Your TWO LEARNINGS for today

How can we gain more actionable insights that drive change just from a **two-question CX survey**?

How is it possible to **economically code** large amounts of verbatim, with human-like precision.

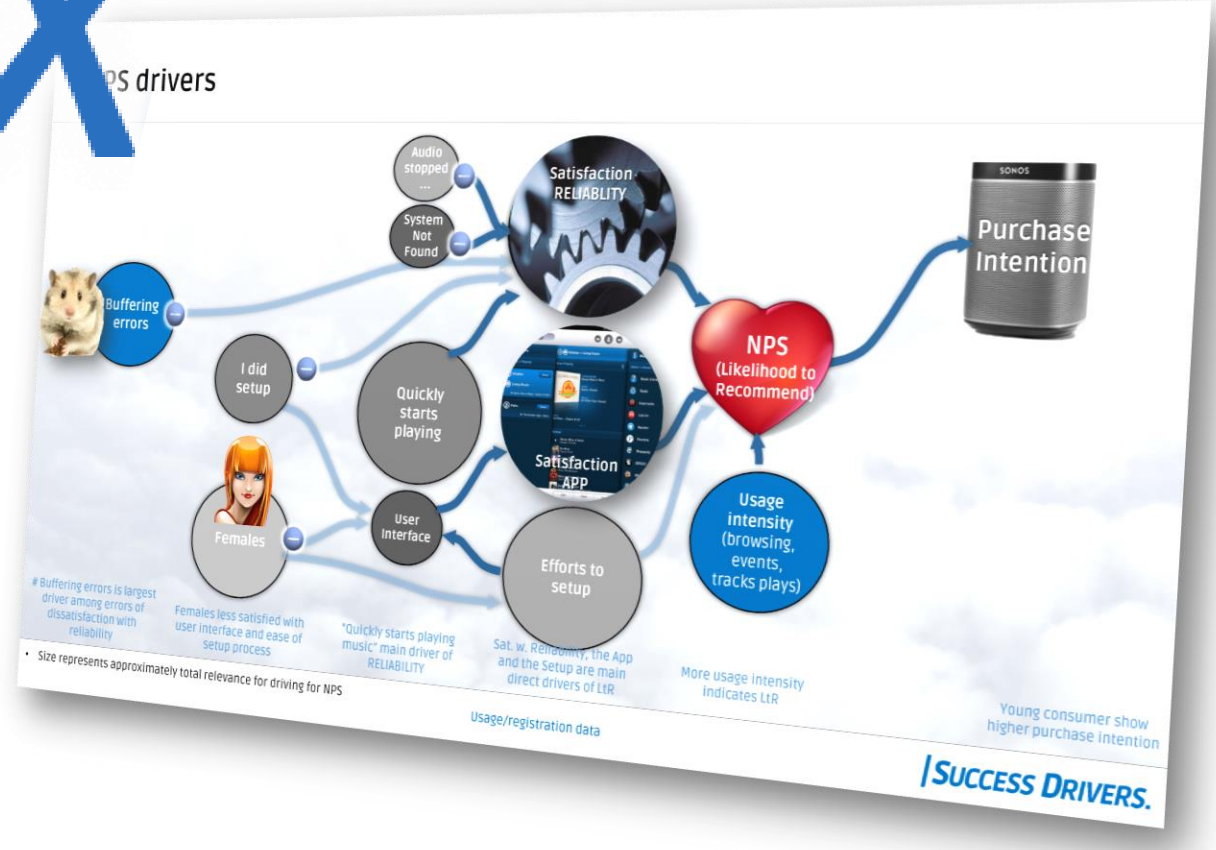## Better Insights @ Lower Costs

SUCCESS DRIVERS.

Correlation based analysis

Key Driver Analysis

CX.AI DASHBOARD // Example, no actual Sonos dashboard
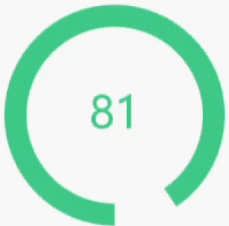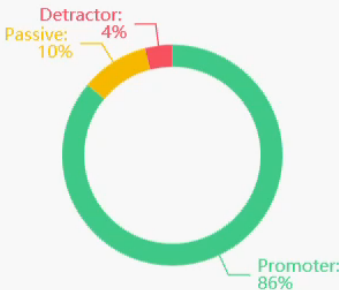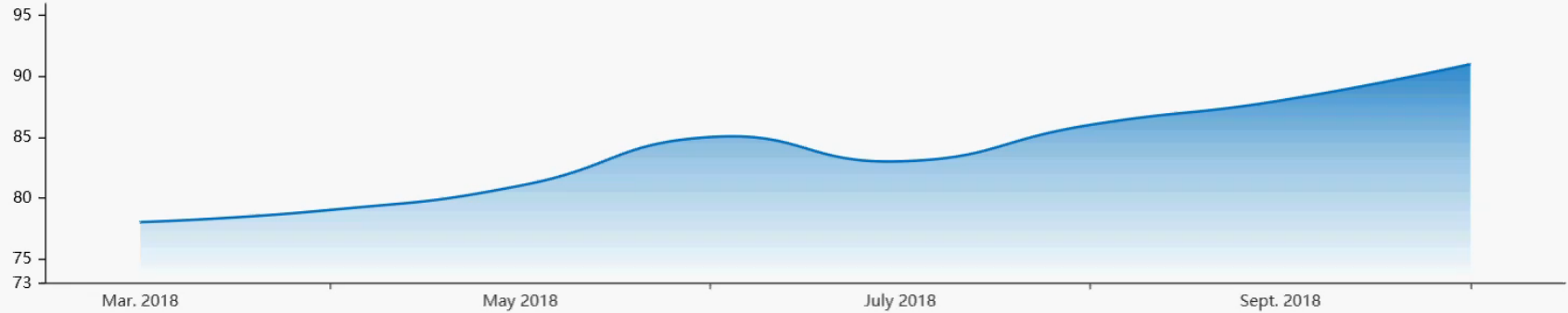
The Idea of CX.AI

Likelihood to recommend

Content categories

Unstructured text

Sound

Quality

..

