

sandsiv+

sandsiv+ analytics

Actionable insights into your CX program

Advanced CX analytics have changed the game

Managing customer experience through a systematic approach to data analytics

Customer experience analytics and a data-driven approach can be used in many ways to better understanding customers' points of view, pain points, and experiences with a product or service.

SANDSIV and its advanced CX analytics solutions allow businesses to filter, and analyze data, aggregating it into actionable insights and observe how they interact with your business systems and operations.

Your opportunity:

01

Taps into more qualitative information to **uncover richer insights** rather than stacks of metrics

02

Insights continuously educate the company about **problems & opportunities**

03

Analyses **the context of interactions** to provide a view of the whole customer journey

04

Capitalises on the fact that most customers have **omnichannel interactions**

05

Focuses on delivering **enterprise intelligence** rather than limited to measuring customer feedback

How we do it

AI-enabled customer analytics discover high-impact customer insights

Advanced AI technologies, including augmented Natural Language Processing (NLP) and Deep Machine Learning (DML) as well as Data Visualisation & Reporting, are used to provide for the increasingly unsupervised production of faster and more accurate actionable insights

AI-enabled customer analytics finds all relationships in the data that exist (without expressly being told what to look for). It can predict the likelihood of future behaviors SANDSIV leverages its proprietary IT solution with market leading open source technologies, supporting its reputation as a leader of innovation

“ USING SANDSIV ANALYTICS, WE’VE BEEN ABLE TO UNDERSTAND MOTIVATIONS BEHIND OUR CUSTOMERS’ BEHAVIOR AND TAKE A LOOK AT BRAND PERCEPTION

