



21 April 2021

Extract value from the VoC

Webinar "VoC: Scopri cosa pensano davvero i tuoi clienti"



Wonderflow

WE SUPPORT THE WORLD'S BEST CUSTOMER-CENTRIC BRANDS

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Trusted by the world's best customer-centric brands

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Secure

Our enterprise-grade solution is ISO 27001 certified and fully GDPR compliant.



Recognized

We are endorsed by the most iconic research firms. "2020 World's Simplest VoC solution", OMDIA.



FORRESTER

FROST & SULLIVAN



451 Research



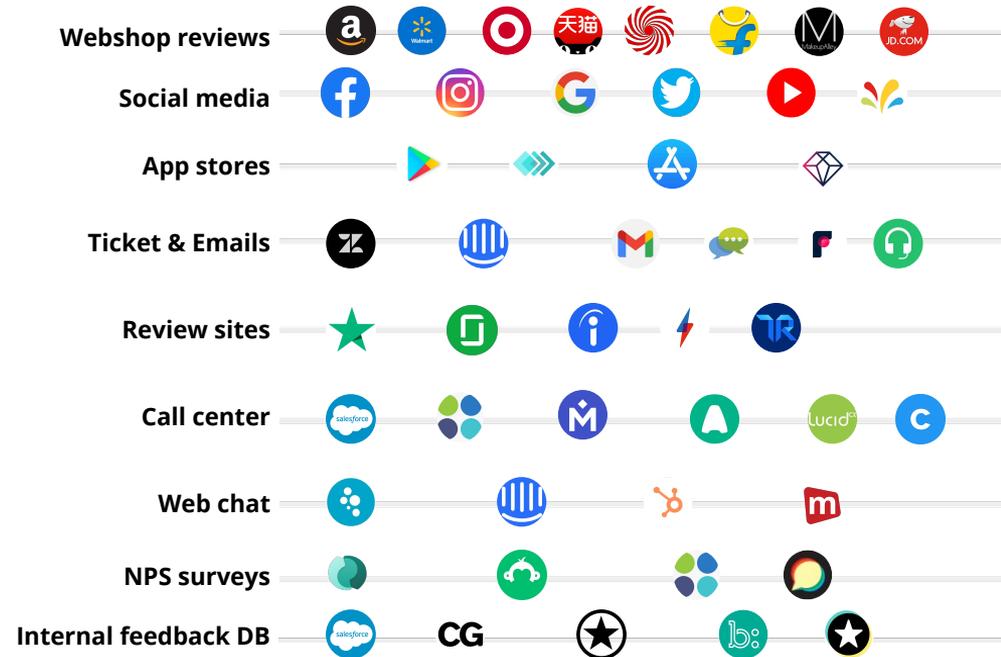
Brands don't make decisions with VoC and lose customers

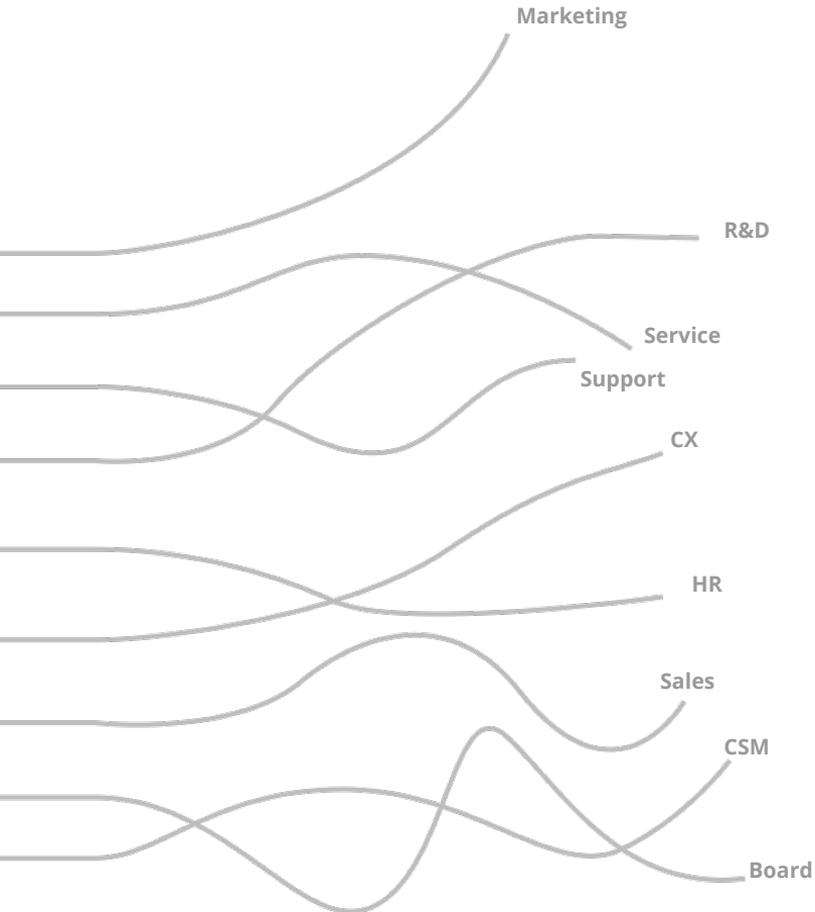
Brands don't learn from customers. Hence they don't make decisions with the VoC. If they don't make decisions with VoC, they risk losing customers and see their market share shrink.