Sentiment

Causal AI

NLP AI

How NLP-AI works: Codit.co

Step 2: Build a model for responses and human tagging

How Causal-AI Works: EXAMPLE

Sound quality

Sentiment

Overall Performance

Causal AI

Likelihood to Recommend
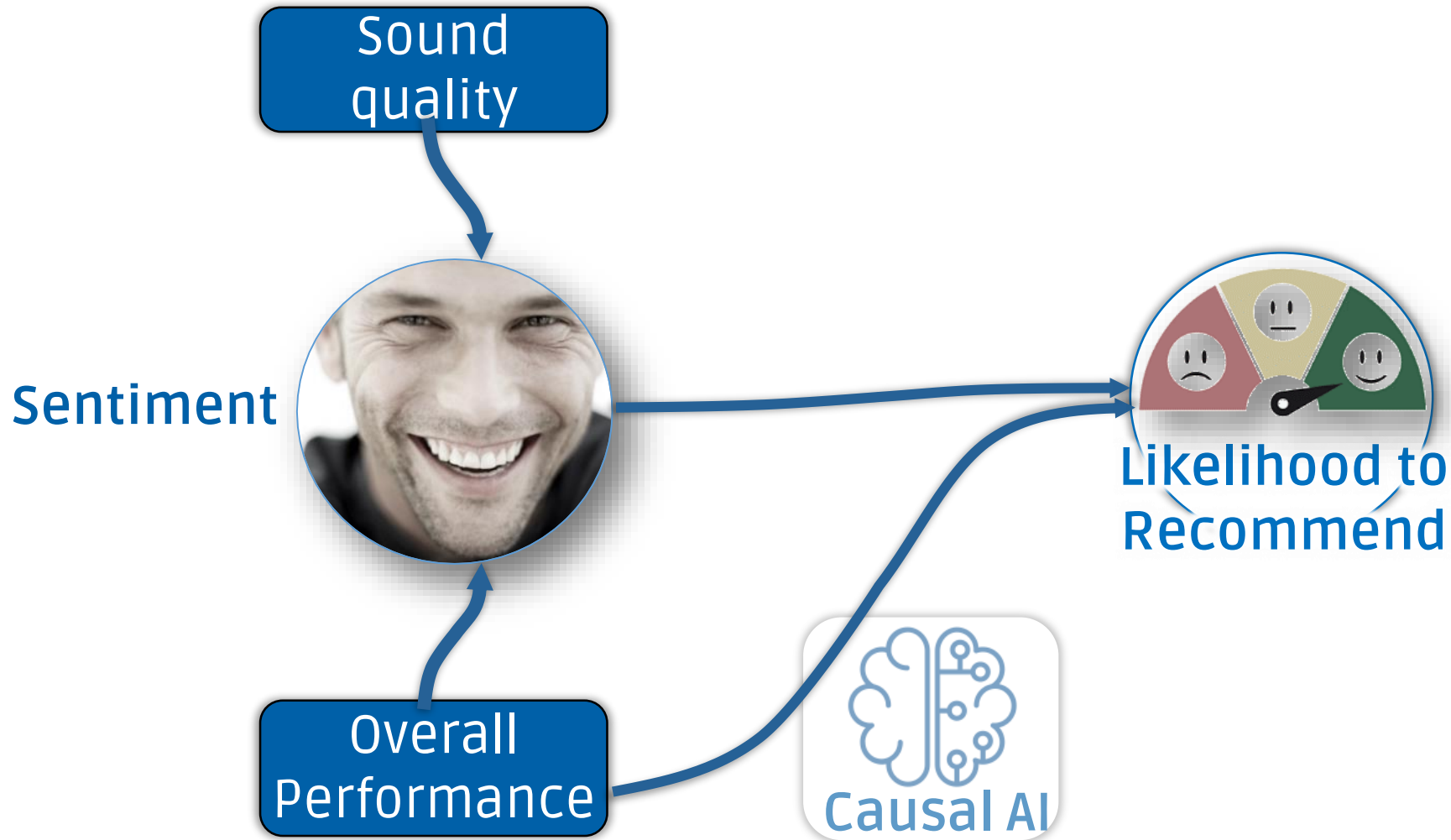
1. Prevents spurious correlations

