



Brochure
Security

Gain a 360-Degree View of Your Customers

Micro Focus® Voice of the Customer Rapid Deploy Solution

Today's customers interact with businesses through a wide variety of communication channels and touchpoints, but most businesses can't understand the related patterns and trends that exist in those interactions—much less cluster them so they can be shared in a way that is insightful to decision makers. Moving beyond disparate customer interaction data is the first step in being able to identify key insights that provide competitive differentiation and create new markets for your business.

Increasing Customer Interactions

Understanding needs by listening to the voice of your customers is essential to making informed, data-driven business decisions that improve your ability to grasp new opportunities, increase revenue, and gain market share. But this can be challenging when customers interact across so many channels in diverse ways. For example, they might visit a retail location, fill out a survey, interact with your website via a mobile device, and then post a comment on your company's Facebook page. They may have created a profile on your e-commerce application and may even have a transaction history with you.

Each of these interactions is an ingredient in the overall customer experience and a key driver to understanding, and ultimately revealing, the true voice of the customer. Organizations face the daunting challenge of analyzing these interactions effectively to produce a full 360-degree view of their customers.

The ability to quickly analyze live customer interactions is critical to your success. Consider these key questions: When a trend is emerging on your website, are you alerted to this activity soon enough to make a difference? Or when Twitter, Facebook, or other social media outlets are abuzz with your latest ad campaign or a competitor's new product offering, can you understand and track this multichannel activity and relate it to what is happening in other channels?

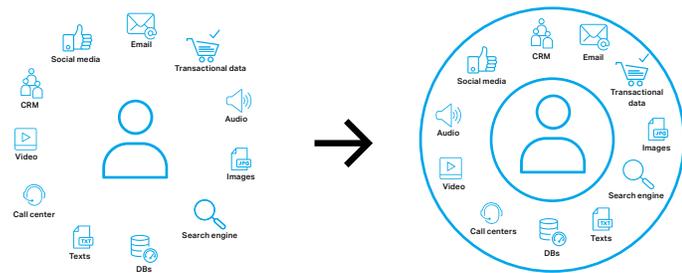


Figure 1. Transition to a 360-degree view of the customer

Voice of the Customer Rapid Deploy Solution

The Voice of the Customer Rapid Deploy Solution is a purpose-built, customizable blueprint powered by the core Micro Focus Big Data engines Vertica and IDOL, which can be quickly launched at a fraction of the cost of a traditional "built from scratch" solution. The solution is a unique combination of our **Rapid Deploy Application Template** and **Rapid Deploy Provisioning** that enables you to leverage the value of multichannel customer interactions within your data sets and across public social channels to provide a solid baseline that you can expand with additional data sources and use cases. Big data analytics experts deliver the solution, which is distinctively optimized under a proven methodology that brings together people, process, and technology to deliver invaluable customer insights.

Voice of the Customer Rapid Deploy Solution allows you to:

- **Aggregate all data sources regardless of channel:** The solution enables you to bring together data across multiple channels within one application, so you can look across data types and formats to gain a conceptual understanding of the entire collection of customer data ingested. You can aggregate call recordings, customer service chat sessions, website, point of sale, social media interactions, CRM, and other transactional data. By being able to see all data in one place by type or channel, vs. trying to make sense of individual silos, you gain a complete picture of customer activities and opinions about your brand and your competitors.
- **Automatically cluster data to discover emerging trends:** Vertica and IDOL enable you to understand emerging topics within your data. By automatically organizing data into logical, similar groups (or clusters), we uncover the concepts and ideas that can be used to find trends, chart success, or identify an opportunity. Key stakeholders can quickly see which voice of the customer analysis concepts reside in their cross-channel interactions without having to perform manual analysis and categorization of data, which are both time- and resource-consuming. Through clustering, the data begins to tell the story and, in many cases, reveals "unknown unknowns"—emerging opportunities that you were not looking for in the first place.
- **Take sentiment detection to the next level:** Customer sentiment can change dramatically based on a direct or indirect experience with your brand. Voice of the Customer Solution takes sentiment detection to the next level by not relying on pre-determined rules but instead looking at sentiment from a conceptual standpoint. Sentiment is broken out into smaller components called Vibe, where one positive phone call or blog post may have several elements—some negative, some positive—to give a conceptual and more nuanced understanding of the interaction.

- **Gain broad social media analysis access:** Through a vast network of publishers and data aggregation providers, the solution is able to source extensive social media and broadcast news mentions across the globe, including popular social media sites such as Facebook, Twitter, YouTube, and Tumblr. Each data item is properly enriched with URL expansion and matching, format normalization, language detection, GEO-IP, and Klout meta-data (where applicable).

