

VOC CLASSIFY

When we start to capture customer feedback in ever increasing volumes, then having the ability to automatically analyze this feedback, in real-time, becomes a necessity. Whilst it is potentially possible to read and classify customer feedback manually at low volumes, even then, we run the risk of human error or inconsistencies between different persons creeping in.

VoC Classify from SandSIV is an advanced text classification engine that uses statistical algorithms to classify thousands of customer feedback responses a second.

VoC Classify is powerful, and once fully trained, it can be incredibly accurate, with possible accuracy levels of over 95%. VoC Classify can be used both to classify content specific, business relevant categories as well as customer sentiment.

VoC Classify comes equipped with a wide range of features, designed to simplify and expedite the automatic classification of high volumes of customer feedback, quickly and accurately. This includes:

- Easy to learn interface.
- Highly effective statistical learning algorithm.
- Classification of all sources of text.
- Reiterative training.
- High performance.



If your company is serious about getting the most from its customer feedback, then VoC Classify is the perfect tool for automating the process of categorization of customer feedback. High performance, accurate classification of thousands of customer feedbacks a second.

Gaining the ability to categorize customer feedback, in real-time, gives organizations the ability to automate business processes based upon customer feedback captured from any source.

VoC Feedback delivers a wide range of benefits, and this includes:



- Automatically turn any customer feedback into measurable, business relevant categories which can be used to drive the business.
- The capability to trigger business actions based upon classified customer feedback.
- Measure customer sentiment in real-time.