2. Self-learns unexpected nonlinearities and interactions

3. Considers Indirect causal effects

THE SONOS CASE

Impact-Frequency Matrix

SONOS

SONOS

Obvious
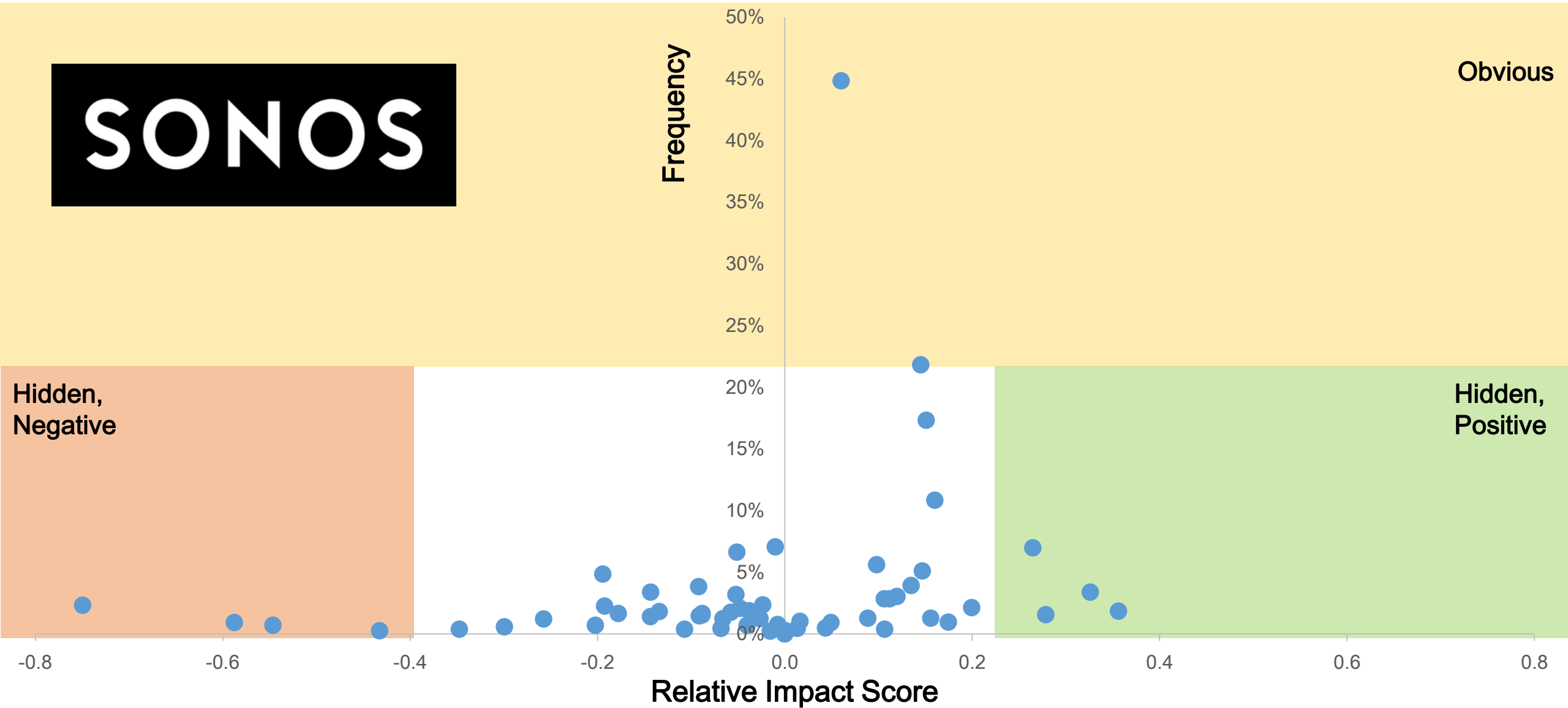
Hidden,
Negative

Hidden,
Positive

Frequency

50%

45%

40%

35%

30%

25%

20%

15%

10%

5%

0%

-0.8   -0.6   -0.4   -0.2   0.0   0.2   0.4   0.6   0.8

Relative Impact Score

Simplified Cause-Effect Network
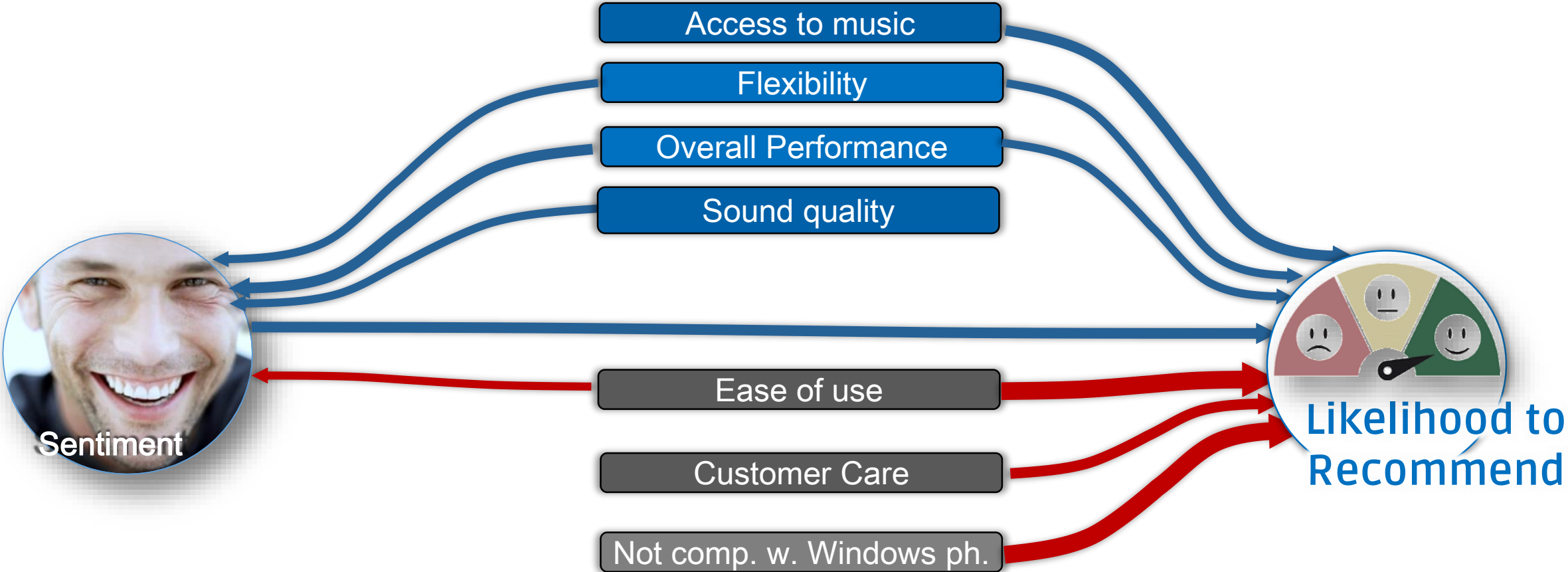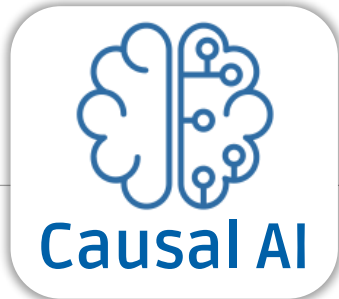
AI Explains By Factor **2** Better Why Customers Are Loyal

Causal AI

2x

Explanation power R^2 on Likelihood to Recommend

+40%

+41%

.50

.70

141%

Emotional part of the impact

Integrating indirect impacts thru sentiments

Linear Regression

AI's Direct Impacts

Total Impacts

|SUCCESS DRIVERS.

