

# AboutFace's Voice of Customer Analysis

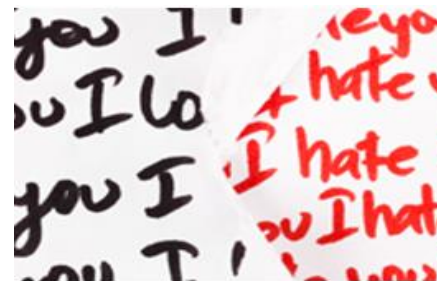
Analysis | Consulting

**You have the data; let's make use of it.** Perhaps you already have a customer satisfaction survey, as well as transactional, post-service escalations. You want to figure out how to make use of these verbatim comments. **What can be done to mine this information? And what can more can we learn?**

## CATEGORIZE

AboutFace will categorize your customer feedback:

1. By Area of Concern
2. Positive, Negative or Neutral Sentiment



## ANALYZE

Based on the primary categories, we will analyze each line of customer commentary and determine the relative importance of their concerns and whether these are largely positive, negative or neutral.

## REDIRECT

Redirect resources to improve the most important customer concerns, answer other specific questions, plus gain greater value from existing initiatives.

[aboutfacecorp.com](http://aboutfacecorp.com)

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Customers give you everything you need to know. You just have to know how to use it...

- You are flooded with feedback from customers through a variety of sources:
  - Emails
  - Telephone Calls
  - Surveys
  - Social Media
- The information is wonderful, but wouldn't it be great if you could mine all of their text-based commentary?
- How would your business change or grow if you truly understood what they were saying on a much deeper level?
- You already have the data. Let AboutFace do the heavy lifting by interpreting the story.

We derive high-quality information from customer commentary.