

# Transform CX with Brillio Voice of Customer (VoC)

**Uncover deep customer insights and drive strategic growth for your brand and business with advanced VoC analytics.**

Voice of Customer (VoC) has undergone a transformative shift in recent years. Traditionally, enterprises labored with methodologies confined to a few customers' feedback. These methods included focus groups, contextual inquiries, interviews, and ethnographic techniques, yielding good insights through fundamental qualitative analysis with quantitative metrics like Net Promoter Score (NPS). However, these approaches were often hamstrung by small sample sizes and a need for more depth beyond conventional survey questions.

The rise of advanced analytics and NLP-enabled methodologies meant businesses could engage with a vast customer base through social media platforms like LinkedIn, public forums like Reddit and Quora, and direct customer interactions. NLP, deep learning, and visualization tools enable robust text mining, predictive analytics, and the generation of actionable insights. Together, these methodologies offer businesses significant advantages as follows:

**Brand management:** Gain a nuanced understanding of brand perception and how to shape it effectively.

**Product launch management:** Assess market and customer readiness when introducing new products.

**Reputation management:** Monitor and manage public sentiment and brand reputation effectively.

To deliver actionable insights and achieve an optimal level of brand excellence, it is crucial for businesses to consider the following:

1. **How are consumers responding to the brand and its competitors? Consider the reasons behind these perceptions and how they might evolve.**
2. **Who are the foremost opinion makers, what are they discussing, and how do they influence public opinion?**
3. **What associations are consumers making with the brand?**
4. **Who and what should businesses focus on to achieve the desired level of market positioning?**

Answering the above questions will help you comprehensively understand customers and drive strategic growth. Explore Brillio's Voice of Customer solution and how it empowers businesses to listen to and act on customer voices, gaining a competitive edge through data-driven strategies.

## Brillio VoC: The **solution and approach**

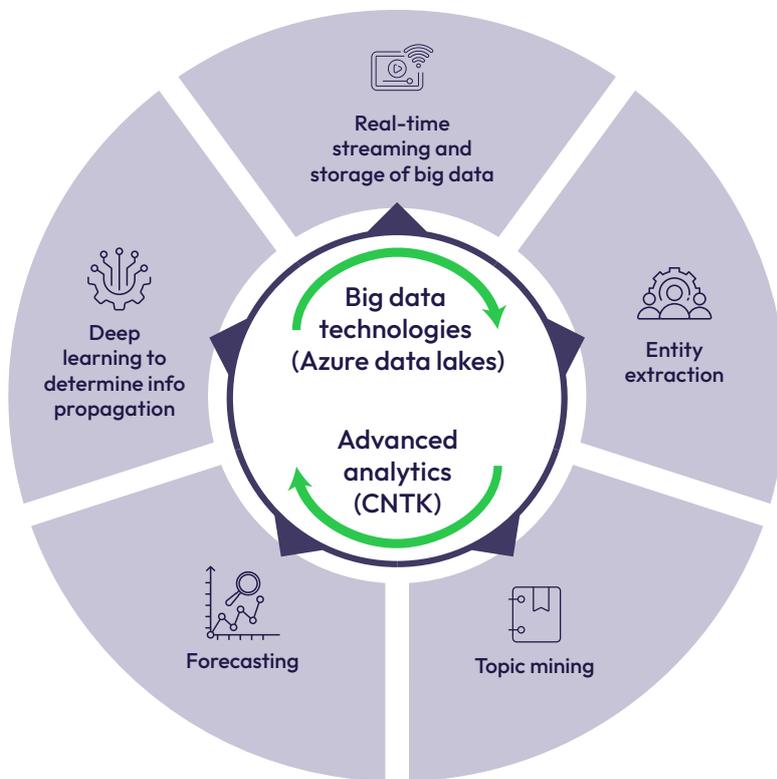
### **Solution:**

The Brillio VoC solution transforms customer feedback into actionable insights by analyzing customers' personal needs and expectations. The solution (shown below) enhances brand and reputation management, empowering businesses with data-driven product and service insights.

### **Pre-integrated technology stack:**

Brillio's solution utilizes a comprehensive stack of tools to interpret the voice of the customer, enabling brands to devise impactful follow-up strategies rapidly. Key components include:

- **Real-time streaming and storage of big data:** Capture and manage vast amounts of data instantly.
- **Entity extraction:** Identify and categorize relevant entities within customer feedback.
- **Topic mining:** Uncover trending topics and core issues raised by customers.
- **Forecasting:** Anticipate customer needs and future trends.
- **Deep learning:** Analyze patterns in information spread to enhance predictive accuracy.



Consultative deployment approach: Brillio’s approach ensures a structured deployment that drives continuous insights by:

- **Defining topics:** Identify key topics based on team objectives to focus the analysis.
- **Establishing a question hierarchy:** Organize questions to derive meaningful insights.
- **Customizing visualizations:** Tailor dashboards to interpret data intuitively.
- **Analyzing needs:** Derive actionable need statements from the gathered insights.



