

**BUSINESS
SERVICES**

OPTIMIZE CUSTOMER INSIGHTS WITH PROXEM STUDIO













HOW CAN FINANCIAL INSTITUTIONS FULLY UNDERSTAND CUSTOMER SENTIMENTS?

Financial institutions must stay updated on what customers say and think about their products and services in their native languages. In addition, some institution employees working across geographies must understand customer sentiments in multiple languages to offer more personalized cross-cultural services.

While customers may respond to a financial institution's KPI-focused survey, some may post in their native languages or express themselves about entirely different subjects. Therefore, institutions must be able to look for common sentiments across global businesses instead of focusing only on common words or phrases in a single language.

Customer insights can come from a variety of sources:

-  Surveys
-  Texts from chats with chatbots
-  Social media posts
-  Complaints
-  Call transcripts
-  Emails
-  Notes from customer relationship management (CRM)
-  Web reviews

Furthermore, the market and customers constantly evolve and react to news, events and new products and services. Since evaluating customer feedback is a point-in-time exercise for most institutions, some inflection points may slip through the gaps. For example, social media is usually the first source to detect new sentiments, complaints or excitement around a new product. However, the volume and velocity of social media posts (across multiple languages) can make it very difficult to identify trends and inflection points.

What if the customer experience teams could continuously monitor all sources of insights in multiple languages across geographical markets? What if they could proactively identify new trends or issues and implement actions to address them?

1 MONITOR CUSTOMER INSIGHTS FROM MULTIPLE SOURCES

NETVIBES' Proxem Studio is flexible and customizable to virtually any document or context in over 30 languages. The software covers multiple textual data sources, including social media posts, texts from a chat, email or internal notes from CRM. In addition, users can quickly and easily define and change sources, languages, words, clauses or sentiments for each project.



2 EXTRACT VALUE WITH PROXEM STUDIO

Financial institutions can leverage market-leading artificial intelligence (AI) algorithms, machine learning (ML) and multilingual semantic analysis to retrieve customer insights.

A classification plan perfectly adapted to the corpus and context

↑ BOTTOM UP

Proxem Studio's artificial intelligence algorithms automatically highlight the key topics covered in the corpus












↓ TOP DOWN

Semantic rules configuration by Proxem Studio's info-linguists experts by injecting the knowledge of business experts on the client's side

3 QUICK AND EFFICIENT INSIGHTS MANAGEMENT IN REAL TIME

With Proxem Studio, financial institutions can quickly and easily extract and manage customer insights hidden in thousands of pages of text from surveys, emails, chats, social media and customer feedback. Through the software, they can quickly and efficiently:

-  Identify sentiments in over 30 languages from an unlimited number of documents
-  Analyze customer conversations and feedback to identify critical moments of customer journeys
-  Improve customer satisfaction indicators (net promoter score, retention, average resolution time and more)
-  Increase productivity by decreasing the time required to analyze and act on customer feedback data
-  Decrease operational and reputational risks through a comprehensive approach to textual data analysis (all documents, sources and languages)
-  Leverage deep AI and ML to create and update customized ontologies for each project
-  Research potential issues and customize each context as required across languages and sources (documents, social media, news web and manuals)
-  Optimize processes by automatically focusing on relevant information
-  Identify customer complaints and issues to address them before regulators do



BUILD COMPETENCY IN AUTOMATIC LANGUAGE PROCESSING

Business users in financial institutions can use Proxem Studio directly or engage Proxem Studio's info-linguist teams for training to configure unique semantic analysis projects. The training will provide complete transparency on the results and enable users to build competency in automatic language processing.

For complete flexibility, users can test different contexts and configurations directly to ensure they are getting what they need or delegate the configuration to the Proxem Studio team.

Learn more about NETVIBES' [Proxem Studio](#) solutions.

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