

COLOURTEXT WHITE PAPER

Colourtext for Customer Relationship Management (CRM)

Many companies and organisations invest heavily in the collection and analysis of customer feedback in order to raise performance levels and remain competitive. This feedback can come from a variety of sources such as customer helplines, websites and satisfaction surveys.

In addition, social buzz monitoring has developed into a form of Social-CRM, which aims to quickly detect bad news about a brand and mitigate complaints etc. before online reputational damage ensues.

Increasingly, customer satisfaction data of all kinds is expected to underpin actionable Key Performance Indicators (KPIs), which are often structured to reflect the popular Net Promoter Score (NPS) methodology.

This is a common way to generate a handful of simple metrics that can track aspects of company performance from month to month. The results of new feedback can then be compiled and reported back to a business very quickly.

If you use, or are thinking of using, NPS metrics in your customer satisfaction program, you're in good company. Businesses as diverse as **Apple**, **Natwest** and **American Express** use NPS principals to monitor the performance of their retail outlets and customer service operations.

Many organisations now go further and choose to supplement basic NPS metrics with simple 'open questions'. These invite customers to explain, in their own words, why they scored a company as they did on a specific NPS-style metric.

This yields a wealth of up-to-the-minute verbatim comments, which can be shared with colleagues to illustrate organisational challenges, issues and achievements. Business leaders increasingly perceive this verbatim feedback as representing the most colourful and authentic voice of their customers.

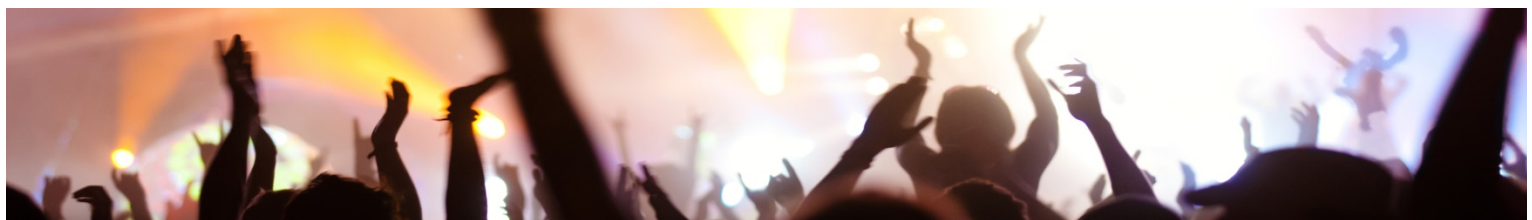
There's just one problem.

Most of the insights to be gained from rich verbatim feedback stay locked away within huge volumes of unstructured text data, which is really difficult to analyse with computers.

Colourtext resolves this challenge.

Colourtext is an innovative semantic-discovery platform with a powerful, flexible and beautiful dashboard interface. It rapidly, efficiently and accurately 'reads' the vast number of verbatims generated by your customer feedback program.

It will then identify the broad spectrum of feelings, perceptions and thoughts expressed by customers about your company.





COLOURTEXT FOR MARKET RESEARCH

COLOURTEXT FOR SOCIAL INSIGHT

COLOURTEXT FOR CRM

This will take the analysis of your KPI metrics to a whole new level. Knowing that you score a 6 or a 10 on a specific measure is no longer enough. You need to know **why** you score a 6 or a 10, and what it's going to take to improve on a 6 or keep delivering a 10.

Using Colourtext to analyse natural language customer feedback will answer these questions. At the core of the system is a world-leading semantic analysis technology that precisely identifies key issues that either drive or inhibit high performance.

Colourtext will rapidly shares the results from new data. It enables you to bring important insights to life and make it easy for senior managers and employees to engage with the narratives in your customer data.

To find out more about Colourtext, you can download our presentation "Introduction to Colourtext" [here](#) or visit www.colourtext.com

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