12
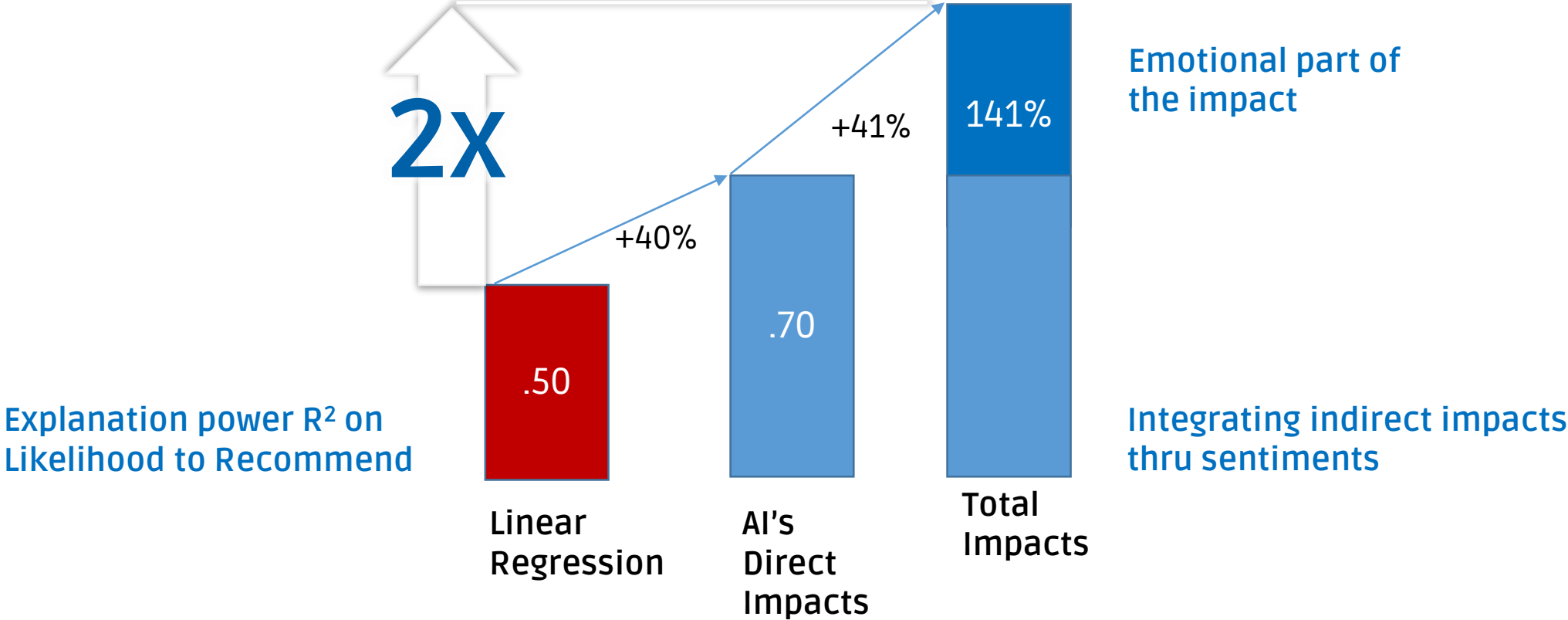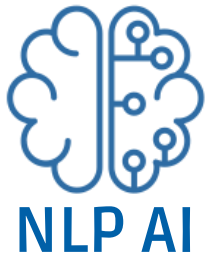
Can a Machine Automatically Code Like a Human?

NLP AI

.38 — Unsupervised Learning

.53 — Open source based supervised NLP software

.70 — Manual coding

.75* — Codit.co

How can an automatic coding be better than manual?

