

## NLP: Voice of the Customer for the Product

VOC is the practice of analyzing customer feedback to improve your product, solution, or service. With a good Voice of the Customer tool, you can:

- Get into the mind of your customer
- Discover new trends
- Stay ahead of the competition
- Win back dissatisfied customers
- Know where you can improve your business

By combining AI, sentiment analysis, and biometrics, companies can read between the lines of what their customers are trying to say about their brand and analyze the aspect based sentiment behind it. When you integrate sentiment analysis with VOC, you are gathering the emotional feedback of your customers. In the digital age, social media is one of the most popular channels where consumers express their opinions, emotions, and sentiments about their favorite brands. No matter how many surveys your customers complete, no other channel will provide deeper insights into what your customers want out of a brand like the social media network. Business is by definition customer centric. This means that customers are the centre of almost every business.

### Steps for VOC Analysis:

- **Data Gathering:**
  - Direct and Indirect Sources
  - Inferred Sources
- **Text Analytics:**
  - Using ML Models for relevant VOC topic, aspect or entity
- **Insights Visualization**
  - Dashboard for generating patterns and actionable insights.
- **Infer Recommendations from Insights**

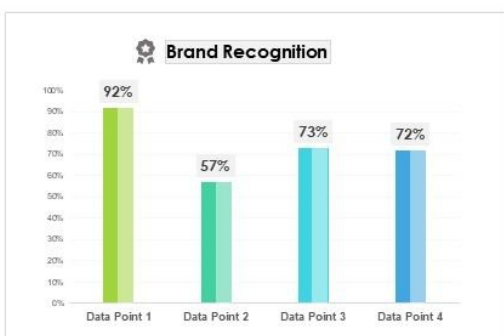
## Voice of Customer Dashboard with Brand Recognition

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".



**%Promoter**

Regional Manager	% Promoter
Jolyon Davies	48%
Anabel Morley	42%
Ria Vinson	50%
Tasnim Cruz	52%
Joey Gates	49%



**Metrics Summary by Regional Manger**

Region Manger	Brand	Trust	Ease
Jolyon Davies	48%	45%	42%
Anabel	52%	58%	43%
Ria Vinson	xx%	xx%	xx%
Tasnim Cruz	xx%	xx%	xx%
Joey Gates	xx%	xx%	xx%