



Reason™

Unlock the Voice of the Customer from Unstructured Feedback

There are many ways that companies measure customer satisfaction:

- Customer Experience Surveys
- Transactional Surveys
- Churn Surveys
- Website Feedback Surveys

But with any survey it is time consuming, costly, and difficult to quickly identify the **reasons** and **drivers** behind customer satisfaction and dissatisfaction. To do this, companies need a systematic, continuous solution that quickly and accurately transforms customer feedback into actionable insights. EpiAnalytics customer feedback solutions quickly and accurately categorizes open-ended customer generated feedback and leverages real-time text analytics allowing world-class customer support centers to meet the demands of each customer and their unique experiences.

Understanding your customers better

It is essential to keep current with the business environments of your customers as it directly affects your bottom line. Successful companies track the value they deliver to customers.

Increase customer experience visibility

Increase your ROI for service and support not only by delivering great service and winning customer satisfaction, but by making better service delivery more visible throughout your



To learn more about EpiAnalytics Reason and Text Analytics software, please contact an EpiAnalytics sales representative at: sales@epianalytic.com or by calling 858-381-5700, or you can visit: www.EpiAnalytics.com/products/reason

company and through media relations (e.g., press releases, articles, customer success stories, case studies and other external communications). Industry estimates peg the costs of acquiring new customers as being about five times more than the costs incurred to retain existing customers. It makes sense to monitor the relationship your current customers have with your company.

Satisfy your existing customers for lasting relationship

Customer retention and satisfaction drives profits. According to experts, a 2 percent increase in customer retention can have the same effect on profits as cutting costs by 10 percent. While a 5 percent reduction in customer defection rate can increase profits by up to 25 to 125 percent, depending on your industry. Additionally, existing customers are the ones who are most likely to be future purchasers. They've already shown they want and like your products or services and are willing to pay for them. And in many cases, customer profitability tends to increase over the life of a retained customer.



EpiAnalytics helps identify the keys to retaining customers

Keeping customers happy has always been a cornerstone of good business. Today, delivering good customer service and ensuring high levels of customer satisfaction and loyalty have become more critical to a company's success. After-sales service is often more important than assistance before sales; it is through such service that companies get long-term customers, repeat purchases to maximize lifetime customer value.

It is therefore, imperative to systematically measure and monitor the customer experience. While good service can create customer loyalty and more sales, bad service can drive existing customers to competitors and worse, dissuade others from becoming customers at all.



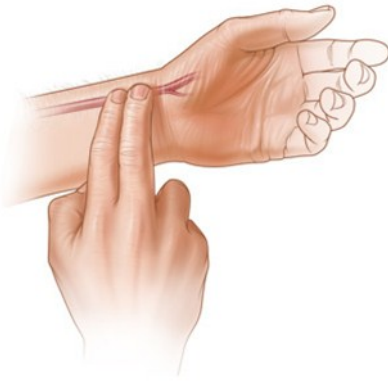
The "why" behind the CSat score

Global organizations' use of customer satisfaction surveys is common in place. In fact, many organizations use the Net Promoter Score (NPS) to gauge customer loyalty.

With NPS, companies essentially ask their customer one question: "On a scale of zero to 10, how likely is it that you would recommend us to a friend or colleague?" Where zero represents "not likely at all" and 10 represents "extremely likely". Fred Reichheld who first popularized the NPS concept through his book "The Ultimate Question," noted that "promoters" are those customers who give a company a nine or 10 rating "because they behave almost as if they were adjuncts to the organization's sales force. They [represent] by far the highest repurchase rates, account for more than 80 percent of referrals, and are the source of most of a company's positive word-of-

mouth.”

Customer feedback from Promoters and Detractors is a very valuable corporate asset. Just as important as measuring the Net Promoter Score is measuring the drivers or “why?” behind the score. With EpiAnalytics customer feedback solutions it’s never been easier to validate customer perception of product and service experiences. A business is about five times as likely to lose a customer because of an attitude of indifference by a service provider, than because of dissatisfaction with a product. Analysts report that one of the main drivers causing customers switch providers because they were not treated courteously. EpiAnalytics Reason solution identify these customer issues quickly and consistently and integrate with your CRM.



Keep your finger on the pulse of the customer

In today’s connected world, a bad opinion about service can be amplified quickly as customers are likely to share a bad experience with many others via word of mouth and through social networks and service evaluation sites. Research conducted by Northwestern University’s Kellogg School of Management on the influence of social media found there is a measurable connection between what is being said about a product in online posts and real-time customer behavior and sales.

Keys to better customer support and better customer experiences

Companies with the most effective, loyalty-inducing customer service equip their representatives with the tools and skills to resolve problems. These companies assure quality by soliciting feedback and following up to ensure that service has been delivered to meet the customer’s satisfaction. EpiAnalytics Reason solutions help close the loop between soliciting (collecting) customer feedback and putting that feedback into action.

About EpiAnalytics

EpiAnalytics, Inc. provides smart contact center analytics, process automation and early warning solutions to improve customer service performance and efficiencies. Our on-demand text analytics application are used by Global Support Organizations to manage and improve the effectiveness, quality and overall experience provided by the support center.

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