

VOC VISUAL

The more customer feedback we capture and analyze, the harder it can be to understand and visualize all of the resulting Customer Intelligence. Spreadsheets, reports and hand produced graphs all take time to prepare. Furthermore, they are only ever as up to date as the data and analysis they are based upon.

What we need, is a real-time, simple to understand way of visualizing Customer Intelligence. SandSIV has created VoC Visual, a customizable dashboarding solution that fulfils just this role. VoC Visual is able to take all Customer Intelligence, and present it in a simple to understand dashboard, using a variety of user configurable widgets including graphs, tables and pie charts.

VoC Visual from SandSIV has the following features:

- Easy to learn interface with user definable widgets.
- Completely customized dashboard.
- Real-time visualization of customer intelligence.
- Variety of visualization options.
- Real-time correlation of multiple KPI.
- Entirely role based, providing customized dashboards for individual departments.



VoC Visual takes every source of customer intelligence, either external or internal, and turns it into a graphically, easily understood interface, that shows, in real-time, both the negative and positive affecters within the Customer Experience.

Furthermore, custom dashboards can be defined at a granular level, role based, down to individual users, that ensures that every member of the CXM team has the insights they need, to begin actioning the Customer Intelligence produced by VoC Hub.

By presenting Customer Intelligence in an easy to understand, simple to configure graphical dashboard, we turn the Voice of the Customer into an easily understood, incredibly powerful source of business insights that can be acted upon in real-time.

VoC Visual delivers a comprehensive range of benefits, and this includes:

- Gain understanding of Customer Intelligence and trends in customer opinion, entirely tailored to individual needs at department or individual level.
- Real-time representation of the actual customer experience as it is in the moment.
- The ability to discover the underlying factors effecting the customer experience, using a drill down approach within each VoC Visual dashboard.