Define topics to be captured based on teams using the solution and their objective



Define hierarchical structure of questions to be learnt from data



Design or customize the visualization which will deliver insights intuitively



Help analyze and Derive the need statement

Brillio empowers businesses to listen and act on customer voices, gaining a competitive edge through data-driven strategies.

# How Brillio leverages its data and AI platforms for transformative analytics

Brillio's proprietary **data platform and Athena** AI Workbench deliver comprehensive, scalable, high-impact analytics solutions. The platforms are built to streamline data processing and drive the rapid deployment of AI-powered insights across industries.

## Brillio Data Platform:

Brillio's data platform is designed for seamless data ingestion, pre-processing, and visualization, simplifying scaling and adapting for various analytics needs. The key components of the platform include:

- **Automate input:** Ingest data in real-time or batch mode from several sources (CRM, financial systems, sensors) and devices.
- **Data and analytics:** Perform data processing, storage, and streamlining with robust data security and confidence.
- **Solve data barriers:** Utilize AI-driven automation to enhance data quality, ensure compliance, and make the data actionable.

## Benefits:

- **High data security:** The platform is powered by built-in Azure security, including encryption, access control, and user time-outs.
- **Scalability and precision:** The platform consolidates data sources securely, facilitating faster and more confident decision-making.
- **24x7 support:** The platform offers consistent support to handle high-demand applications, ensuring that data is always available and reliable.

## Brillio Athena **AI Workbench**

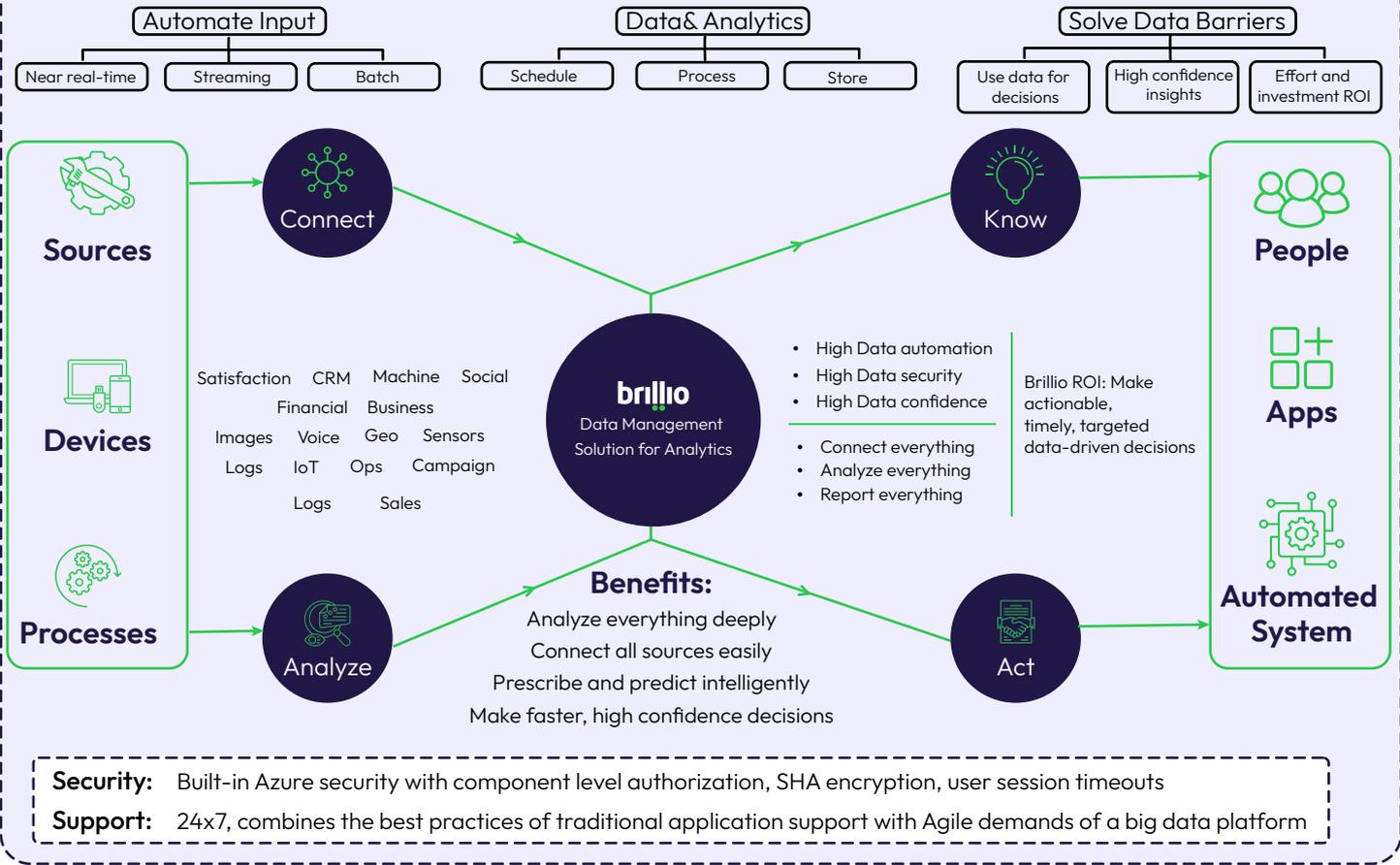
The Brillio Athena platform accelerates analytics with a turnkey approach, bolstering rapid project deployment. It integrates multiple AI models to support applications as follows:

