



## Leverage new insights from unstructured and structured content to improve customer care

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### Highlights

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- ***Leverage all available information to improve decision making***
- ***Enhance customer understanding, satisfaction and retention***
- ***Detect and proactively address escalating customer service issues***
- ***Streamline content analysis to expedite processing and improve reliability***

IBM OmniFind™ Analytics Edition streamlines and advances the collection, review and analysis of information housed in customer care applications. Designed to help organizations improve decision making, the solution conducts a comprehensive review and analysis of both unstructured and structured content to reveal valuable customer insights.

### Improve existing approaches to content analysis

Unstructured sources of information, including recorded customer calls, customer emails, text from chat sessions and survey comments, contain important and constructive customer feedback. Yet organizations rarely leverage the entirety of available unstructured content because existing approaches to content analysis—such as small-sample manual review—are labor-intensive, expensive, time-consuming and often error-prone.

OmniFind Analytics Edition for customer care builds upon existing analytical methods to expand the scope and depth of content analysis. The solution extracts, consolidates and analyzes customer feedback and data from unstructured and structured customer care documents in an efficient and reliable manner, and provides facilities to combine the output with structured data. With rich, user-friendly tools for advanced analysis, the solution ensures you can capitalize on improved customer intelligence.

### Sophisticated analytics

OmniFind Analytics Edition offers users several ways to explore and analyze customer care information, including:

- *Simple keyword search*
- *Sophisticated semantic search*
- *Drill-down navigation*
- *Trend analysis*
- *Delta analysis*
- *2D correlation heat maps*
- *Automated alerting*

Additionally, rich APIs make it possible to perform the analysis in custom environments or third-party analytical tools.

### Solutions maturity

IBM has an abundant history of successful engagements in the field of information analysis. The research, consulting, service and support expertise collected through past deployments enables IBM to develop and bring to market the most advanced set of insight products available today. Coupled with the proven capabilities of IBM's consulting and professional services, IBM OmniFind Analytics Edition provides a robust, powerful solution for advancing customer care processes.

<b>Analytical Capability</b>	<b>Business Response</b>	<b>Business Benefit</b>
<i>Quantify common complaints and identify unsatisfactory product attributes</i>	<i>Initiate product changes</i>	<i>Improve long-term image</i>
<i>Identify target markets and specific leads from unstructured information stemming from multiple content sources</i>	<i>Create targeted promotions and incentives for existing customers</i>	<i>Improve effectiveness of marketing campaigns</i>
<i>Determine compliance for customer calls, emails and chat sessions through automated mechanisms</i>	<i>Ensure customer interactions comply with policies and procedures</i>	<i>Improve transactional compliance</i>
<i>Quantify and categorize agent responses</i>	<i>Identify agent weaknesses and remedy with training</i>	<i>Improve agent productivity</i>
<i>Forecast customer care activity</i>	<i>Adjust staff levels and expertise</i>	<i>Improve budgeting and planning</i>
<b>Product Feature</b>	<b>Business Response</b>	<b>Business Benefit</b>
<i>Identify customer service issues and trends</i>	<i>Proactively address customer inquiries and institute responsive services changes</i>	<i>Heighten customer satisfaction and retention</i>
<i>Define and qualify precise customer:</i> <ul style="list-style-type: none"> <li>• Vocabulary</li> <li>• Sentiments</li> <li>• Mindsets</li> </ul>	<i>Infer customer opinion of product and brand, and identify customer values</i>	<i>Enhance understanding of target customer expectations and motivations</i>
<i>Provide customer service agents with:</i> <ul style="list-style-type: none"> <li>• Expanded views of customer information</li> <li>• Automated self-service knowledge base</li> </ul>	<i>Expedite customer service response times and improve effectiveness</i>	<i>Improve customer care efficiency and reduce agent escalation costs</i>

**For more information**

To learn more about how IBM OmniFind Analytics Edition can help you with your customer care solutions, visit [ibm.com/software/enterprise-search/omnifind-analytics](http://ibm.com/software/enterprise-search/omnifind-analytics)



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