**Head of Customer Services
Insurance client**

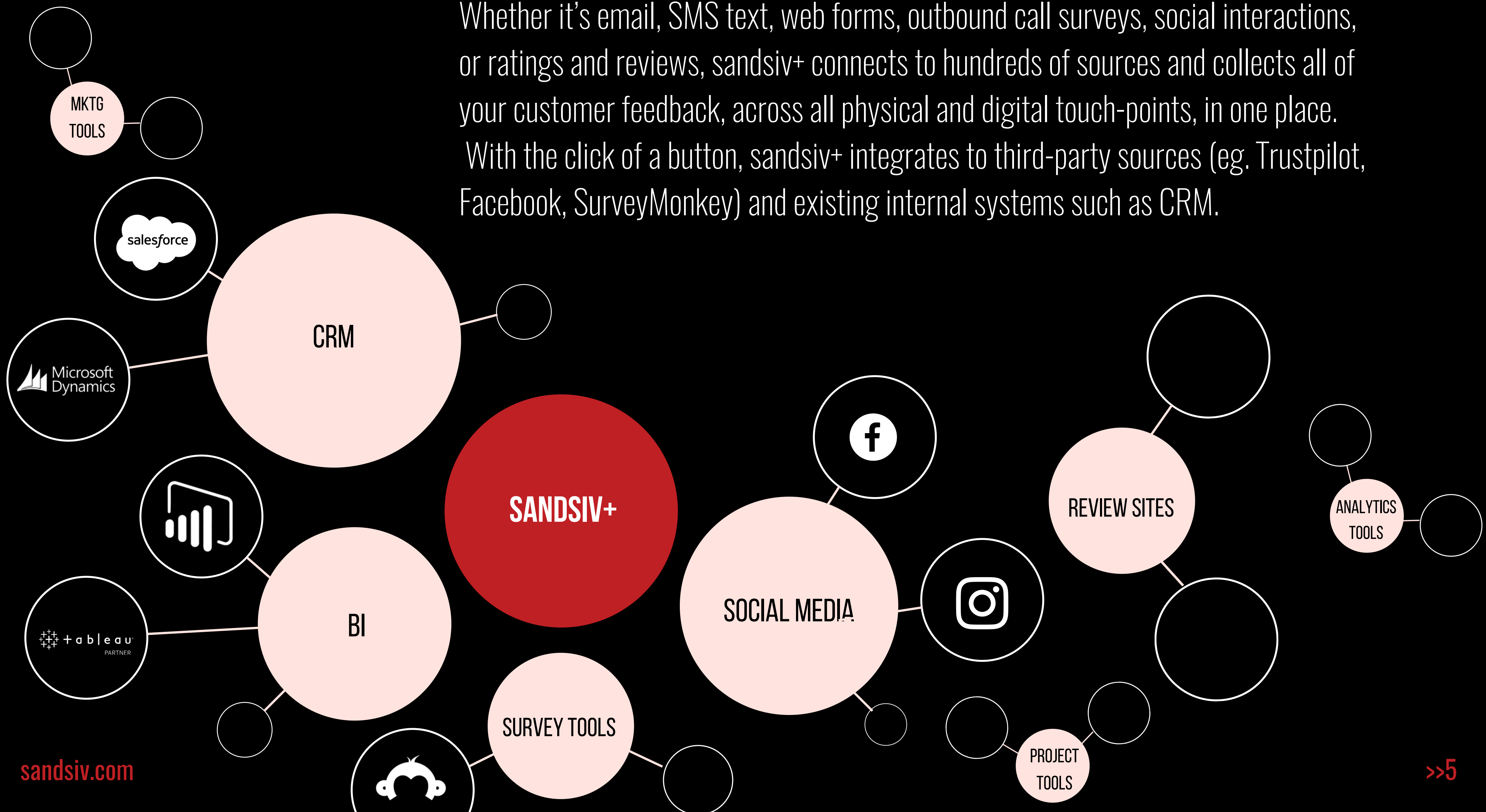
Key capabilities

1

Organize & correlate every customer conversation from any Source

Whether it's email, SMS text, web forms, outbound call surveys, social interactions, or ratings and reviews, sandsiv+ connects to hundreds of sources and collects all of your customer feedback, across all physical and digital touch-points, in one place.

With the click of a button, sandsiv+ integrates to third-party sources (eg. Trustpilot, Facebook, SurveyMonkey) and existing internal systems such as CRM.