This solution relies on many unique Micro Focus Big Data Professional Services assets and capabilities to accelerate deployment and integration including:

- Proven and scalable architecture and design for the underlying platform deployment
- Reference platform configurations for connecting to variety of data sources
- Prebuilt reference queries to create various visualizations
- Deep technical and subject matter expertise on all aspects of the solution
- Personalized solution support and managed services

Solution Components

Voice of the Customer Rapid Deploy Application Template

Our proprietary Voice of the Customer Rapid Deploy Application Template is built on top of Big Data engines, Vertica and IDOL, and designed specifically to quickly and easily integrate your organization's data into an intuitive interface to give you unique insights into your customer's activities. Our Rapid Deploy Template provides you the foundation to jump-start the understanding of your customer's voice so you do not have to do the heavy lifting.

Included in the Voice of the Customer Rapid Deploy Application Template are predefined widgets to get you up and running in a matter of weeks vs. months of development time. This Voice of the Customer Application Template includes four visualizations that are valuable to your business:

Aggregate customer dashboard: An overall dashboard provides insight into what your customers are currently doing and the ability to throttle data types and time periods to drill down and to show what trends are occurring in your data and allow you to search for relevant content and keywords.



Figure 2. Aggregate customer dashboard

Customer segmentation console: Demographic analytics allow you to view customer data by segments, including age, location, population, and product segment. Determine your most loyal segments or even who is buying what or where, so you can monitor who your most active customers and where you have opportunity for new markets.

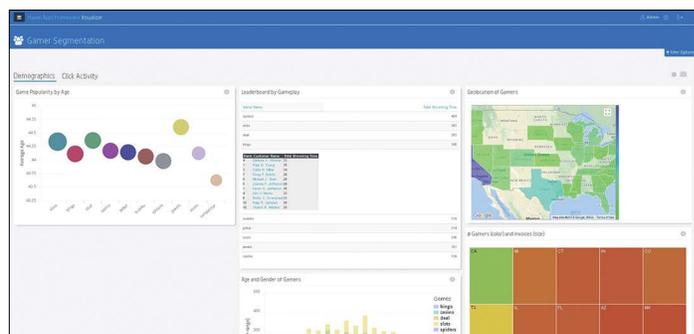


Figure 3. Customer segmentation console

Clickstream analytics: Determine where customers are spending time on your website or in your applications. Integrate your ad and digital marketing effort to get a view of all of the clickstream data in order to provide opportunity funnel analysis and where prospects are in the buying cycle.

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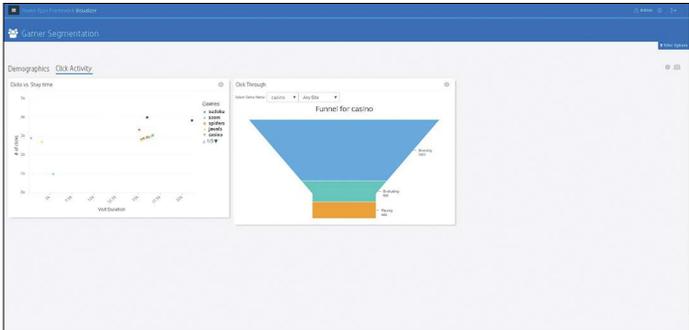


Figure 4. Clickstream analytics

Customer 360-degree view: Collect all of the data you have about one customer into a single console to determine his lifetime value and overall sentiment. If your customer goes to support, you can see exactly what he was doing right before he called, where he was on the website and correlate with your CRM data to rapidly resolve any issues and determine CSR effectiveness. View each customer's NPS score and previous survey result analytics.

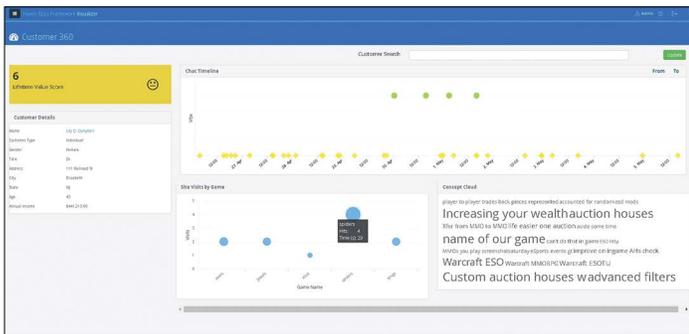


Figure 5. Customer 360-degree view

Voice of the Customer Rapid Deploy Provisioning

Every organization has unique needs and requirements for insights that articulate the "true voice" of its customers. Relevant, real-time, and impactful data lives in so many locations that it is nearly impossible to identify all of them and determine how to analyze this in a holistic manner. Having a seamless view across all your information helps you manage better, collaborate more effectively, and take action faster.

