

COGNITIVE CUSTOMER SERVICE ▼



Outthink your competition by becoming a cognitive business

The universe of data is growing exponentially. Studies have shown that 80% of the data today is unstructured. Pick up topics and emotions from call center voice conversations, emails and chats to understand customer's perception of brand to proactively drive the Next Best Action, e.g. Issue Escalation, Upsell, Brand Ambassador, etc.

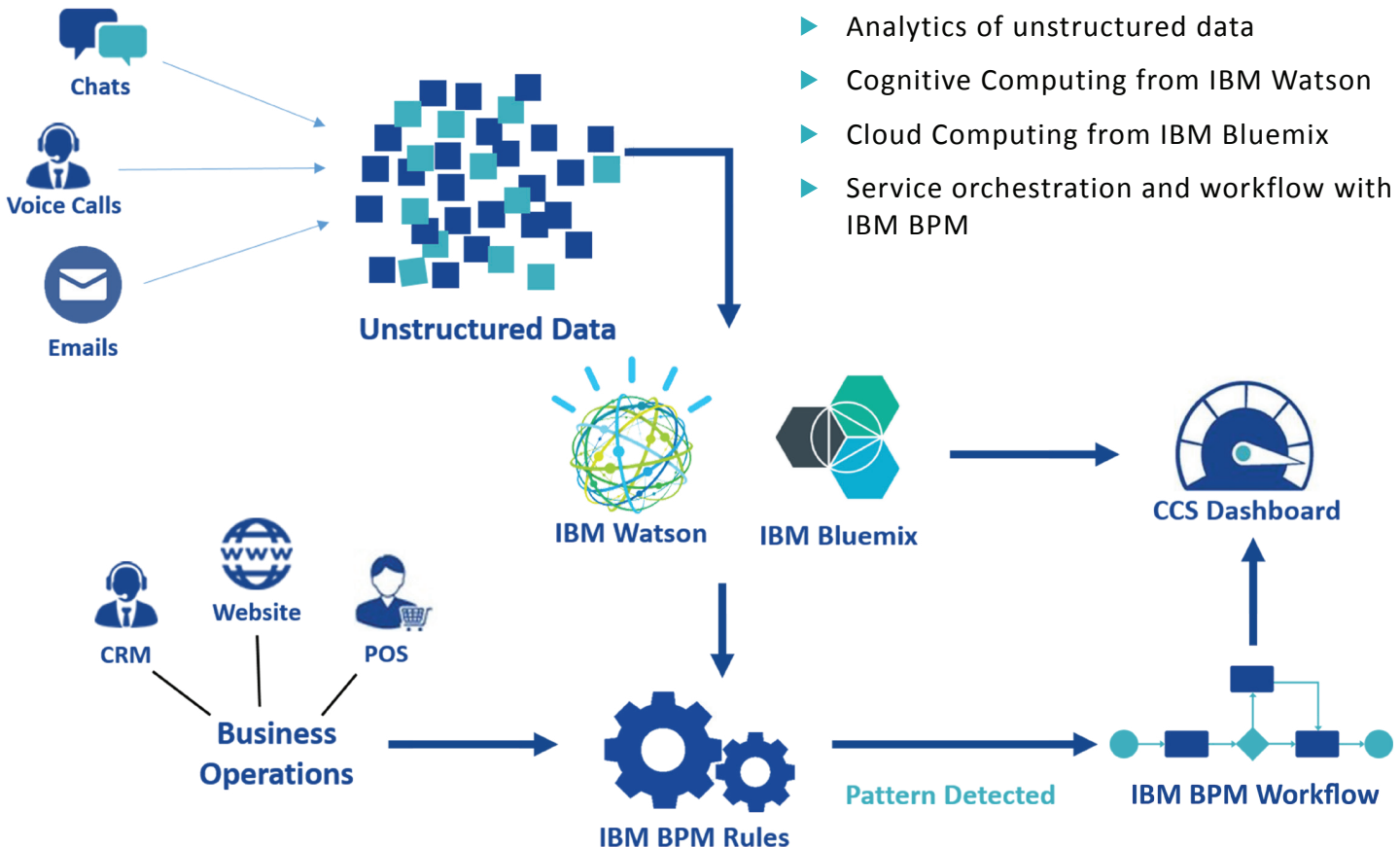
Analyze trends from customer interactions. Get insight into topics conversed by customers and associated sentiments to understand and serve your customers better.

BECOME A COGNITIVE BUSINESS ▼

- ▶ Understand the tone and sentiment of your customers across all interactions
- ▶ Identify patterns from customer interactions
- ▶ Trigger proactive actions
- ▶ Slice and dice customer interactions data to analyze trend of topics and emotions
- ▶ Build a superior customer experience and improve customer loyalty and retention

LEVERAGE THE POWER OF ▼

- ▶ Analytics of unstructured data
- ▶ Cognitive Computing from IBM Watson
- ▶ Cloud Computing from IBM Bluemix
- ▶ Service orchestration and workflow with IBM BPM



Contact us for a live demo of the Cognitive Customer Service solution for your industry.