- **Machine learning:** Supports predictive modeling, deep learning, and reinforcement learning.
- **NLP & NLU:** Drives translation, classification, clustering, and information extraction.
- **Vision and speech:** Enables advanced image and object recognition, machine vision, and speech-to-text processing.
- **Optimization and robotics:** Drives operational efficiency with automation and robotics integration.

The Athena AI Workbench helps clients make impactful, data-driven decisions using AI tools that address specific needs, from machine learning to robotics and cognitive processing. This approach enables Brillio to demonstrate immediate value to clients with data solutions that are customized to their unique objectives.

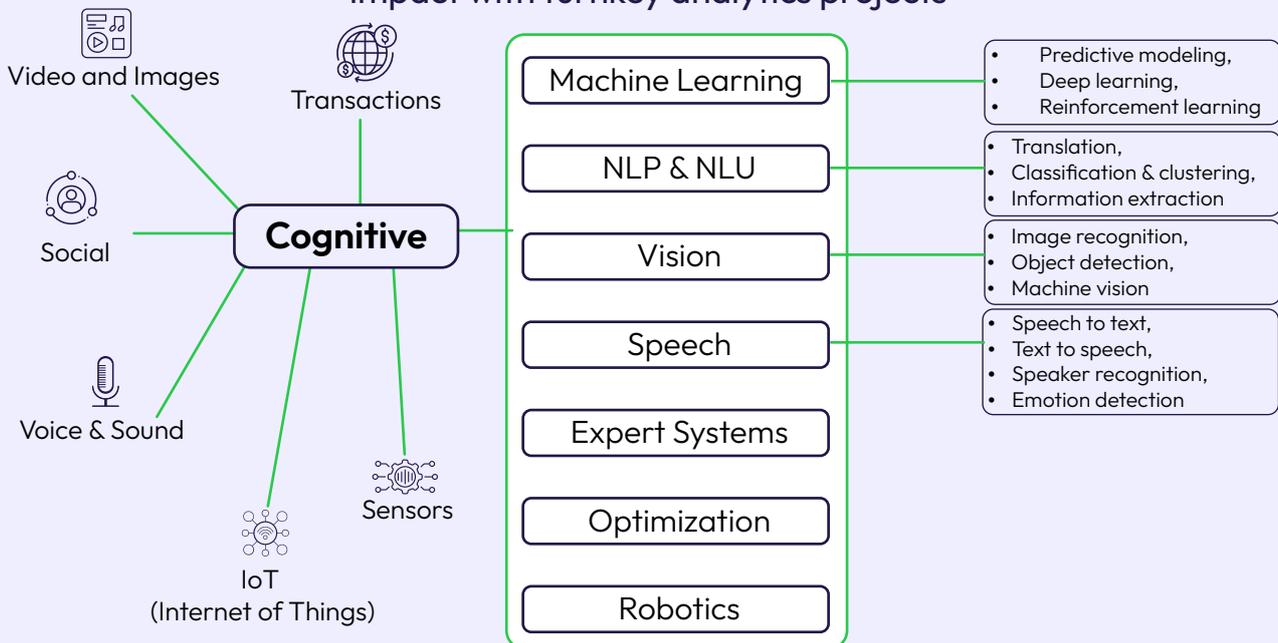
# Brillio Data Platform

For simplified, easy to scale data ingestion, pre-processing & visualization for analytics solution



# Brillio Athena

AI workbench to deliver speed to demonstrate impact with turnkey analytics projects



# Solution **framework**

Brillio's 5-step framework helps clients convert raw data into actionable insights, guiding strategic decisions for impactful outcomes.