The big problem lies partly in the complexity of the analysis process that makes them unable to learn how to deliver value and happiness to the customers.

"I don't understand why companies still allocate budget to data collection tools like Medallia or Qualtrics. They don't learn from it."

Lead Analyst **FORRESTER**





Hard to turn data into actionable insights

Complexity

Analysis platforms are different for each data source and are difficult to manage

Poor Quality

NLP analysis quality is low for decision making and struggles with free text

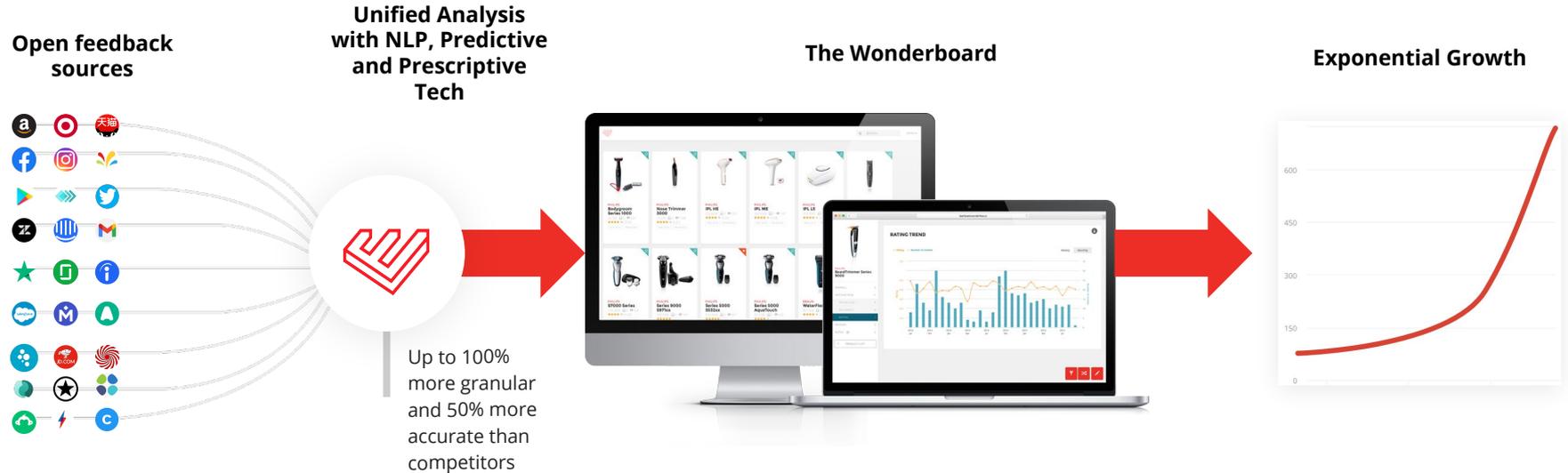
Siloed Data

Insights hardly reach the right stakeholders and data are hardly matched



Wonderflow makes VoC valuable

Brands can use many tools to manage their VoC sources, but only one to **analyze them all**. Doing this enables everyone to **learn from customers**, generates value for the entire value chain, and **increases sales**. The ability to access all the insights from a single platform ensures your **decisions are well informed**, and you reach **exponential growth**.