- It produces likelihood scores instead of binary codes

- It produces Fine-grained sentiment instead of binary/star rating
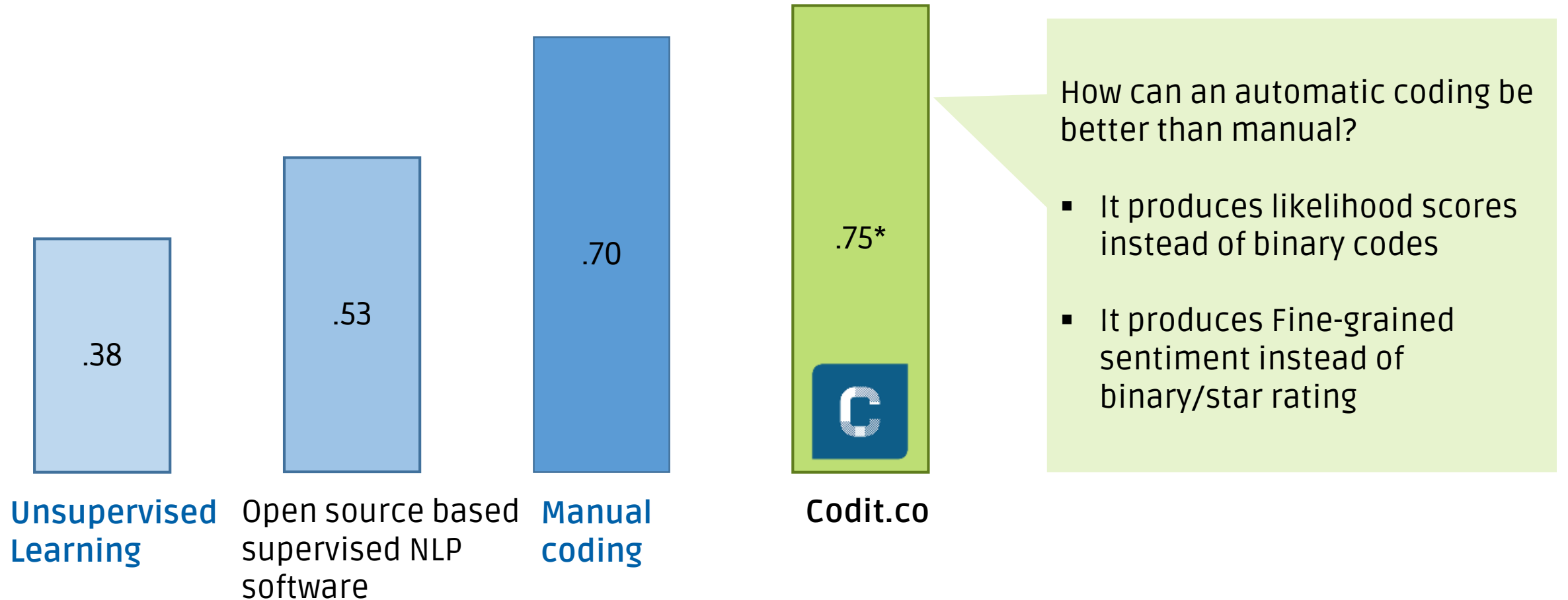
* Cross Validated Prediction Power: Actual performance will vary from project to project and language to language. It will not always be higher than manual coding.

Codit.co: NLP-AI packaged in a simple web-app

- Adapts to context
- Cross-lingual for 36 languages
- Human-like accuracy

Analyze text data online.

codit.co is the easiest and fastest way to categorize short texts|

Request a demo or

Try it out

INSURANCE: Although customers mention great service as the key reason, what they truly keep them loyal is honesty, reliability & fairness
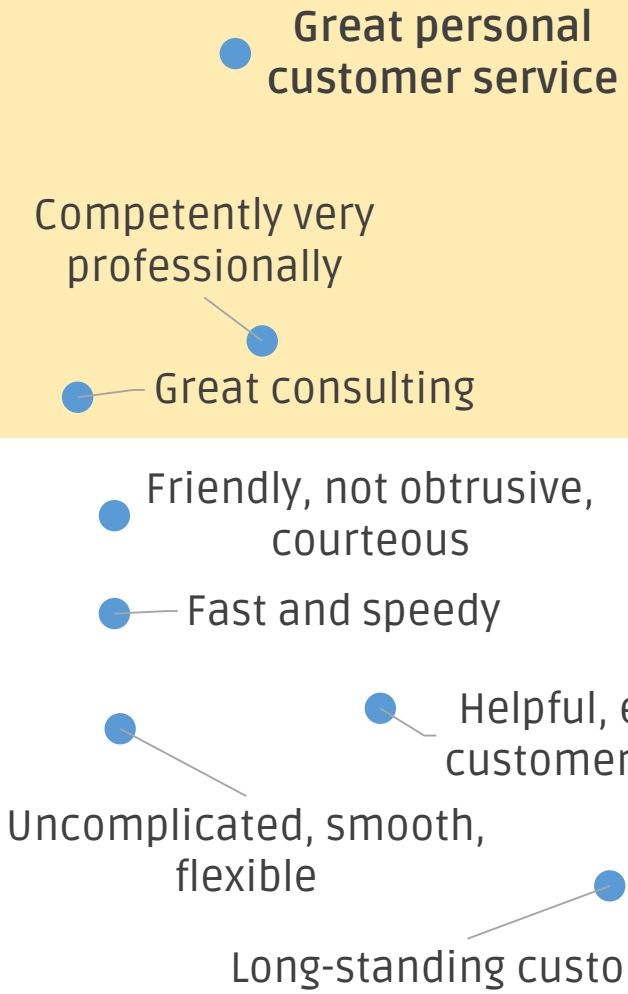
FREQUENCY

Obvious

- 18% — Great personal customer service
- Competently very professionally — 12%
- Great consulting — 11%

Hidden

- Friendly, not obtrusive, courteous — 9%
- Fast and speedy — 7%
- Helpful, engaged, customer oriented — 5%
- Uncomplicated, smooth, flexible — 5%
- Long-standing customer — 2%

Hidden

Trustworthy, Honest, Reliable, Fair

- Was lied, promise not kept
- Bad advice Information
- Do not recommend insurance

SUCCESS DRIVERS.

IMPACT

MOBILE CARRIER

Coverage is an obvious driver known to attract customers.
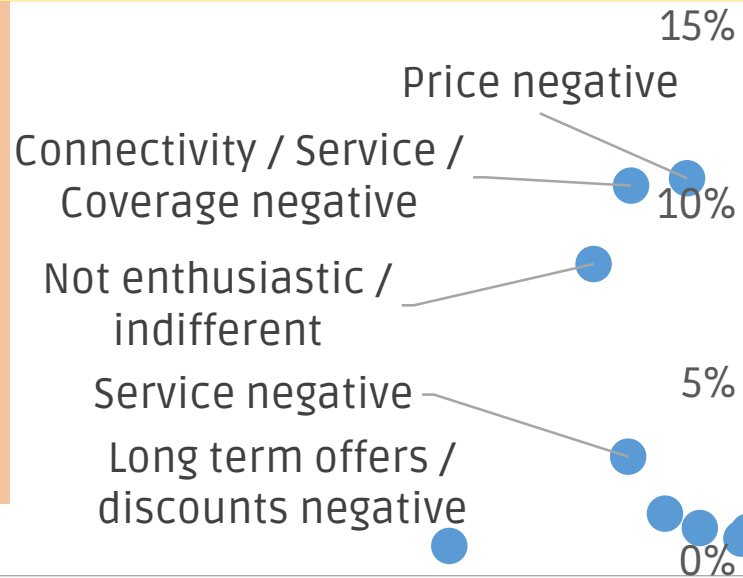## But the PLAN is a hidden lever to keep customers loyal

