

FORCES OF CX AI

Turn unstructured feedback into a roadmap for stronger customer relationships



Every day, your customers tell you exactly what they need, through surveys, call centre conversations, emails, social posts and more.

But in most organisations, that wealth of unstructured data remains untapped.

The insight is there. The opportunity is waiting. You just need to unlock it.

Our solution:

Forces of CX AI turns your existing text data – in any language, from any source – into a clear roadmap for experience improvement.

Powered by GenAI and grounded in Ipsos' behavioural science-based Forces of CX, it identifies **six forces that shape every customer relationship**.

How it works:

Quantify: Our language-agnostic Large Language Model scans your data and identifies which of the six behavioural science-based Forces (Enjoyment, Belonging, Certainty, Fair Treatment, Control, Status) matter most at key journey moments.

Diagnose: We cross-reference text analytics with the Forces framework to pinpoint concrete experiences driving each Force, revealing strengths, pain points, and gaps.

Ideate: AI-powered insights fuel action planning, supported by workshops and expert advisors.

Your benefits:

- Understand how customers feel at different moments of the experience/journey
- Diagnose what is driving positive and negative sentiment at these key moments
- Design and deliver the actions to better meet customers' needs
- Optimise the experience you deliver to your customers

Choose your depth: a quick diagnostic overview (quick, cost-effective snapshot) or a comprehensive deep-dive into your customer experience (comprehensive diagnostic with targeted action planning).

Stop Measuring. Start transforming.

Contact us at
CustomerExperience@ipsos.com

