

IMPLEMENTING CX ANALYTICS

THREE OPTIONS

DIY

DFY

AGENCY



OPTION 1: DIY

PRO

- Detailed learning experience
- Full use of your expertise
- ~~Cost savings~~

CON

- Requires time & resources
- Results and/or time to results unpredictable
- Harder to defend internally

GET HELP WITH OUR
TOP TOOLS LIST



Top Tool List

	Name	URL	Comment
Top Text Analytics Tools			
Manual Coding	Ascribe	www.ascribe.com	The past gold standard in categorizing open-ends
	Wordstat	https://provalisresearch.com/products/content-analysis-software/	Has other potentially useful features
Unsupervised Coding	Gavagai	www.gavagai.io	Works with many languages
	Odin Answers	www.odinanswers.com	Focuses on survey feedback
	Lexalytics	www.lexalytics.com	A classic text analytics software
Supervised coding	Caplena	www.Caplena.com	Focuses on survey feedback
	Monkey Learn	www.monkeylearn.com	Many different applications
Top Driver Analytics Tools			
	XLSTAT	www.xlstat.com/en/	All top statistical tools as Excel function
	SPSS	https://www.ibm.com/products/spss-statistics	The classic software
	Smart PLS	www.smartpls.com/	Models causal networks
	BaysiaLabs	https://www.bayesia.com/	Explores and models causal networks
	NEUSREL	www.neusrel.com	Most advanced causal machine learning software
Top Dashboarding Solutions			
	Power BI	https://powerbi.microsoft.com/	Inexpensive yet powerful solution for everyone.
	Tableau	https://www.tableau.com/	Enterprise grade suites
	Qlik sense	www.qlik.com	Comprehensive and flexible for all types of companies

Note: each of the 3 tool categories has actually hundreds of solutions on the market. This selection is based on software we took a closer look at.



OPTION 2: RESEARCH AGENCY

PRO

- Outsourced work
- Get outside advice
- Easier to defend internally

CON

- Costly
- No standard solution, if not specialized
- Unknown quality & validity, if not specialized

GET HELP WITH OUR
AGENCY CHECKLIST



AGENCY CHECKLIST

YOUR QUESTION	RIGHT ANSWER
1 What's the best way to categorize my unstructured CX Feedback?	Answer should be something around supervised/training text analytics
2 How often (in percent) are you applying driver analysis in your CX insights work	Answer should be 90% or higher, otherwise the agency is not serious about it
3 What kind of driver analysis are your recommending for CX analytics?	Answer should be at least around some kind of causal network analysis like PLS or bayesian nets, ideally USM/NEUSREL to capture full predictive power.
4 Do you have a proven dashboard solution that has a simulation feature?	Answer should be yes, and the agency should be able to give a live demo.
5 Whats the most critical task to ensure internal buy-in and how can you help?	Answer should touch this: Most critical is it to understand the individual interests of all stakeholder and ideally to align them with an impact metric, that your dashboard is able to predict. Most agencies instead will highlight the power of storytelling and simplicity, but in truth this is good to have, but without interest alignment, its of limited worth.



OPTION 3: DONE-FOR-YOU

D.I.Y.

- Requires time & resources
- Results and/or time to results unpredictable

AGENCY

- Costly
- Quality unknown upfront

D.F.Y.

- Managed Service
- Training and Socializing Support
- **Small fixed investment**
- **Short fixed timeline**
- **4X impact of actions with CX.AI**
 - Best text categorization on the market
 - Best driver analysis on the market
- **WYSIWYG: Interactive Predictive Dashboard**



Many INSURANCE BRANDS use CX.AI



Melanie Funk



“CX.AI not only predicted our financial impacts but it was able to model how the customer value would increase with every NPS point.”



Device Brands use CX.AI



Dennis Brosnan

SONOS

“I’ve never seen the C-Suite team so impressed. Recommended strategies drove upselling and the uplift prediction was spot on.”



INNOVATION LEADERS use CX.AI



Rajul Jain, PhD.

“We apply this technology with **HUGE SUCCESS** globally to drive action in over 100 countries, 40 languages and 8 customer segments .”





THREE D.F.Y. PACKAGES – OFFER EXPIRES JUNE 30

Public Pilot

- ✓ CX.AI Pilot worth \$12,000
- ✓ **We can use your case and dashboard as a public demonstration**

\$12k worth,
until June 30 only \$5k

MOST RECOMMENDED VALUE PILOT PACK

- ✓ CX.AI Pilot worth \$12,000
- ✓ Personal CX strategy session with Dr Frank Buckler worth \$1,000
- ✓ Life-long team access to our evolving CX Analytics Masters Course worth >>\$1,800
- ✓ We include optionally up to 3 splits (geos or segments) worth \$1,500
- ✓ We include optionally setup and piloting of our active listening survey snippet worth \$1,200 (for N=1000)

\$18k worth,
until June 30 only \$9k

ALL-IN

- ✓ Value Pilot Pack worth \$18k
- ✓ One-time NPS-to-Value Modeling worth \$20k

\$38k worth,
until June 30 only \$27k



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Q&A

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7 TOP QUESTIONS

1. **IT/data Integrations**
2. **GDPR compliant**
3. **Languages**
4. **Does it work with B2B, Sarcasm, etc.**
5. **Sample size**
6. **We already have Qualtrics, Medallia, etc.**
7. **Can I influence codebook, model, etc.**





Book a Demo

With CX.AI, you'll be able to:

- ✓ **BE MORE FOCUSED: Find The One Thing**
- ✓ **4X MORE IMPACT: On Churn and Revenue**
- ✓ **PREDICT: Fiscal and Bottom-Line Impact**

See for yourself! Fill out this form to schedule a free demo that is customized for your specific CX insights needs.

BOOK A DEMO

SCHEDULE ONLINE