FREQUENCY

Obvious

30%

25% ● **Connectivity / Service / Coverage positive**

20%

● **Price Positive**

15%

Hidden

Hidden

Price negative

Connectivity / Service / Coverage negative

10%

Plan positive ●

Not enthusiastic / indifferent

● **Service positive**

5%

Service negative

● **Reliability Positive**

Plan negative

Long term offers / discounts negative

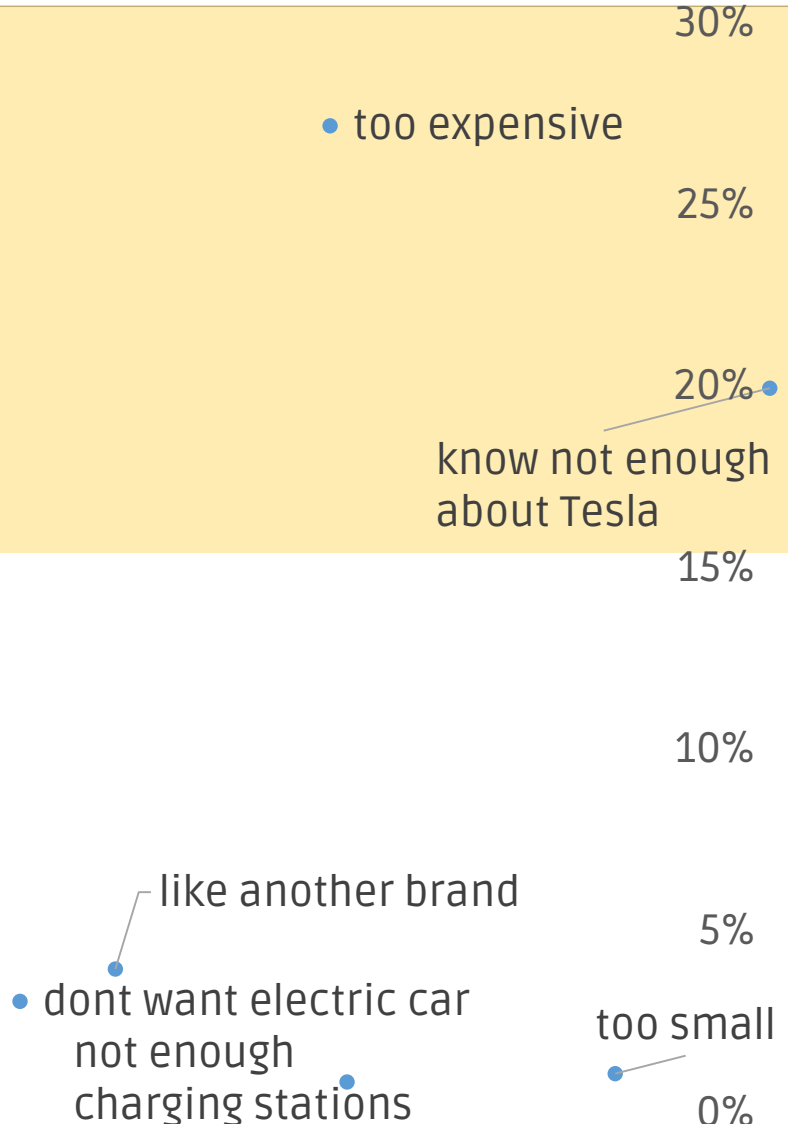**Phone / product offers positive**

0%

IMPACT **C**

TESLA's Brand Consideration
is driven by the brands story („like Tesla"). Tesla should leverage technology enthusiasts and great design. Bad press however hold some consumers away from the brand.

