Stratifyd Signals™ for Executive Management

Executive Summary

Sales. Customer Experience. Marketing. HR. As a business executive you need your hand on the pulse of the business in all these areas, in real-time. Signals can aggregate all the sales data, customer care data, HR and marketing data together on a single Dashboard, enabling an executive the ability to examine the high-level operation output of the organization on a daily, weekly, monthly base. Analytics becomes part of the daily operational processes, helping you make better, data-driven decisions.

Executive Challenges Case Study

Stratifyd helped executives in a multi-billion dollar organization get a handle on business performance. Analyzing business data had been time consuming and taking a lot of company resources and prioritization, causing delays in getting to actionable insights. Pain points faced by the organization included:

- Hard to analyze subsets of data like app cases

- Excel Sheets and Exports from the Analytics Dept.

- Manual sales reports from Salesforce

- No common view for multiple data sets, like Cases/Community/Social/Uservoice

What's your next move?

Executives need a real-time dashboard for business performance, one that's easy to digest, and easy to dive into the details. Signals is that platform.

stratifyd
Data to Revenue

- Customer Care and Voice of Customer data was not always available in a timely manner

The Need: A visual dashboard tool to allow the executives to **analyze data sets quickly and get to insights faster**.

The Solution: Signals enhances the power of analytics by making executive interaction with data easy and productive. To answer the question "What Changed?" executives can compare different versions of data with just one click. Automated 'delta' functions immediately visualize data set comparisons. Knowing what changed from the previous period makes analysis and corrective action faster. All things are under an executive's control. Doing ad-hoc comparisons help executives stay alert to trends and emerging issues in your business.

Why Executives Chose Signals:
- Significant time savings
- Multi-channel aggregation
- Short ramp time to learn and use
- Real-time insights from multiple channels
- Sharable, searchable, and clickable data

How Signals Helped

- **Examining Voice of Customer**

No longer have to sample data; Signals ingests 100% of available data.

Signals is a machine-learning platform, with a Natural Language Processing (NLP) engine. Signals clusters terms based on semantic relationships and relative significance of the texts in the data.

Starting from an unbiased baseline ensures insights are not overlooked.

Instead of waiting days to get actionable insights, Signals took just 1 hour for the executive to learn, and 35 minutes to gather insights.

- **Analyze Salesforce Data – Old Process vs Signals**

Old process: High likelihood that data would be available only after 3-4 days from generation (not real-time). Signals provides up to 30-60 minute updates (can also run daily), and has the ability to compare time periods directly in the dashboard. **An executive can see day-to-day changes in the business.**

The old process wouldn't include Social/Community/Uservoice with the Salesforce data. Signals provided the ability to compare Social/Community/Uservoice/NPS along with the Salesforce data.

Real-time reporting was key. Signals enabled the executive team to react quickly to trends in volume or direction, and share internally with the management team and with vendor partners.

Benefits of Real-Time Analytics:
- Monitor customer response after a product change
- FAST insights for A/B testing
- Easy to share dashboard throughout the organization
- Compare data from multiple sources in real-time
- Sharable, searchable, and clickable data

Additional Benefits
- Integrate uservoice and NPS data
- See the most vocal customers easily
- Instant Sharable Insights: No need for manual bucketing by analysts, and anyone can access
- Ability to provide more actionable insights, from different types of structured and unstructured data, across all areas of the business.

"The buzzword section was easy to work with; allowing filtering to which dataset you would like to view."

- Business Unit Leader