHY DO I NEED OMNICHANNEL ANALYTICS?

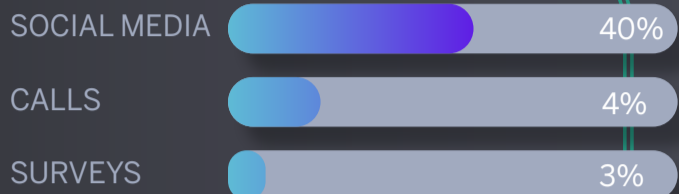


### Volume by Source Analyzed by Clarabridge

Surveys are only a small fraction of the customer feedback you have available to analyze.

### COVID Mentions from March to June 2020

Social media can alert your business to trends, concerns, and events faster than other feedback sources.



By analyzing only one or a few channels for customer outreach, you miss revenue-saving or money-making details to improve the customer journey.



## 2 WHY DO I NEED TEXT ANALYTICS?



Better text analytics means better insights into customer wants and needs.

### 95% of Your Customer Feedback is Unstructured

This makes it hard to analyze without advanced text analytics.

UNSTRUCTURED



STRUCTURED



Natural language understanding can indicate leading indicators of churn and customer loyalty.

## 3 WHY SHOULD I BUY AN OMNICHANNEL ANALYTICS PLATFORM?

Uncover hiccups in the customer journey quicker when you listen everywhere and analyze all data with the best text analytics.



Discover drivers for customer satisfaction, leading indicators of customer loyalty, and other actionable money-making opportunities by listening everywhere.



### Get a full view

of the whole customer journey, no matter how or where customers come to your brand.

### Curious to Learn More?

Read our full white paper, *Beyond the Buzzword: An In-Depth Examination of "Omnichannel Analysis,"* to delve deeper into the benefits of using omnichannel analytics.

[Read the Whitepaper](#) →