

# Solution Brief: CX I.Q.

Reveal the “why” behind NPS with Decooda



## Overview.

Despite its undisputable success and benefits, the percentage score and average integer value of all Likert scale feedback is often criticized for not providing anything more than a snapshot of performance at a moment in time. It tells us nothing about where we are excelling and failing and, more importantly, what to do next.

## Challenge.

Many companies understand this and have struggled with this limitation. However, multiple-question surveys will not elicit the responses you want to get the insights you need - they will only further diminish your customers' experience. In addition, basic Natural Language Processing confuses the matter by merely counting what people talk about most rather than what actually influences behavior.

## Solution.

Getting the best answer hinges upon asking the best question in the right way. Decooda makes customer experience scoring more personal and useful by complementing the Likert question with a carefully crafted, unique imaginative question that allows customers to communicate with the brand on their terms. This allows Decooda to go beyond the simple NPS®. By linking topics with emotions and cognitive states we can tell companies what specific aspects of the product or experience most significantly influences customer behavior.

This is made possible by leveraging Decooda's proprietary real-time text analytics algorithms that are based on cognitive psychology, deep learning and AI. These algorithms allow us to reveal and predict customer emotions and cognitive states, enabling companies to clearly understand the context of each customer experience; so next steps can be taken with confidence.

With [one simple question](#) Decooda can reveal how customers think, feel and act about a product, experience or brand, and uncover how those thoughts and feelings translate into behavior, in order to understand the relative importance of each customer touch point so you can build a plan to address the specific issues that would have a real impact on customer satisfaction.

Decooda makes it easy to collaborate and triage customer feedback using our embedded Case Management engine.

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