

CX SIGNALS

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



Your challenge

The power of social media is undeniable, and yet it's often a forgotten source of unsolicited, unfiltered, unbiased customer feedback.

How can social sentiment be decoded to provide actionable insights?

How do you turn real customer conversations into CX transformation?

How do emotions translate into business outcomes?

Ipsos' actionable solution

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



Social Overviews

Access summaries of social media feedback for trends, themes, and sentiments.



Competitor Comparisons

Analyse social performance in relation to up to 3 competitors for market insights.



CX Forces Insight

Discover how key drivers of customer behaviour appear in social data through GenAI insights.



Topic Deep Dive

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



GenAI Insights

Utilise GenAI to formulate SWOT analyses and actionable plans.

Why Choose Ipsos CX Signals?

Built on Ipsos Synthesio, CX Signals uses advanced analytics and GenAI to make sense of social media data, understanding customer sentiment and identifying CX opportunities.

Gain more insight on the Forces of CX

Structured around the Forces of CX, CX Signals helps you understand how emotional responses to experiences show up online.



For more information:

Contact us at
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