CX Signals
GenAI

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

Unlock more insight by accessing the unfiltered customer sentiment of social media

◢ Why CX Signals GenAI?

- The power of social media is undeniable, but, unfortunately, too often, it's a forgotten source of unsolicited, unfiltered, unbiased customer feedback

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

- Built on our **Ipsos Synthesio platform**, CX Signals GenAI offers a market leading approach to CX social analytics

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

[The Forces of Customer Experience | Ipsos](#)

◢ What does it offer?

Tapping into the **power of social media**, CX Signals GenAI 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. GenAI Insight and Recommendations
Get deeper insight using GenAI and create SWOT analyses and action ideas

◢ Gain more insight on the Forces of CX

Forces of CX

- Enjoyment
- Belonging
- Certainty
- Fair Treatment
- Control
- Status

Structured around the CX Forces, **CX Signals GenAI 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 GenAI 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 GenAI 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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