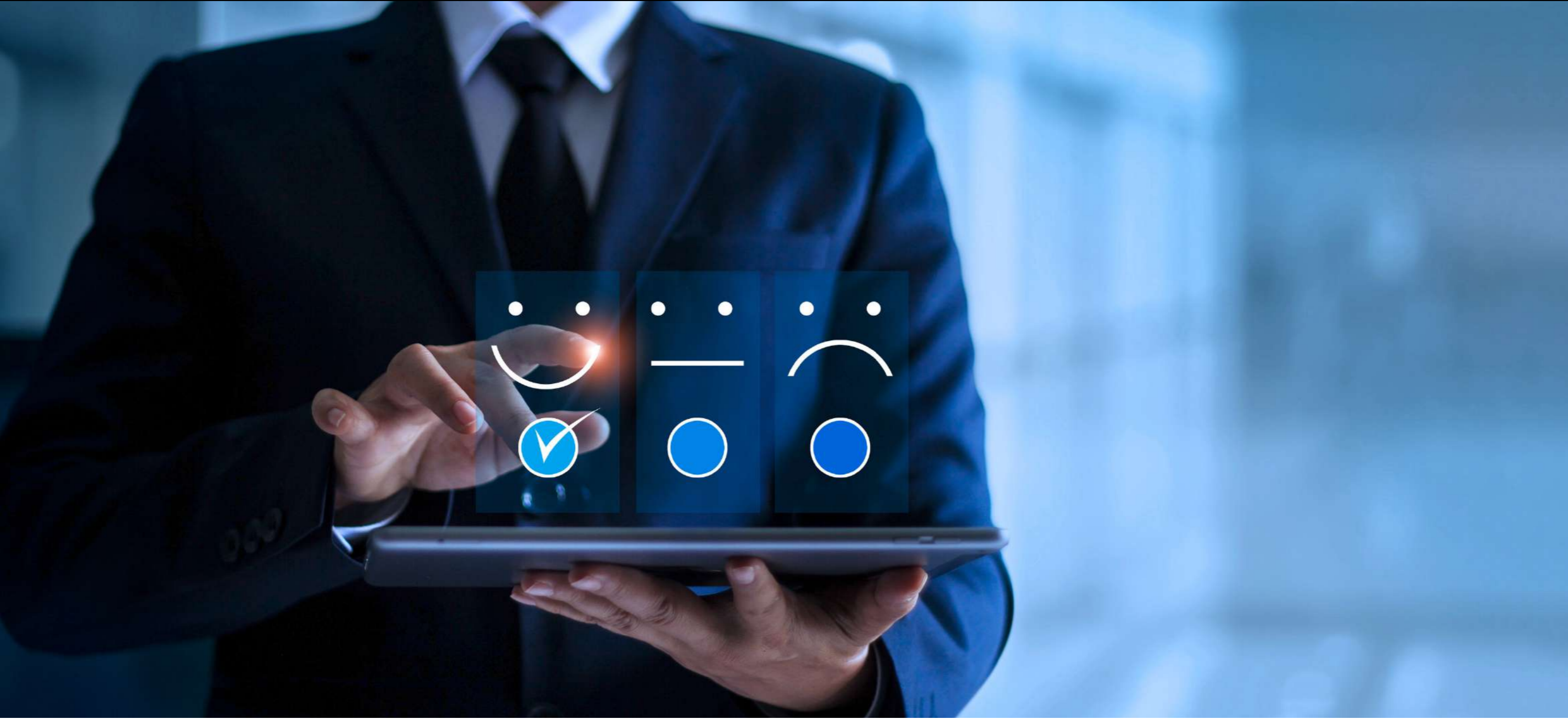


# Survey Analysis

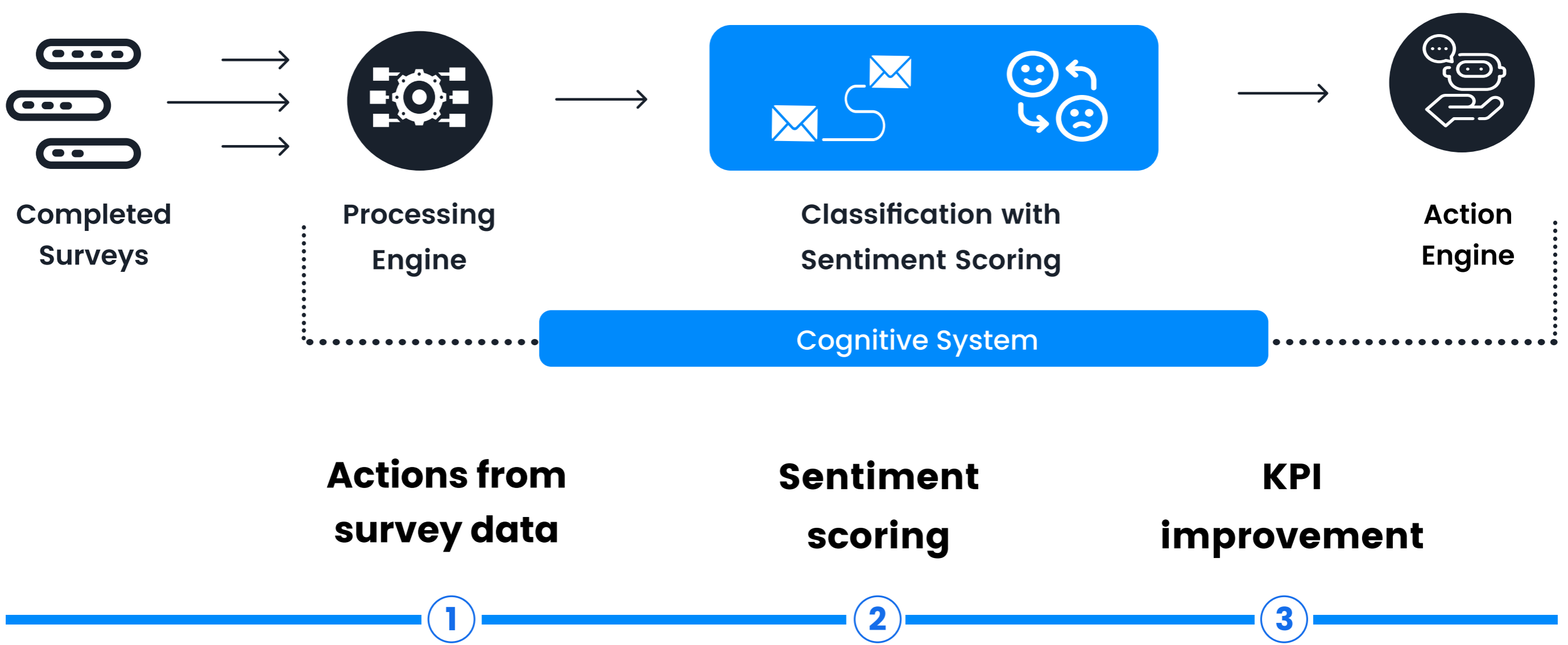
Deploy an automated sentiment engine to classify unstructured survey data and define actionable insights and priorities



## Opportunity

- Ability to analyze unstructured survey data
- Reconcile feedback mismatch between ratings and sentiments in comments
- Identify hidden sentiment from comments included with positive and neutral ratings

## Wow Factor



## Supporting Evidence

- Logical customer sentiment classification into positive, neutral, & negative categories
- Sentiment scoring to align comments with ratings, improve accuracy of CSAT metrics
- Defined actionable recommendations to optimize and automate processes

## So What

- Improved resource allocation and prioritization to address recommendations
- Self-assist improvements, including content, navigation, and search optimization
- Improved CSAT scores, increased profitability, and higher customer retention

## Success Stories

\$4M annualized cost savings by avoiding escalations to agents

300 basis point CSAT improvement in two quarters