

# Compellon 20|20 CX Datasheet

## Bringing Actionable Insights to Customer Experience Professionals

Compellon 20|20 CX is the most powerful analytics solution built specifically for customer experience professionals. Fast and easy to use, it goes beyond traditional methods such as crosstabs, correlations, and dashboards to provide strategic and tactical recommendations for improvement, empowering organizations to operationalize data-driven customer analytics.

Compellon 20|20 CX empowers customer insights professionals to harness predictive signals in their data to guide actions that will measurably improve customer acquisition, loyalty, and lifetime value. From identifying which NPS or customer satisfaction improvement actions deliver the best return, to prioritizing and personalizing offers for those most at risk or likely to buy, Compellon's unique technology delivers answers quickly, faster than any other solution. By using Compellon 20|20 CX Marketing, CX and HR teams can focus their time and resources toward driving insights into solutions, and less on reporting what happened.

## The Challenge of Survey Analytics

Companies are turning to survey data, often times augmented by operational data, to better understand customers and their behaviors. Unfortunately with that data comes the challenge of translating customer insights into strategic action. Common barriers include:

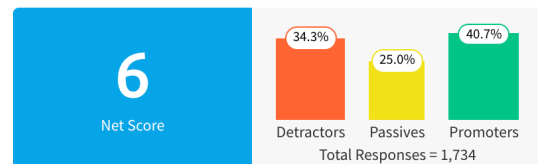
- Difficulty interpreting data, especially qualitative, to understand why things are happening and what to do
- Trouble getting answers in time to act in dynamic environments
- Focusing data collection on the right areas, such as asking survey questions with predictive relevancy
- Inefficient communication between marketing or customer experience departments and analytics experts
- Costly and scarce analytics talent and not enough resources to cover all projects

## Breakthrough Technology for Customer Experience

Compellon 20|20 CX rapidly identifies insights from survey data in seconds, helping businesses advance methods like net score beyond basic reporting to delivering actionable recommendations for improving customer loyalty. The user interface provides a streamlined way to analyze NPS and Top Box/Bottom Box with a click of a button so customer experience professionals can easily start analyzing their data.

### Instantly Measure Key Performance Indicators

Calculate customer KPI net scores in seconds with specific support for core customer loyalty indicators such as "Likelihood to Recommend" and "Overall Satisfaction."



### Uncover What Really Drives Customers

Rapidly identify the drivers of loyalty indicators to uncover which data has high predictive value.

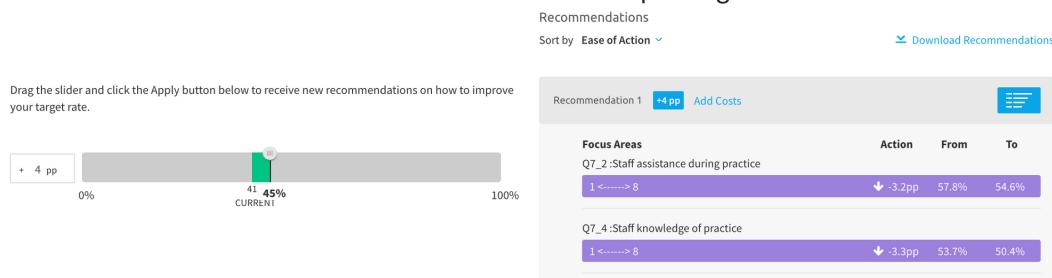


### Rapidly Analyze Any Segment

Explore customers at a depth and speed never before possible. Instantly drill into any category (e.g., channel, demographic, product, geography, etc.) to find what uniquely drives each.

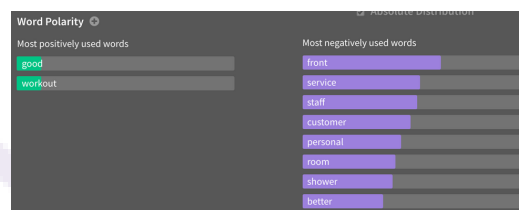
## Automatically Discover Best Actions to Achieve Outcomes

Automated advice highlights the key focus areas and actions to take in order to hit your goals. Receive multiple recommendations and compare the effort across a range of improvement scenarios. Then target each recommendation to drill down further to find out what is impacting those areas.



## Easily Extract Qualitative Attitudes and Concerns

Understand what is on the minds of customers by analyzing their open-ended responses without additional data preparation, analytics complexity, or need to maintain taxonomies as with sentiment analysis methods.



## Improve Customer Targeting and Engagement

Automatically create profiles for top and bottom box analyses to identify and learn about key customer personas (e.g., Promoters, Detractors).

## Improve Survey Effectiveness

Quickly reveal which survey questions are predictive of desired outcomes to streamline and improve the response rates of future surveys and focus data collections to deepen insights into challenges.

## Rapidly Reduce Project Throughput Time

Complete more projects and analyze more scenarios with the same or fewer resources, enabling more frequent survey cycles to stay up-to-date with customer perceptions, respond faster than the competition, and adapt as environments and customers change.

## Focus Resources on Desired Goals

Reduce the time and cost involved with traditional analysis to better focus resources on improving the business.

## More Questions?

[Click here to schedule a demo](#)

or email us at [info@compellon.com](mailto:info@compellon.com)