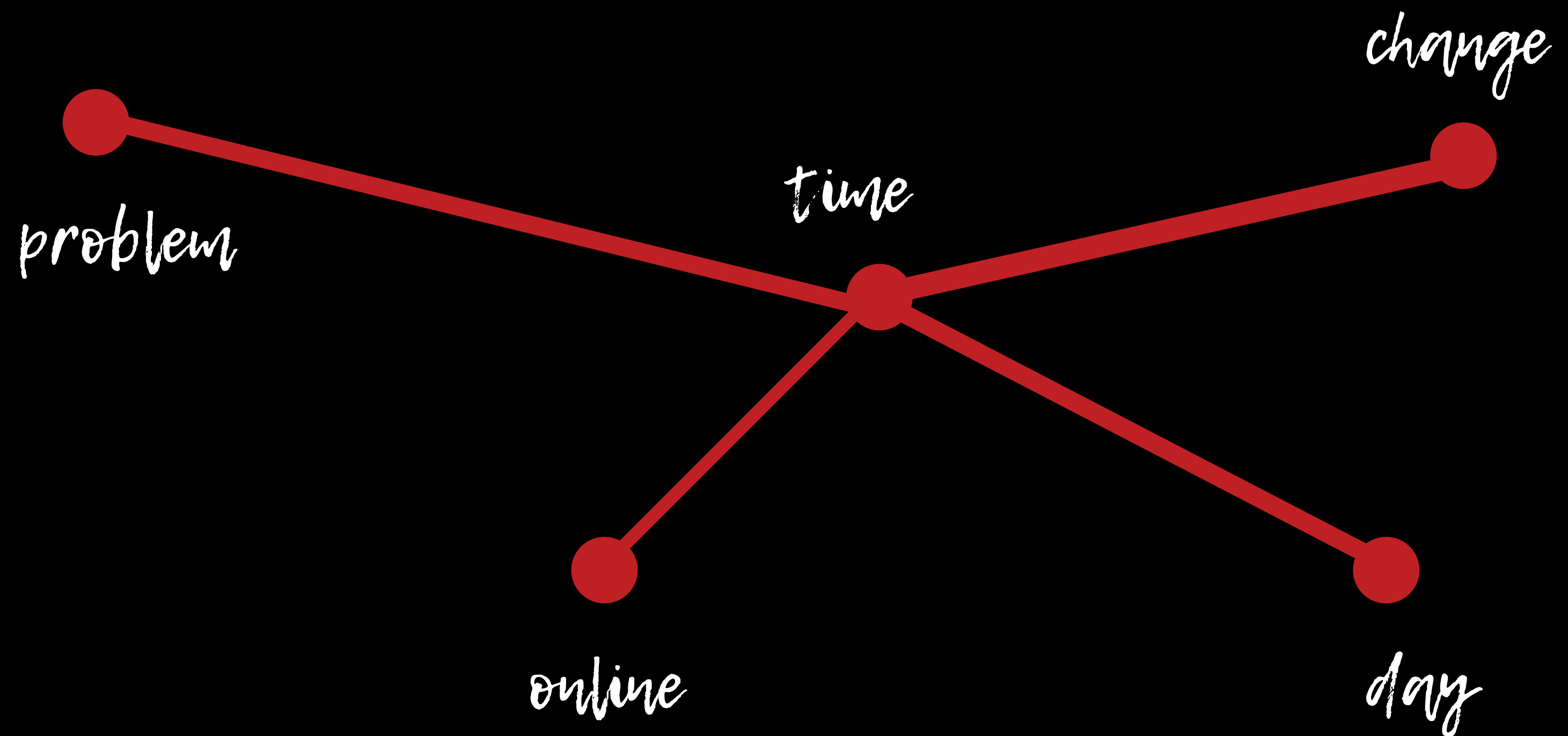
2



Creates meaning from otherwise unstructured data

A set of features that provide an automated analysis of an interaction's content, extracting relevant information, and transforming it into useful business intelligence. SANDSIV uses unique linguistic algorithms coupled with a graphic user interface.

3



Identify trends before they take off

Our Text Analytics tool automatically constructs thousands of clusters of related themes, so you can dive deep into what's truly driving customer loyalty. Through Co-occurrence and Correlation analyses, you can count the technique of paired data within a collection unit and discover the relationship strength between at least two lemmas (words).