Voice of the Customer Rapid Deploy Provisioning is built on proven methodology to provide a scalable architecture and design for the

underlying platform deployment. Our experts provide the knowledge and skills you need to eliminate false starts in your Voice of the Customer project and get it right the first time.

Methodology



Figure 6. Methodology flow chart

Assess and align: Micro Focus consultants help you to identify key customer metrics that truly impact your bottom line and the data sources that contribute to these. We create an effective project plan based on blueprints that have been created based on best practices.

Map and integrate: Our experts do the heavy lifting by normalizing and mapping your data into Voice of the Customer Solution. Our Rapid Deploy Package includes aggregating data from three data sources (social media, CRM, and Web analytics) in order to get you started. We configure the system to aggregate six months of historical data from each of these.

Configure and connect: We configure your unique end-user environment to meet the business needs identified in the assessment phase. We leverage our prebuilt reference queries to create various visualizations that are the most meaningful to you and connect the reference platform configuration to your chosen data sources.

Test and deploy: Before go-live, we ensure that your solution is up and running properly. After a series of user acceptance tests, the solution is ready for production. Micro Focus consultants will provide comprehensive documentation and hand-off. User training is conducted at the facility or remotely. Knowledge transfer is completed so that your team fully understands the implementation.

Solution Benefits

- **Accelerate time to value:** Rely on established Micro Focus best practices to eliminate a lengthy design process and tap into our experts to quickly identify your data and quickly establish capabilities allowing you to gain benefit early.
- **Eliminate false starts:** Do it right the first time. The Voice of the Customer Rapid Deploy Solution is based on proven blueprints. These blueprints coupled with Micro Focus expertise enable your project's success.
- **Get tailored insights for your business:** Upfront planning and discussion help provide end results that reflect specific customer metrics and add value to your business. Regardless of industry,

our experts can help you determine what to track and how to deliver the data you need to be effective.

Expanding Beyond Rapid Deploy Foundation

Unlocking More Customer Insights through Additional Use Cases

So much value lies in your customer data that the possibilities are endless. Once Rapid Deploy Foundation is in place, we can help you to integrate all of your data, regardless of format and location, into one place to gain richer insights.

- **Speech analytics and discovery:** Account for variability in speech, such as language, dialect, accent, or emotion by using technology to form a contextual hypothesis of what is being said.
- **Cross-channel optimization:** Identify customers that should be moved to self-service vs. agent-assisted service based on certain situations. For example, certain customers should always engage in live interactions with an agent.
- **Customer experience analytics:** Understand and respond to the true experiences for specific customers, rather than siloed experiences based on legacy single-channel technologies.
- **Text analytics:** Understand the meaning of text-based communications such as survey results, complete with open-end verbatim or CRM notes, and automatically classify and categorize those interactions based on meaning as opposed to keywords.
- **Customer interaction survey and assessment:** Take advantage of all survey and assessment data for a complete picture of customer interactions.
- **Fraud and risk mitigation:** Detect patterns of activity to identify situations where fraud or risk is growing and protect the organization against potential harm.

- **Social media analysis and monitoring:** Discover and analyze the explosive amount of user-generated content on the Web, and extract meaning from blogs, articles, and online conversations both within and outside the organization—text, audio, video, or other Web-friendly formats.
- **Brand reputation management:** Use cutting-edge technologies to anticipate the impact of individual interactions (and their echoes) on the brand's reputation.
- **Social media governance:** Take advantage of social media networks, while maintaining compliance with emerging laws and regulations.

The Micro Focus Professional Services Difference

We make the possibilities of data tangible for your business today. Whether it's finding the crucial customer insight or creating a foundation for growth, Micro Focus Big Data Software Professional Services can help you to bridge the gap to becoming a data-driven organization.

- Proven track record of thousands of successful solution deployments globally
- Rich intellectual property and unparalleled product expertise
- Flexible services to meet the needs of any customer
- Education and support services to support ease of adoption

Contact your Micro Focus representative or email Micro Focus Big Data Professional Services at bigdatainfo@microfocus.com.

Learn more at
www.microfocus.com/bigdataservices

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