



CX I.Q.<sup>TM</sup>

Prescriptive analytics that show you how people will act, why, and what to do about it.



## The Situation.

In an increasingly competitive world, you hope the loyalty of each customer will become a lifetime asset. But how do you earn it? With conventional CX approaches? They reduce the complexity represented by all your customer touchpoints to just a few numbers. On the NPS scale, scores of 1-6 are identical, 7 and 8 are sort of OK, 9 is a happy place, and 10 is nirvana. Not surprisingly, answers like that only bring up more questions.

## The Challenge.

What you really need to know is why customers, prospective customers and employees are saying the things they're thinking and saying about you. You need to know their real feelings, and how those feelings will affect their future actions, for better or worse. Most importantly, you need to know exactly how to improve the experience you give every one of those valuable people. And those are insights you just can't get from traditional surveys that bombard customers with so many questions that they get bored and just check 5 for every answer, or check out entirely.

## The Solution.

Instead of a report that only tells you what people said, and how often, Decooda CX I.Q. asks our Imaginative Question. Using our years of experience in linguistics and cognitive science, we design this question to make your audience want to tell you what they're feeling. In depth

and detail. Instead of typical answers of ten words or less, our respondents average 41 words per answer, and many answers run into hundreds of words. Because people are communicating with your brand on their terms.

These detailed, authentic responses give us a rich supply of data for CORE<sup>TM</sup>, our Automated Data Refinery to analyze. We aggregate and verify data from all customer touchpoints, including survey responses, social, online, and mobile. Then we analyze the data with our proprietary Decooda CORE text-analytics algorithms that are based on cognitive psychology, deep learning and AI. These algorithms are so advanced that they can detect the different meanings of words and statements in tweets, blogs, and notes from call center staff. These valuable nuances let us reveal customer emotions and cognitive states, so we can predict behavior.

## The Result.

We then take these amazing insights and roll them into our Impact Analysis, which separates the topics customers talk about most from the ones they care about most. For the first time, you'll know how customers think, feel and act about a product, experience or brand. You'll see how their thoughts and feelings translate into behavior. You'll understand the relative importance of each customer touchpoint.

Most importantly, we will precisely identify the organizational behavior(s) that have the most significant influence on your customers' behaviors. Our insights are so precise that they're

binary: either a customer will do Behavior X or they won't. We make things that clear. So while our competitors will talk about statistical significance, our solution allows you to build a plan to manage the exact areas of your business that will decrease churn and increase loyalty. And because of the power of our platform, we can do all this in real time.

Everything about Decooda CX I.Q. is designed to help you act quickly, including our automated, rules-based Chat-Based Triage and Case Management. It automatically opens Task Channels for every case that needs investigation. To avoid unnecessary manual entries, our auditing, compliance and governance engine automatically tracks and reports on all aspects of the triage and disposition process.

Our Chat-Based Collaboration helps even more. You can create open or private team conversations, depending on your needs. And dynamically open a communication Task Channel to discuss any topic related to customer experience or operational performance.

We even offer the shortest time to value. Many of our clients have CX I.Q. in and delivering value within days.

## The Right Partner for a Changing World.

At Decooda, we collaborate with our clients, bringing together business insight, advanced research, and technology to give them a distinct advantage in today's rapidly changing environment.

## For More Information:

To learn more about how Decooda can create the right solution for your company, please contact us at [info@decooda.com](mailto:info@decooda.com) or request a demo at [www.decooda.com](http://www.decooda.com).



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