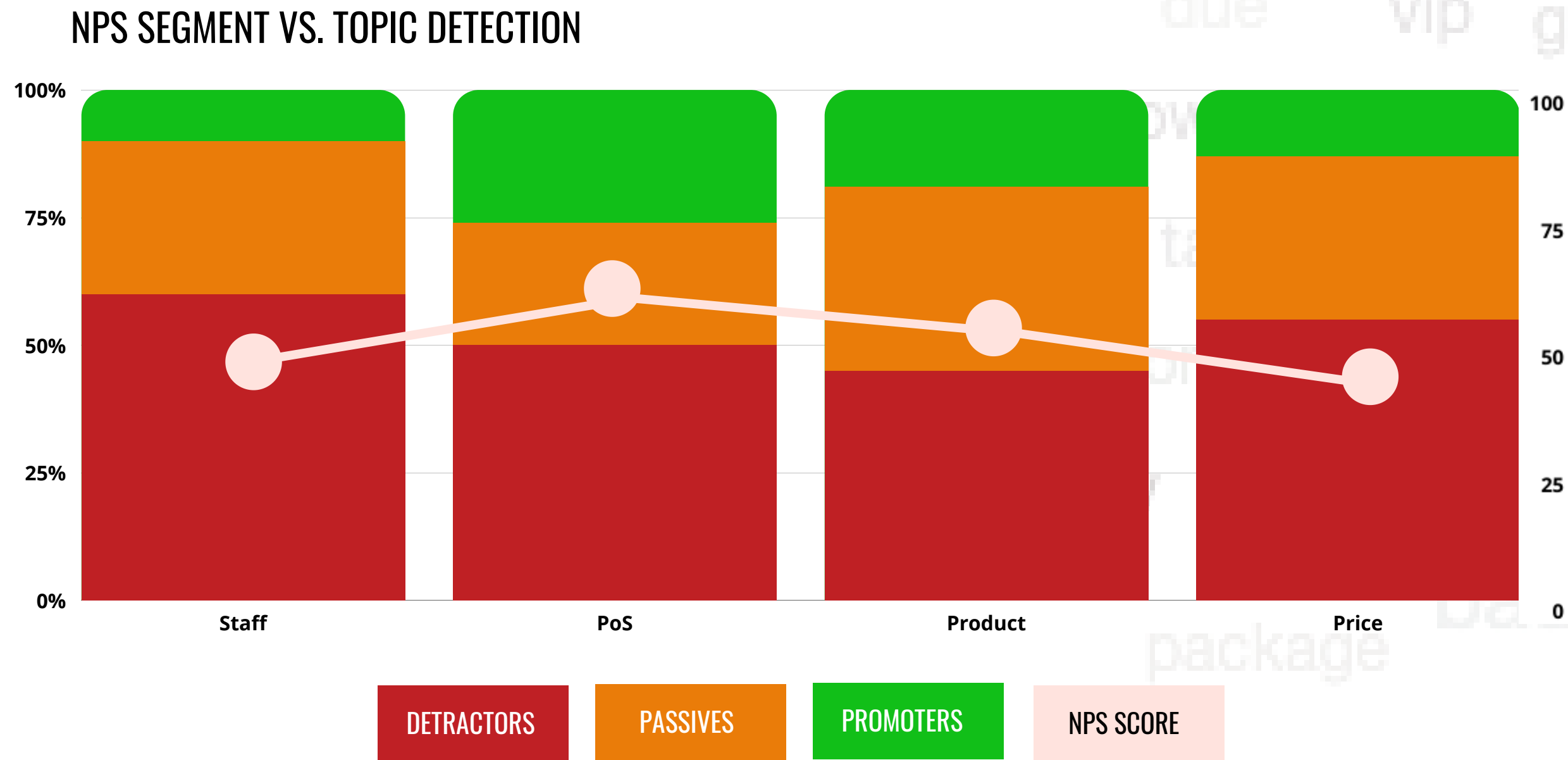
4

Assess customer'
sentiment
towards your
products, brands,
and services

-  HONESTLY, I LOVE THIS BRAND BUT THIS TIME
-  THE STAFF IN THE STORE WERE SO RUDE. I WILL NOT GO BACK IN THAT SHOP AGAIN.

Does our perform classifications on thousands of texts per second with higher accuracy levels than humans! Was a phrase spoken by a customer positive, negative, or neutral? Sentiment analysis provides insight into a customer's attitude throughout an interaction. All business users can analyze large volumes of customer data in real-time by automatically classifying relevant customer insights.

5



Real-time monitoring & Customizable dashboards

Measure standardized and bespoke customer metrics and other KPIs to understand customer sentiment and behaviors. Customize report views and meet every team's reporting needs and provide them with the most relevant view of the data. Each widget and graphing option can be configured to have a drill-down capability to analyze data more deeply.



sandsiv+ COMPONENTS

VOC STORE

Unified data warehouse for organising, indexing and correlating customer data

VOC STORE is a unified data warehouse underlying the other modules and acts as a big data repository for organising, indexing and correlating all customer data in real-time.

Data lake

Differently from other competitors, sandsiv+ features a data lake built on Mongo DB as its core storage system, ever since its first release.

A data lake is a method of storing data within a system or repository, in its natural format, that facilitates the collocation of data in various schemata and structural forms, usually object blobs or files. The idea of data lake is to have a single store of all data in the enterprise ranging from raw data (which implies exact copy of source system data) to transformed data which is used for various tasks including reporting, visualization, analytics and machine learning.

The data lake includes structured data from relational databases (rows and columns), semistructured data (CSV, logs, XML, JSON), unstructured data (emails, documents, PDFs) and even binary data (images, audio, video) thus creating a centralized data store accommodating all forms of data.

Fast Fact

- VoC Store collects multiple, concurrent sources of customer knowledge, both from within a company and from external data sources
- Combines multiple repositories of data into a single source of potential customer intelligence
- Stores both structured and unstructured data
- Can be integrated with systems that clients already use reducing the setup, implementation and maintenance costs
- VoC Store is built on the latest technology, lowering the cost of ownership, and provides agile and scalable infrastructure out of the box

VOC MINE

Extracts insights from vast volumes of unstructured customer data

Text mining technology tool

VOC Mine from SANDSIV is a supervised text mining solution.

A powerful deep machine learning application developed on FastText (Facebook Artificial Intelligence Labs) and Tensorflow (Google AI Team), with a very easy to use interface that delivers an intuitive way to uncover the issues which are affecting customers.

VOC Mine makes the understanding of the underlying reasons for customer feedback a breeze. By simply creating filters, based upon common lemmas that appear in feedback, it is possible to create subsets of data which can be used to validate or disqualify a potential problem.

