

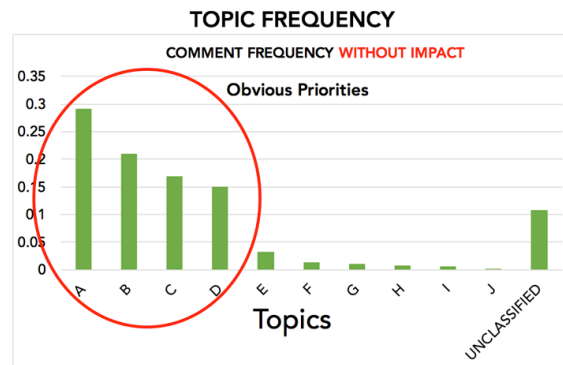
# THE KEY TO “WHY”:

## Impact Analysis



**Fortune 500 CEO Quote:**  
“...we are a data company,  
and it seems as though  
the more data we get  
the dumber we are. I  
feel like we are guessing  
and the team has lost  
confidence...”

are important, or that they will influence their behavior. For example, the frequency analysis below would suggest that topics A, B, C and D are the highest priority topics because those topics are discussed disproportionately more than topics E through J.



## Summary

One of the biggest challenges companies face is getting the organization to “lean in” and embrace a culture of customer advocacy, which is why we created [CXI.Q](#). Our granular emotion and cognitive insights get everyone on the team aligned to the needs of the customer without coercion by revealing a new “believable” ground-truth that inspires buy-in.

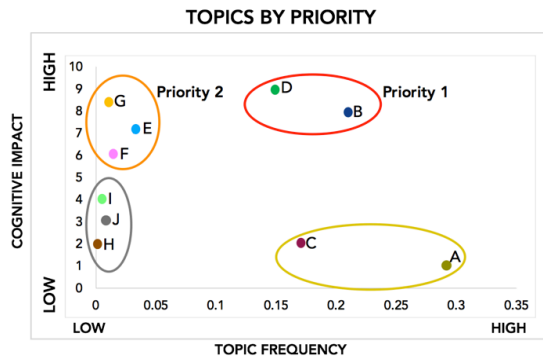
## Problem

Many approaches rely on topic frequency or word co-occurrences to identify issues or themes to focus on. However, Decooda has learned that just because people talk about a topic a lot, it does not necessarily mean that those topics

## Solution

However, by analyzing a single Imaginative Question, Decooda’s proprietary analytics engine reveals each customer’s emotions, their persona, the quality of their experience and their stage in the path to purchase. We link these insights to the topics they discuss, allowing us to distinguish between what people talk about most and what actually influences their interests and behaviors in real-time - we call this the “Impact Analysis.”





The result of our Impact Analysis reveals that B and D, in the upper-right quadrant of the chart are the highest priority topics that need attention, followed by G, E and F. Surprisingly, A and C, may not be addressed at all, because while they are discussed often, they have little or no impact on customer behavior.

Why is the Impact Analysis so important? Simple, because when organizations lack clarity and confidence in their insights, volume seems to be the fallback investment decision criteria, primarily because it's tangible. The problem is that investments based on frequency and volume generally yield little or no results, which complicates the process of correlating ALL investments with performance improvement.

However, perhaps the biggest impact to the organization is when financial and resource investments are made and goals are not achieved, or worse yet, the organization takes a step backward. These results diminish the confidence of the organization, which leads to lack of buy-in and support for CX initiatives, making it nearly impossible to achieve a culture of customer advocacy.

## Beyond the Impact Score

Our Impact Analysis provides a unique and valuable perspective on what specifically drives customer behavior. However, our Chat-Based Collaboration and Case Management capabilities, with its embedded auditing, compliance and governance engine tracks how organizations consume and react to the dashboards and customer feedback. By linking customer insights and feedback with the organizations response, Decooda understands each customer's state-of-mind in real-time, this is a new "ground truth" that inspires every level of an organization to lean-in and embrace a culture of customer advocacy.

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## About Decooda

Decooda delivers the facts that inspire every level of an organization to embrace a culture of aligning to the needs of the customer to understand each customer's state-of-mind in real-time.



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