FREQUENCY

Obvious

30%

• too expensive

25%

20% •

know not enough about Tesla

• like Tesla

15%

Hidden

Hidden

10%

dislike Tesla

like new technology

like another brand

5%
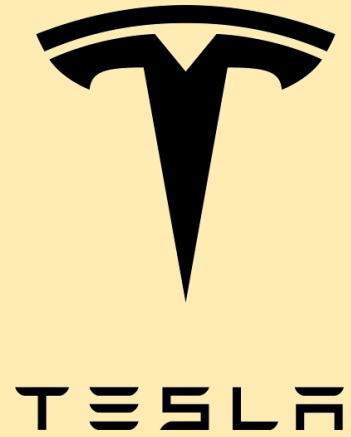
business and media problems

• Dont know

dont want electric car

looks good

not enough charging stations

too small

eco-friendly

0%

Drivers for Enjoying a Survey: Doesn't need to be quick, easy or interesting. Be simple not detailed, ask open ends and/or incentives properly
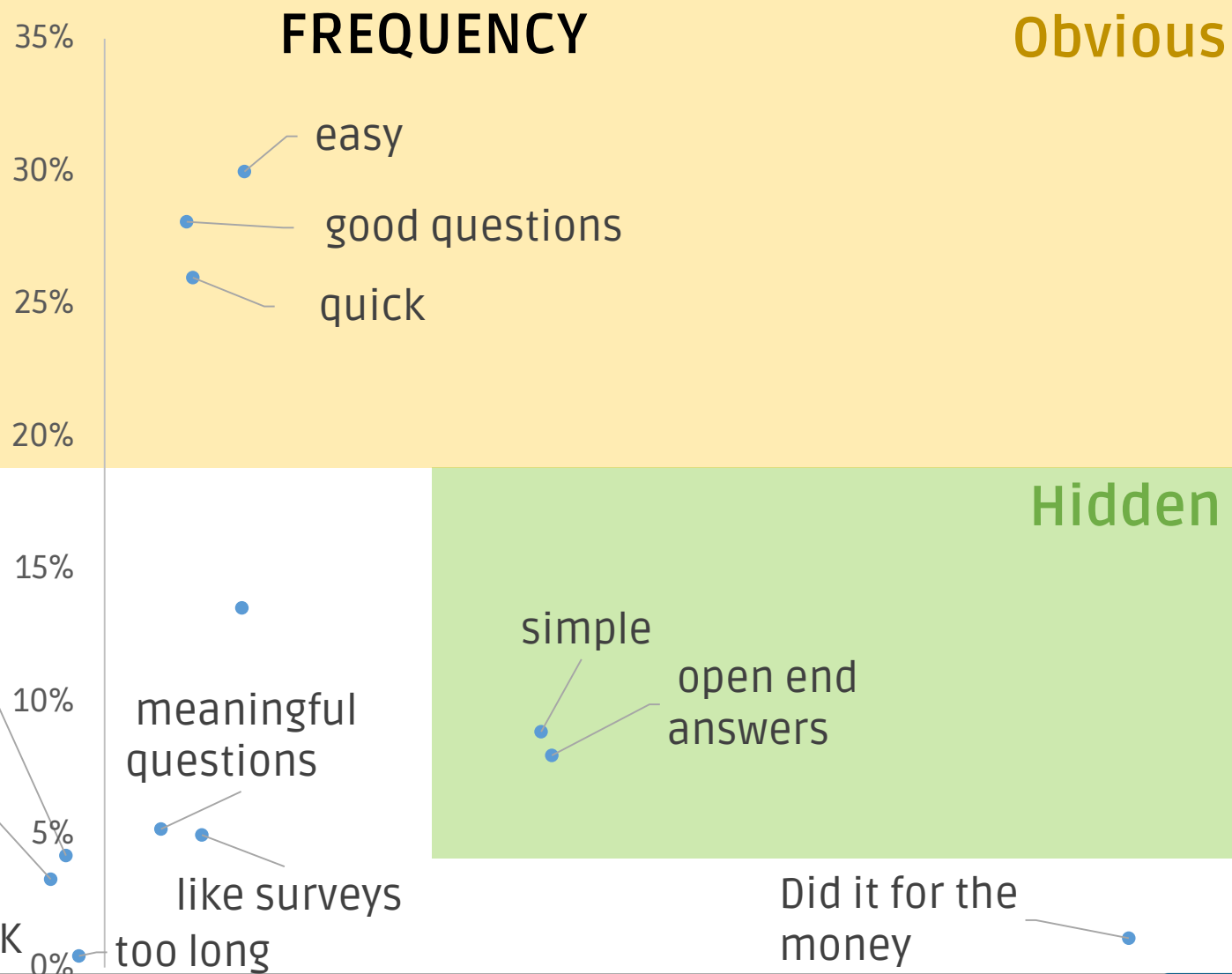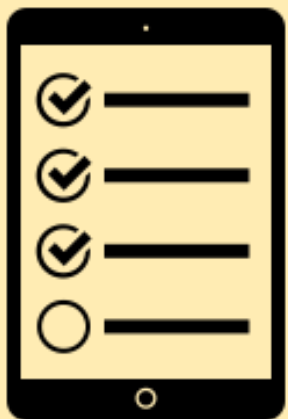
Obvious

FREQUENCY

35%

30% — easy

— good questions

25% — quick

20%

Hidden

15%

10%

bad questions

meaningful questions

simple

open end answers

too many open

5%

like surveys

generally OK

too long

0%

Did it for the money

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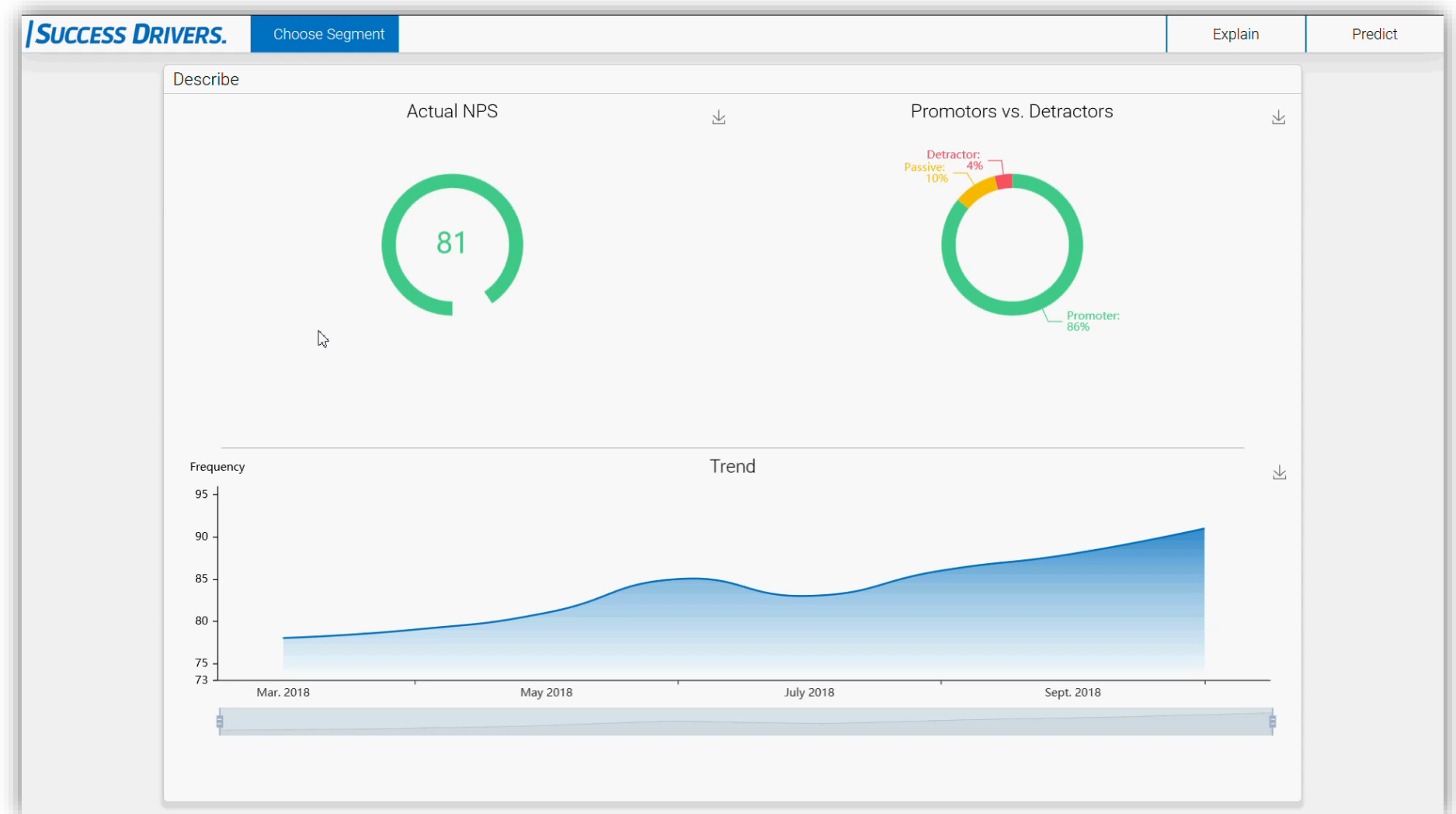How is it possible to **economically code** large amounts of verbatim, with human-like precision.

