CX Signals GenAl

CX Signals GenAl uses advanced analytics and GenAl to make sense of social data - understanding customer sentiment and identifying CX opportunities

✓ Why CX Signals GenAl?

- The power of social media is undeniable, but, unfortunately, too often, it's a forgotten source of unsolicited, unfiltered, unbiased customer feedback
- CX Signals GenAl uses advanced analytics and GenAl to make sense of social media data - understanding customer sentiment and identifying CX opportunities
- Built on our Ipsos Synthesio platform, CX Signals GenAl offers a market leading approach to CX social analytics



To find out more about lpsos' CX Forces of CX framework, head here:

The Forces of
Customer Experience |
Ipsos

Unlock more insight by accessing the unfiltered

customer sentiment of social media

What does it offer?

Tapping into the **power of social media**, CX Signals GenAl offers:

1. Social Overviews

An overarching summary of social feedback, including volumes, trends, themes and sentiment

2. Competitor Comparisons

Get an edge by understanding social media performance against up to 3 competitors

3. CX Forces Insight

Understand how the CX Forces, drivers of strong relationships and desired customer behaviours, are reflected in social media data

4. Topic Deep Dive

Dig into key topics and review specific posts related to social themes

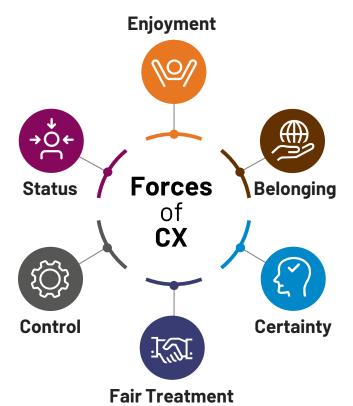
5. GenAl Insight and Recommendations

Get deeper insight using GenAl and create SWOT analyses and action ideas ____





Gain more insight on the Forces of CX



Structured around the CX Forces, **CX Signals GenAl helps you understand how emotional responses** to experiences show up online:

• Understand how the Forces are reflected online, which are more or less common, and which are positive or negative.

- Using GenAl to provide emotional profiles for each Force, based on online data
- Generate action plans for each specific driver within the Force for truly actionable insight

✓ How does this apply?

CX Signals GenAl offers a valuable source of feedback to augment existing research including:

- Bringing relationship or transactional survey results to life
- Getting market insights by seeing what competitor customers are saying online
- Understanding how survey themes compare to social discussion themes
- Using social data to provide depth on survey topics and associated trends
- Keep a pulse on new trends, evolving social drivers and sentiment, as an input to survey design

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