Out-of-the-Box Superpowers

We use a mix of cutting edge technologies to extract the best qualitative insights from content-rich open customer feedback like online reviews, in which our expertise is unmatched



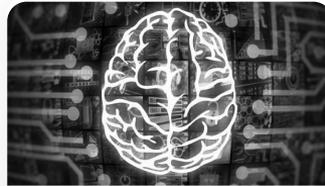
Public and Private Data Collection

200+ sources supported, 130+ proprietary scrapers, Competitors data



Swift Data Handling

All-in-one cleansing, anti-duplication, indexing technologies that save 90% of time for data preparation



NLP

Supporting any product vertical; we have built over 15.000 linguistic rules to generate the highest measurable accuracy in text analysis



Prediction

We predict variations in the start-rating, NPS, CSAT, and Sales, determining what actions generate the best ROI for the brand



Reporting

10X more users than any other vendor of our industry. At Philips, our data-science platform is the most used software after Microsoft Office



...to answer business questions that matter

Sentiment analysis

Feedback sources

Most impactful product features

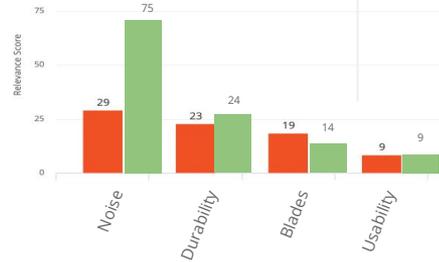
Business question

Feedback snippets with sentiment analysis highlights and icons:

- Snippet 1: "Good product, a little big but way less noisy than my old one!" (Positive sentiment, 5 stars)
- Snippet 2: "The blade is falling apart. I definitely want to continue using this very silent shaver. But where can I buy a replacements?" (Mixed sentiment, 1 star)
- Snippet 3: "The less noisy shaver I ever tried. Blades are little bit too expensive, but still, I recommend it" (Mixed sentiment, 8 replies)

Relevance score

Shaver category vs Shaver 1000



How to market this product in Germany?

Intensify your marketing campaign on Noise related issues as it is one of the most negative topics for German customers (● 29%), while on average, customers of this shaver in Europe love it (● 75%)

Feedback

Feedback from different sources in one data-lake

Analysis

AI analysis measures qualitative KPIs and predicts impact

Insight

User can easily derive answers to impactful business questions



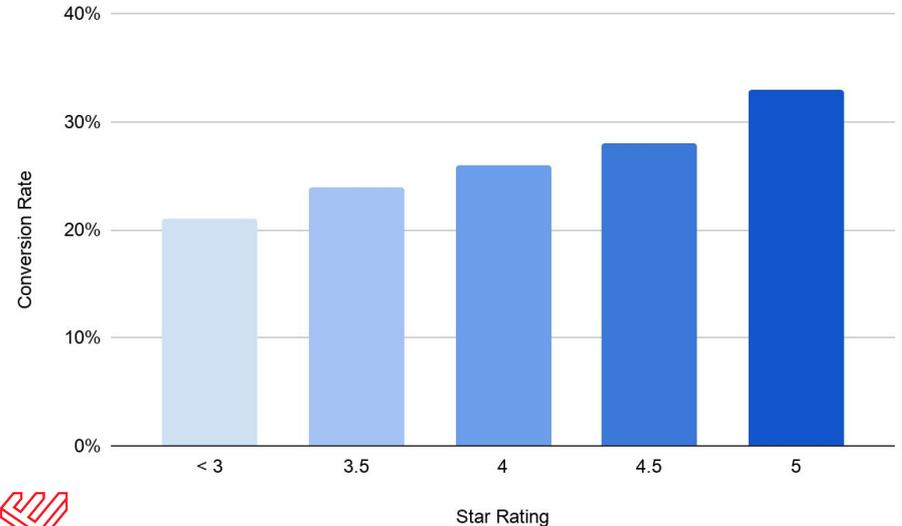
How R&R impacts ecommerce conversions

Studies show that star rating has a [coefficient of .044](#).

This suggests that, for every **increase in star rating by 1**, there is about a **4-5% increase** in conversion rate.

