

WHEN  
CUSTOMERS SPEAK,  
**BE READY  
TO LISTEN & REACT**

Using the VOC to Become  
a Customer-Centric Organization



## SUMMARY

Understanding the Voice of the Customer (VOC) goes well beyond NPS and survey data. With so many channels and methods of engagement, it's often difficult to extract meaning, determine what's important, and recognize pressing issues that require immediate action. Brillio's VOC Platform takes the complexity out of identifying insight from unstructured data, and allows businesses to become more customer-centric organizations.



## INTRODUCTION

A recent Gartner study found that in the near future, almost 90% of organizations plan to compete for customer experiences. In order to execute on this goal, businesses must be able to leverage public information such as social media, as well as internal data from call centers and online channels. With the vast amount of information and opinions flowing in, it should be easy for organizations to understand what customers are thinking, how they feel about various products or services, and their interactions with their brand across channels. But in reality, it's more difficult than ever to get a 360-degree view of the customer. Organizations are overwhelmed by the sheer volume, variety, and velocity of data coming in, particularly when it's unstructured data.

This "new normal," where customers have a stronger and more influential voice, requires organizations to use technology to go beyond the basics of monitoring or "listening." If an organization wants to get a true understanding of the Voice of the Customer (VOC), they must proactively find ways to extract meaning from what is said to them and about them.



## THE NEED FOR A UNIFIED VOC PLATFORM

Today, the use cases around VOC are broad and impact numerous areas of business on a strategic and tactical level. In order to understand the true VOC, organizations need to be able to deploy a platform with agile and interactive text-mining capabilities, pre-built accelerators, and models that speed time to insights.

The Brillio VOC Platform is a robust framework that can aggregate data sources to deliver deeper analysis. Our platform starts by bringing in information from a variety of unstructured data sources, including public information from social media sites, ratings/reviews/-customer feedback, and user feedback from blogs/forums/communities. We then combine these sources with data held within the organization, including direct customer contact records via call center transcripts, website IM chats, and customer surveys.

Key elements of our platform include keyword-based sentiment analysis, an innovative federated text-mining architecture that enables querying across data silos, and proprietary natural language processing that's critical to applications such as call center log analysis. The Brillio VOC Platform also leverages machine-learning systems for pattern-based analysis, semantic information extraction, relationship extraction, and root cause identification. All this allows us to build representations of meaning from unstructured data and to deliver high value problem solving.

Unlike many other platforms, we have developed accurate models that allow for age-based identification, an element often difficult to obtain with other social media tools, but critical for understanding reach and impact among target segments. In addition, advanced algorithms and accelerators within our models allow for language translation capabilities, a must-have for an increasingly diverse global market. With our experience in big data analytics, we can manage parallel data inputs and layer on additional elements (such as CRM, business intelligence tools, and transactional information) to provide deeper context.

Understanding that each organization is different in regards to the size and type of data, our platform is made to drive innovation and adapt to individual client needs. Our models are also customizable and personalized to each client, based on their specific operating environment and industry.

Our data visualization tools go beyond static charts to deliver versatile views of information and also allow for data exploration. Employing a high-touch engagement model, we help clients plan for future needs and uses for the VOC data, and guide them in ways to disseminate insights across the organization.



The page features several decorative elements. In the top right, there is a blue speech bubble. In the middle left, there is a larger blue speech bubble. In the bottom left, there is a bar chart with seven bars of increasing height, colored from purple to dark green. Below the bar chart is a large circular graphic with a purple border and a light blue background of concentric circles. A large yellow checkmark is centered within this circle. There are also several smaller blue speech bubbles scattered throughout the page: one in the top right, one in the middle left, one in the bottom left, one in the bottom right, and one in the bottom right corner.

Currently, the majority of activity around the VOC has focused on marketing-related activities, such as measuring and monitoring marketing impact, including promotional, campaign and channel effectiveness. But the Brillio VOC Platform goes further to enhance influencer identification and cultivation, allow effective customer segmentation, and uncover competitive intelligence. This provides marketing departments with a data-driven approach to make smarter investments with their budget and maximize their ROI.

Our clients have been able to use these techniques to benchmark and track progress, understand customer behaviors and intent, and improve satisfaction by delivering better customer experiences. By using customer input, organizations can evaluate pricing and promotions, optimize channel performance, and reach the right customer with the right offer at the right time.



## DRIVE SMARTER STRATEGY AND BUSINESS DECISIONS

Forward-thinking organizations are using the same customer-generated data to make decisions that impact business operations and product development, which ultimately increase sales.

Effective use of VOC data allows businesses to more rapidly understand market needs, analyze customer reactions and adoption of new products and services, and identify opportunities for improvements and enhancements. For example, if a product or service is failing to gain traction, an organization can now link social media posts to call center activity to identify problems and uncover the root causes of issues. Based on this knowledge, the business teams can act confidently to correct any concerns and maximize their investment.

By identifying pain points, changing sentiments and desires, and discovering product bugs or issues, organizations gain the clarity needed to make smarter decisions around priorities and investment areas such as R&D. VOC data is also being used to validate ideas, evaluate new concepts, and provide guidance into product pipelines. The result is the ability to rapidly identify operational intelligence and to use customer insights in new ways, which provide a stronger brand, more on-target offerings, and better interactions.



## REALIZE RESULTS

To drive ROI and improve business fundamentals, organizations must be able to understand how customers are talking to their brand across all channels. By connecting multiple types of feedback across numerous data sources, organizations gain deeper visibility into their offerings, and can ensure that they are meeting or exceeding expectations across all parts of the customer journey.

Utilizing the unified Brillio VOC Platform, companies of all sizes and industries can quickly become more customer-focused organizations by separating the noise from the relevant results, identifying root causes, and predicting future customer behaviors. With these new insights, organizations can then take actions that will drive innovation and propel their brands forward.



## ABOUT BRILLIO

Brillio is a global technology consulting services company focused on implementation of digital technologies for the world's leading companies.

Brillio uses proprietary methodologies to help customers re-imagine their businesses and competitive advantages and then rapidly develops and deploys disruptive industrial-grade digital solutions using UX design, digital applications, big data analytics, cloud, security and digital engineering.

Brillio has invested in several proprietary tools that speed up implementation of digital for its customers and maintains its edge in innovation by investing in advanced technologies like machine learning and deep learning /AI. The 2,600-strong Brillio team is based in nine offices across three continents and considers world-class customer satisfaction as its true north.

[www.brillio.com](http://www.brillio.com)