**Better Insights   @   Lower Costs**

CX.AI

How can we gain more actionable insights that drive change just from a two-question CX survey?

Visit: **CX-AI.com**

How is it possible to **economically code** large amounts of verbatim, with human-like precision.

SONOS

Challenge

- Thousands of NPS feedbacks/month
- Impossible to tag manually

f(w) FactWorks

Challenge

- Varying studies
- Slow and tedious coding process
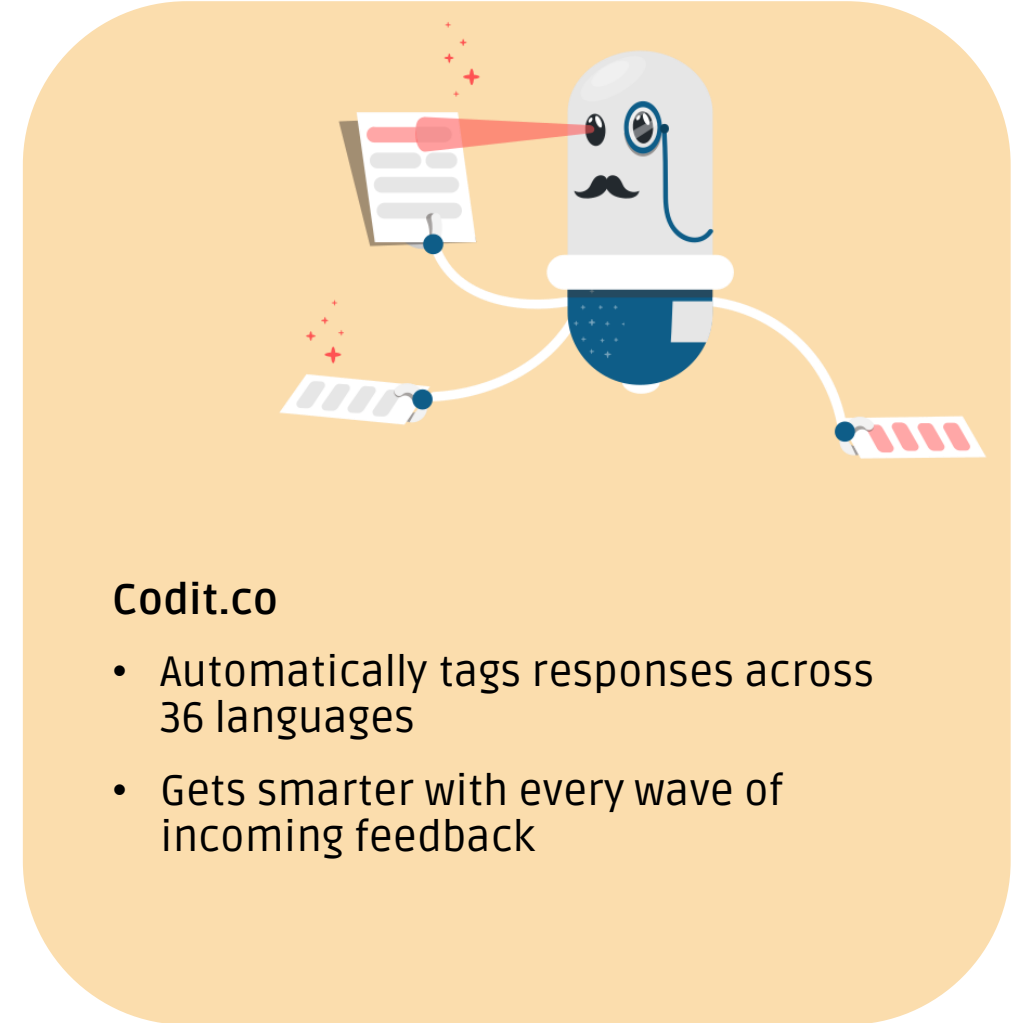
Codit.co

- Automatically tags responses across 36 languages
- Gets smarter with every wave of incoming feedback

Automated coding:
Codit.co

The CX solution:
CX-AI.com