From a star rating of 3 to 5, there can be an increase of 12% in conversion rate. This percentage can grow quickly in competitive markets.

$$\text{Conversion rate} = \sim 0.044 * \text{Rating}$$



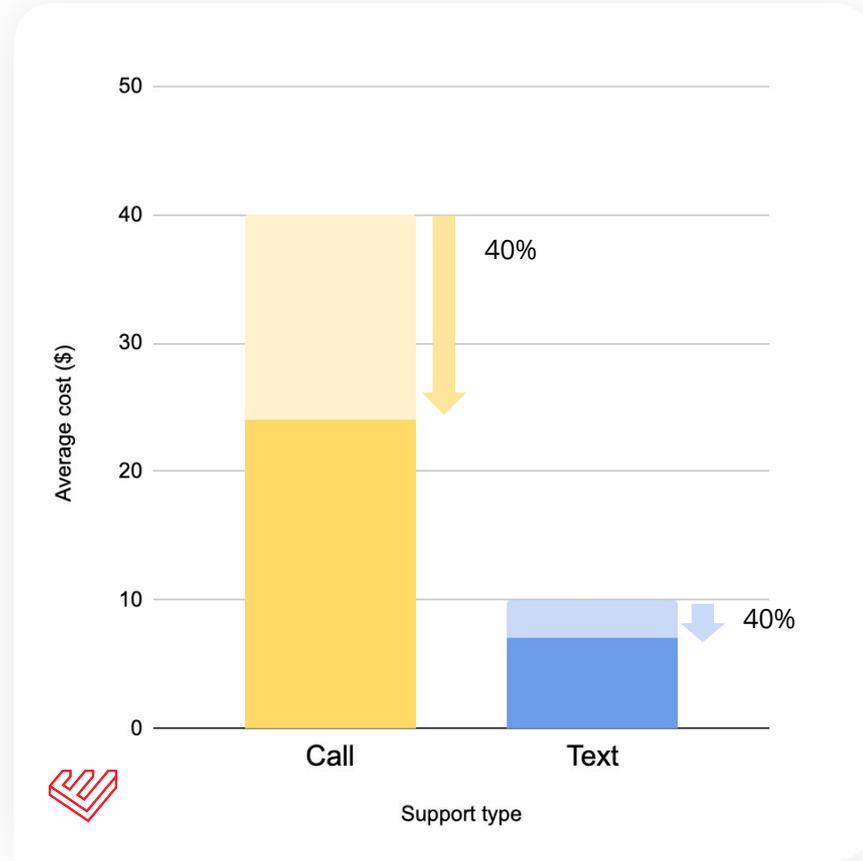


How Analytics impact Call center Cost

The average cost of a customer service phone interaction is around **\$40** per interaction (**\$2.13/minute**) on a phone call and \$10 on text interactions.

The use of AI analytics in customer care can reduce average handling time by up to **40%**, thanks to ad-hoc agent training.

A preventive explanation of simple issues on existing channels* (FAQ, Troubleshooting, Chatbot) can deliver a ~14% cut in interactions.



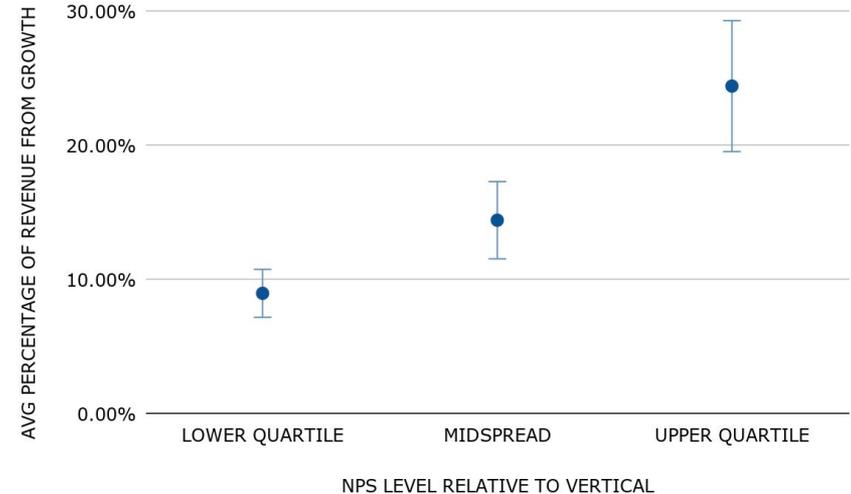


How a higher NPS impacts your Expansion Revenue

When looking at [expansion revenue](#), [higher NPS](#) means higher growth and revenue from existing clients.