## How?

**Listen:** Identify relevant sources (such as social media platforms, forums, and blogs) to gather raw customer data.

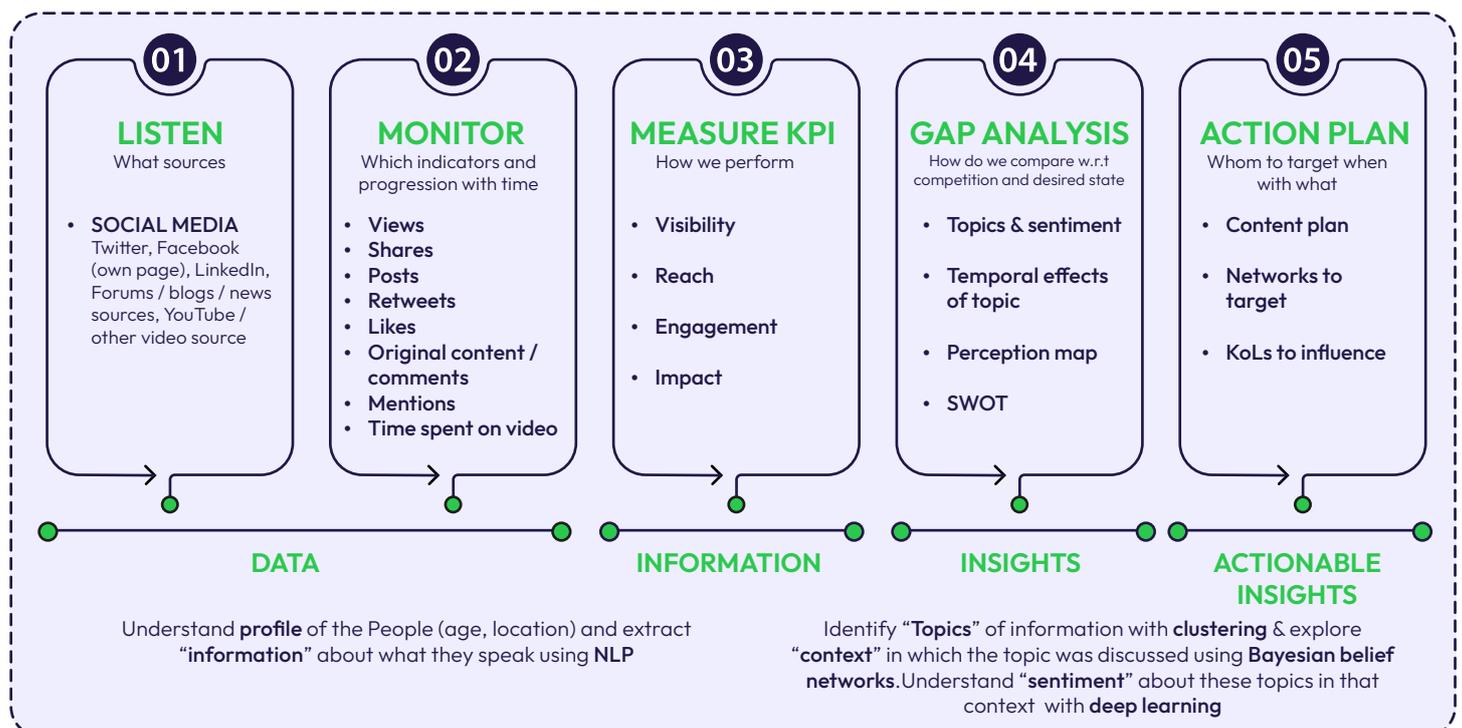
**Monitor:** Track key indicators like views, shares, retweets, and comments to observe trends.

**Measure:** Evaluate performance KPIs across visibility, reach, engagement, and impact metrics to gauge effectiveness.

**Gap analysis:** Compare current performance against goals and competitors by analyzing topics, sentiment, perception maps, and SWOT.

**Action plan:** Develop a targeted content strategy, identify networks to focus on, and influence key opinion leaders.

From data to actionable insights: With NLP and Bayesian networks, we extract profiles, topics, and context. Deep learning interprets customer sentiments, yielding a clear path from data to informed actions.



# Real-world **success stories**

## **A leading consumer goods provider**

The client used Brillio's solution to design its advertising and social campaigns and found answers to the following:

- Who generates buzz
- What do they like or dislike knowing that competitors scan similar areas
- Number of brand associations made
- Impact of celebrity endorsements
- Insights for messaging advertisements

## **A leading card services provider**

The client successfully gauged and understood user reactions after the introduction of its contactless payment system by finding answers to the following:

- What people are talking about contactless payments
- What drives usage and impedes usage
- What controversies and rumors must be contained or explained to mitigate risk
- How opinions are forecasted to move in order to form overall product perception and which networks were to be targeted to shape the perception.

## **A leading fast-food services chain**

The client gleaned valuable information from its customer calls about the following:

- Typical queries about products
- Association or perception about products and concerns
- Trends in the palette or diet-specific questions, particularly by region and demography

## **A leading pharma enterprise**

The client used Brillio's solution to assess:

- Which of its competitors had aspirational positioning
- Which networks and topics could it leverage to attain the desired positioning

## About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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