As consumer expectations continue to shift towards an "always connected, via any device" relationship with every type of business, brands are providing customers with more options to communicate than ever before. The expansion is almost exclusively into digital channels, and the added complexity of more point solutions, more disparate data sets, and more departmental silos makes it increasingly difficult to execute a unified strategy for customer experience (CX). Khoros CX Insights delivers accurate and actionable voice-of-the-customer analysis by aggregating the organic conversations taking place across every digital communication channel, to improve customer retention and grow revenue.

- **Customer interactions aggregated from every digital channel**
- **Consistent classification across a normalized data set**
- **One analytics platform, accessible by every department**

By normalizing and analyzing the unstructured data from these digital customer interactions, CX Insights assembles an omnichannel data set that is rich in scale, scope, and context, and delivers pure, candid customer feedback without you ever having to ask for it. With this in mind, CX Insights has created **Brand Experience Score™**, a fully integrated CX/VoC assessment dashboard that evaluates each customer-impacting area of your business.

- **Identify sources of customer friction across your business**
- **Business areas configurable for your organization**
- **Spark charts display month-to-date and previous 3 months**
- **Drill into details with one click**
Consumers are experiencing survey fatigue, and the market is acknowledging the eroding value of survey-based CX assessments like NPS. Brand Experience Score, or BXSTM, leverages CX Insights's natural language text and sentiment analysis to curate, classify, and score contextually rich, unsolicited feedback. The data is classified into key business areas and rendered as a numerical score on the BXSTM dashboard for use by senior management as executive oversight, and by operators as a starting point for deeper analysis.

From the BXS dashboard users drill down into the robust Discovery module to understand the root causes behind each business area’s score, guided by topic classification, sentiment analysis, and anomaly detection features. Here, unstructured data from conversations is joined with structured data from the CRM, CDP, and other legacy systems, giving users the ability to understand the impact of friction on specific customer cohorts.

- Powerful omnichannel view of all customer interactions
- Every interaction analyzed for topic classification & sentiment
- Anomaly detection displays changes in your environment
- Intuitive UI provides simple querying for vast dataset
- Review query-specific snippets or entire interactions

Getting to the true root cause of customer issues is a challenge for CX/VoC teams. CX Insights's classification model provides an unprecedented level of accuracy and granularity, going beyond industry models to include product names and company-specific terminology. Artificial intelligence fills in any gaps in the model, and omnichannel sentiment analysis adds an emotional dimension, all to help you quickly and accurately identify the source of customer friction.

Customers are already telling you how they feel about your brand

Companies shouldn’t have to ask for feedback about products and brand perceptions - that feedback is already provided every single day via digital channels like chat, SMS, product reviews, social media, online communities, and more.

CX Insights harnesses these organic conversations to help companies track where customers are experiencing friction and why, so it can be fixed at the source, paving the way for improved retention and new customer acquisition.