Fast Fact

- VOC Mine is built on advanced AI powered Natural Language Processing (NLP)
- VOC Mine extracts insights from large volumes of both structured and unstructured data providing a clearer view into inferred issues that are important to customers
- Intuitively unlocks relevant customer insights from free text such as customer feedback survey responses by intelligently mining original text
- Strong NLP capabilities powered by unique linguistic algorithms coupled with a simple to use graphic user interface approach to insights

FEATURES

- ▼ Easy to learn graphical user interface
- ▼ Deep Machine Learning NLP capabilities based on vectors
- ▼ Simple to use word cloud approach to uncovering insights
- ▼ Advanced filtering to create manageable data sets
- ▼ Ability to labeling data to create training files for deep machine learning models
- ▼ Ability to train directly models from the Voc Visual interface

VOC CLASSIFY

Advanced text classification and sentiment analysis engine

Deep machine learning tool

VOC Classify from SANDSIV is an advanced text classification and sentiment analysis engine that uses deep machine learning algorithms based on vectors to classify thousands of customer feedback responses in a fraction of a second. The solution is built on FastText (Facebook AI labs).

VOC Classify is powerful and it can be incredibly accurate, similar, or even better, than a human brain classification. VoC Classify can be used to classify specific content, business relevant categories as well as customer sentiment.

Fast Fact

- VOC Classify is a deep machine learning tool that can analyse large volumes of customer data in real time by automatically classifying relevant customer insights
- Users can easily build deep learning models or choose from over 250 pre-trained models to automatically check issues identified by VoC Mine
- Intuitively designed for business users and not data scientists so there is no need for extensive coding skills
- Performs classifications on thousands of texts per second with higher accuracy levels than humans
- Deep machine learning algorithms can be trained to specific use cases and will work automatically and independently, classifying all incoming text

▼ Easy to learn interface

▼ Highly effective deep machine learning algorithm based on vector

▼ Classification of all sources of text

▼ Reiterative training

▼ High performance

▼ 250 pre-build languages models available

FEATURES

VOC VISUAL

Real-time visualisation of analytics through customisable dashboards and reports

Powerful data visualization tool

SANDSIV VOC Visual is a customizable dash boarding solution that allows effective visualization of VoC and internal CRM data in an intuitive, flexible, and fast way.

VOC Visual is able to take your Customer Intelligence and present it in a simple to manage dashboard, using a variety of user configurable widgets including graphs, tables and pie charts.

Fast Fact

- VOC Visual is the dashboard that graphically represents the customer intelligence gathered in a meaningful and easy to understand way
- It is simple to measure new KPIs derived from VOC analysis to provide a clear view into the current state of the customer relationship
- New dashboards are simple to set up and access and all are easily configurable to match the needs of the user across enterprises
- Each widget and graphing option can be configured to have a drill-down capability, opening a different dashboard based upon the segmentation defined in the drill-down data set

FEATURES

▼ Real-time results visualization on custom dashboards

▼ Easy to use interface with user definable gadgets (data visualization widgets)

▼ Send automated reports via email

▼ Variety of visualization options

▼ Entirely role based, providing customized dashboards from c-level to individual employees

▼ Real-time visualization of customer intelligence insights

▼ Completely customized and flexible dashboard

▼ Real-time correlation of multiple KPI

Managed Analytics Services

Your success is our success

CX Analytics is a powerful framework that can help transform your company. However, technology alone can't develop the actions required to translate findings into business change.

Our core team of subject matter specialists have extensive expertise of multiple industries and verticals, as well as existing and tested Topic and Sentiment Classification Models. We've developed these skills from years of experience working across multiple verticals.

What we can do for you:

- Initial data analysis and overview session with the clients
- Sentiment model with Positive and Negative categories & accuracy measurement
- Topic Model & accuracy measurement
- Dashboards creation and monthly update
- Monthly executive power point summary

Benefits:

- Quickly harness the full power of analytics to uncover business issues
- Benefit from our carefully honed best practices and lessons learned on how to solve those challenges
- Flexible workforce ready to help you with your project
- Learn how to get the best out of the platform so your company can be independent in the future



Legal Notice:

© Sandsiv 2021. All Rights Reserved.

The information contained with the document is given in good faith and is believed to be accurate, appropriate and reliable at the time it is given but is provided without any warranty of accuracy , appropriateness or reliability. The author does not accept any liability or responsibility for any loss suffered from the reader's use of the advice, recommendation, information, assistance or service, to the extent available by law.

