

Digital Customer Intelligence

While most businesses have some form of digital strategy already in play, we'd challenge that it's probably not as comprehensive as it should be. You see, [according to PWC](#), "Customer intelligence will be the most important predictor of revenue growth and profitability in financial services". That said, one must question whether you are appropriately leveraging ALL your digital channels to understand your customers.

A comprehensive digital feedback plan is a must so you can turn your customers' digital journeys into intelligence you can use. Though they are a primary consideration, your plan needs to include more channels than just your website and apps. Think about these channels when planning your digital feedback strategy:

- ❑ **Desktop & Mobile Website:** Unobtrusive, highly-targeted intercept surveys or feedback buttons that work on any device (desktop, mobile, etc.) will help you understand satisfaction, reasons for exit, usability, and more.
- ❑ **Mobile Apps:** Embedding feedback collection into your mobile apps helps you to collect feedback from customers on-the-go.
- ❑ **Email, Live Chat, Chat Bots:** Text Analytics uses AI to help you make sense of this type of unstructured data so you can understand how customers think and feel at scale.
- ❑ **Social Media:** Social Analytics helps you listen to unsolicited social media feedback in an automated fashion to better understand opinions shared publicly about your brand and products.
- ❑ **Kiosks:** Quick surveys can be enabled on kiosks to help you to gather timely feedback from respondents via stations placed at target locations or events.
- ❑ **Telephones:** IVR lets you to create pre-recorded automatic telephone surveys during which the customer responds to a brief series of questions. Have a stockpile of contact center call recordings? You can leverage speech-to-text with text analytics, automated emotion recognition, and tonal analysis to gain a deeper understanding of your respondents' comments and trends overtime.
- ❑ **Internal Business Systems:** Different types of customer data, such as web analytics, financial, transactional, and behavioral data, are stored in distinct purpose-built systems. The key to unlocking your data's full potential is to integrate information from your purpose-built systems with multi-channel feedback data to provide deeper detail and context.

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