In fact, [Studies](#) show that when compared with detractors, promoters are:

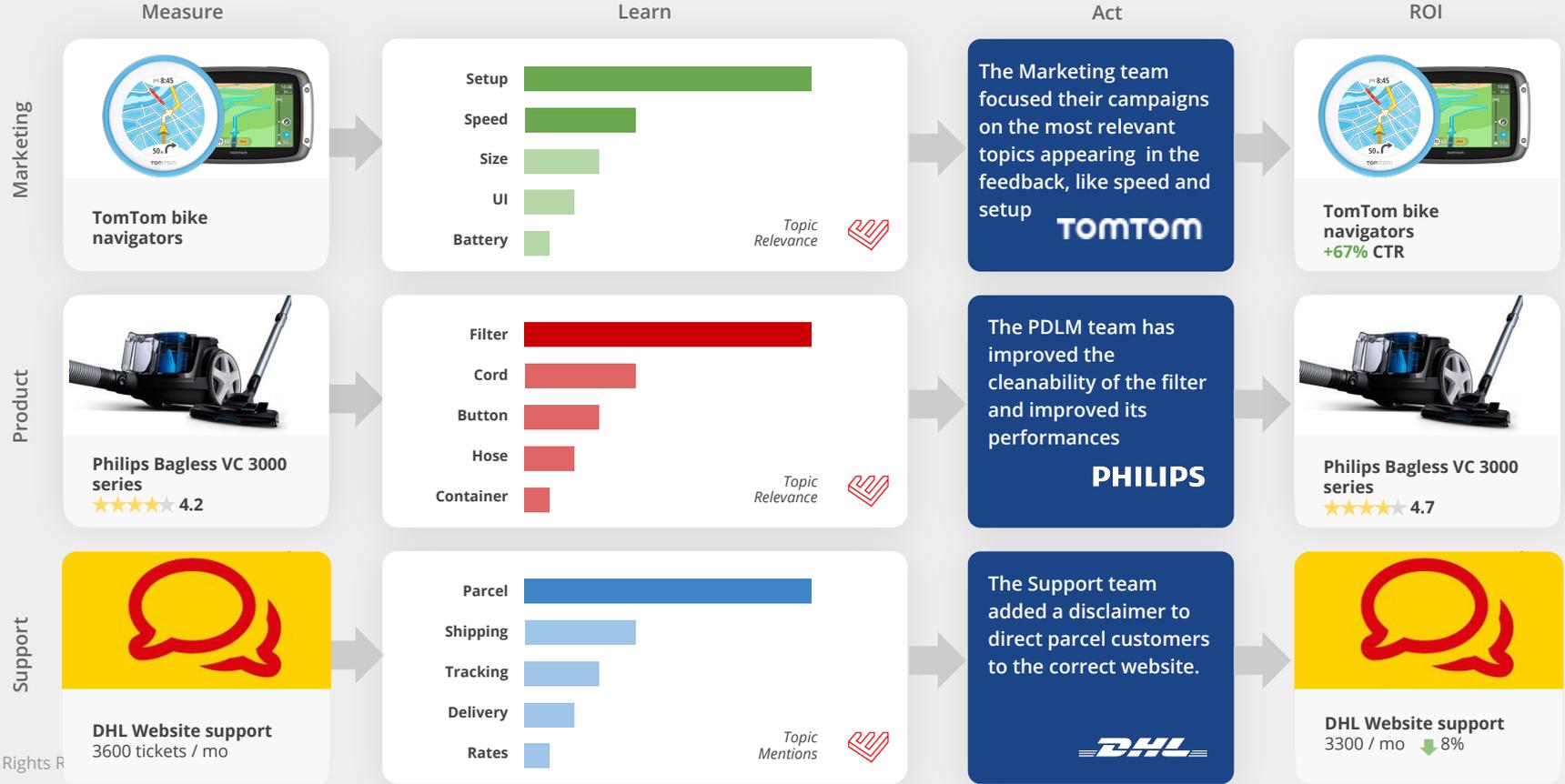
- 5x as likely to repurchase from companies
- 9x as likely to try new offerings from companies
- 7x as likely to forgive companies if they make a mistake



To be precise, 24% for the upper NPS quartile, 14% for the midspread and only 9% for the lowest tier.



ROI from VOC you can eventually measure





4 Steps towards customer-centricity

Wonderflow is not just a tool. It's your idea partner in the journey towards customer-centricity

Today

~30 days

Test Drive

Dashboard with your products and your competitors' (free of charge)

The Value of insights

Helps you show the value of VOC insights to both stakeholders and teams

Full-scale Project

Definition of custom requirements for the project

VOC Strategic Guidance

Support in the adoption of VOC data in the Company



We showed our CEO both the Analysis and the Wonderboard. He was immediately sold

DēLonghi Group



Wonderflow enables our company to establish a truly global and harmonized way to extract value from VoC

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The team at Wonderflow is made of CX experts, and it shows. I can pick up the phone and speak to the right person whenever I need

DHL



Thank you



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