SANDSIV™
Customer Experience & Beyond

SANDSIV VOC HUB - THE **FOUNDATION** BLOCK

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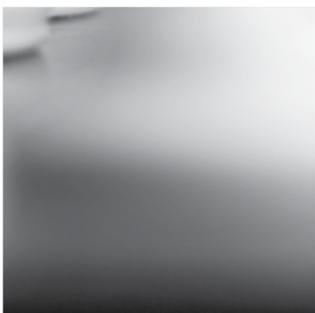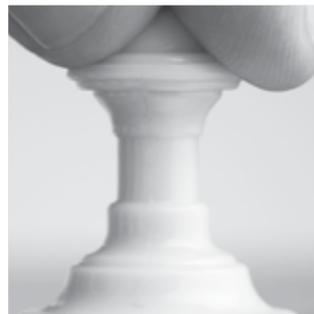
SANDSIV VOC HUB - THE FOUNDATION BLOCK

Real-time intelligence, from multiple sources. A powerful Big Data repository, the backbone of Customer Experience Management 2.0. Delivering a true and comprehensible 360 degree view of your business.

VoC Hub from SandSIV acts as a centralized Big Data warehouse that can unify all sources of unstructured or structured customer data, into a single repository of potential business intelligence. Unlocking this potential can deliver crucial benefits, including:

- **Exceptional Customer Experience Management (CXM), reducing churn rate, and increasing levels of customer satisfaction and advocacy, turning customers into promoters.**

- **Increased sales, generating revenue through upsell and cross sell, facilitated by real-time, tightly targeted campaigns.**

- **Deeper customer relationships, through superior customer management, resulting in the potential to receive a greater share of the customer wallet.**

Unlike many other Big Data solutions, the SandSIV VoC Hub can truly integrate, correlate, analyze and present customer knowledge using a single piece of technology. Regardless of the original data source, be it structured or unstructured, internal or external, VoC Hub becomes a unified interface between your raw data and your existing systems, and this includes:

- **Customer databases such Salesforce.com, Siebel, Amdocs and many more.**

- **Sources of the direct Voice of the Customer such as Customer Feedback Management (CFM) surveys, emails, web chat logs, call center data, call transcripts and much more.**

- **Sources of the indirect Voice of the Customer such as Facebook comments, Tweets, customer reviews, independent blogs, web forums and others sources.**

- **Big Data sources such clickstream data, Call Detail Records (CDR), etc.**

- **Data from automated marketing systems and sales data, from any source including data warehouses and data marts.**

- **Data from internal documents including email and intranet sites.**

- **Publically available data such as Facebook demographics, opinion polls etc.**

The SandSIV VoC Hub maximizes the analytical value of these heterogeneous data streams by using advanced text analytics to extract and normalize entities such as names, products, places,

specific key phrases and more, as well as automatic classification by topics or themes that are important to the customer journey.

SandSIV VoC Hub is also capable of performing sentiment analysis, to quantify the feelings, likes, dislikes and overall level of satisfaction of customers. This can be actioned from direct interactions with the business, or from external data sources such as social media and other online communities. These insights can then be merged back in to the CRM, greatly enriching the available customer data by providing additional information such as Facebook or LinkedIn Profile and Twitter feed. This all takes place in real-time, and enables the business to connect with its customers at a much deeper level than previously possible.

SandSIV VoC Hub is a true Big Data repository. It is capable of organizing, indexing and correlating all customer data, regardless of source. There is no requirement for data modeling, and the format of the incoming data is irrelevant. This results in a single data silo, containing all relevant customer data, solving integration challenges other solutions often struggle to overcome.

Insights are presented using a wide variety of formats, including advanced search interfaces, Business Intelligence (BI) tools, self-service customizable dashboards, and custom applications. Access to these various views is entirely role based, allowing for dissemination of insights across the business, based on the needs of individual departments, business units and even individuals. Furthermore, alerts, triggers and other automated processes can be set up to prompt action and drive workflow.

SandSIV's VoC Hub delivers a truly 360 degree view of the customer relationship, compiled from the full spectrum of available information, from any source. The benefits of gaining access to a full 360 degree view of the customer will empower the company to begin benefiting from truly astounding capabilities, such as:

- **Improved levels of customer satisfaction and loyalty, and the reduction of churn, through the provision of a superior customer service, optimized loyalty programs and more.**

- **Increased levels of revenue produced from tightly targeted upsell and cross-sell marketing campaigns that match customer interests, preferences, habits, demographics, or any other definable segmentation criteria.**

- **Real-time intelligence, delivered using highly visual and easy to understand interfaces, providing the capability to make agile revisions to marketing and sales campaigns whilst they are still in progress.**

- **A personalized customer experience, and tailored account management, increasing revenue by capturing more of the customer wallet. This is enabled through the analysis of a full spectrum of related customer information including transactions, goals, interests, likes, dislikes, market trends, and all other customer influencers.**

- **The advantages of implementing the SandSIV VoC Hub to receive a 360 degree view of the customer are myriad, and include:**

- **On demand, real-time access to all customer information, delivering critical insights immediately.**

- **The unification of all customer data and content, into a single repository, indexed and correlated, and equipped with advanced text analytics capabilities. This maximizes the value of customer data, joining vastly different data streams into a single, searchable silo.**

- **All related customer data is combined at the time of query, with no need to define a data model.**

- **The instant availability of valuable new customer intelligence, derived from listening to the customer across diverse channels. This includes automated content classification and behavioral analytics.**

- **All customer information is available in real-time, using a range of BI tools, self-service dashboards and other simple to use interfaces. Providing access to complete customer information, in an interactive environment, that can be tailored to user roles.**

- **Obtain new customer-centered insights, such as customer preferences, value to company, level of satisfaction and promotion. These insights can be used to fine tune sales goals with the customer's best interest.**