OCX Cognition™

Spectrum AI

The Platform Solution for Spectrum NPS
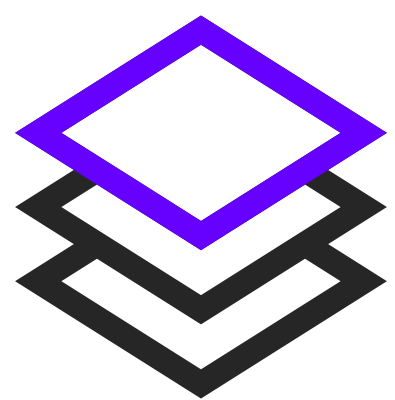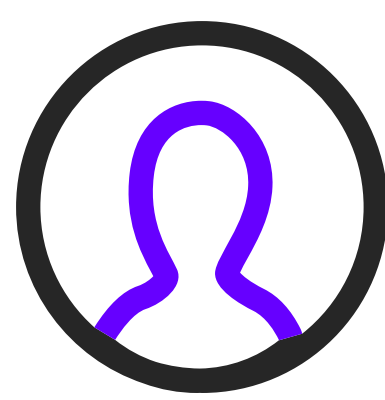
OCX Cognition™

Introducing **Spectrum AI**

The first-of-its-kind Machine Learning platform for continuous, predictive CX measurement and reporting, using both surveys and the operational data you already collect.
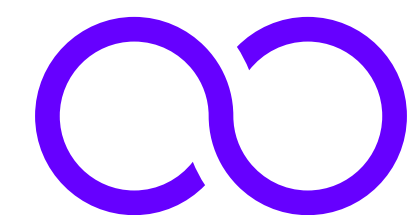
A Cloud Platform for
All of Your CX Data

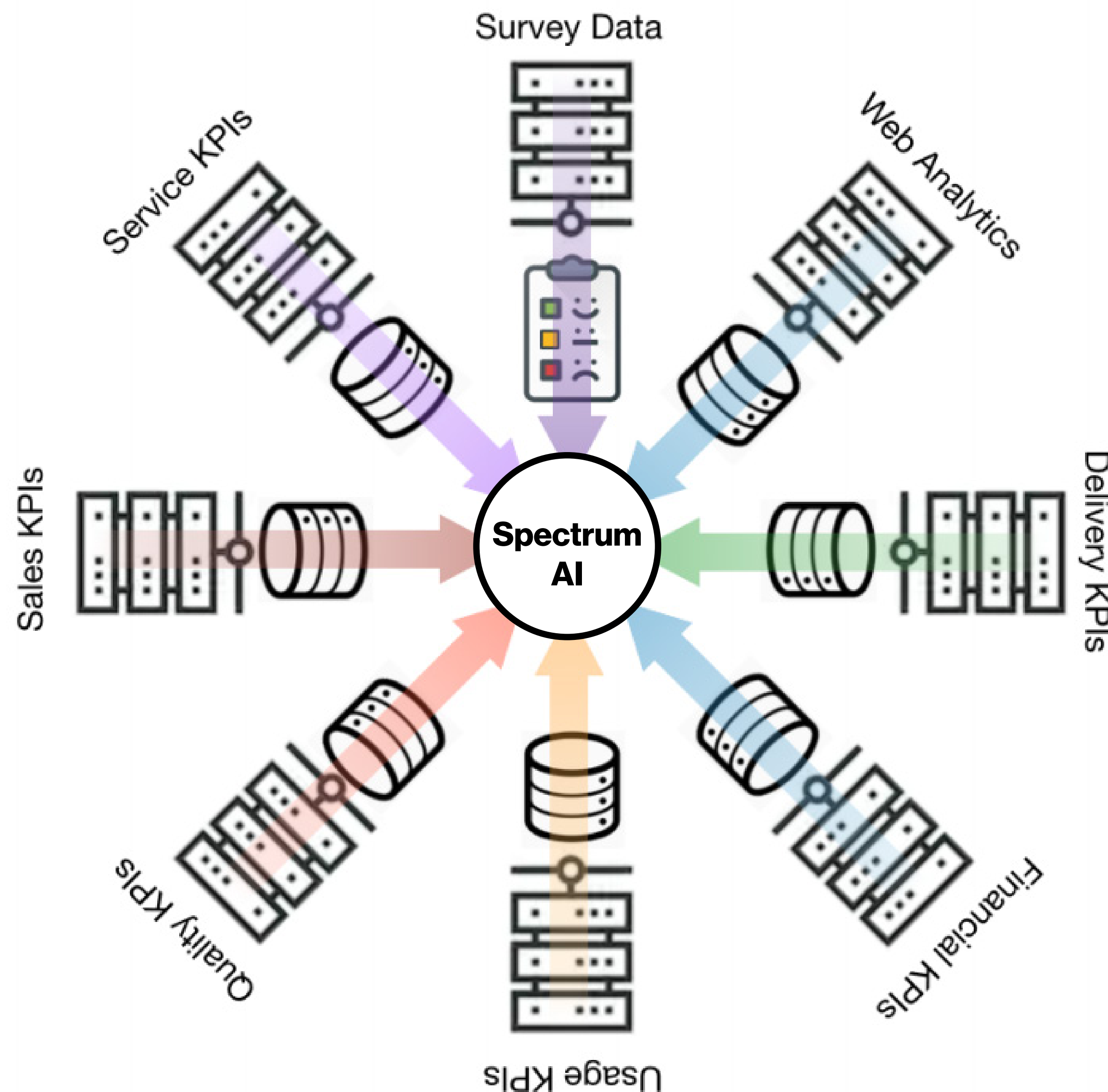Predictive NPS Scoring
for All of Your Customers

CX Driver Analysis from
Your Operational KPIs

Continuous Real-time
CX Analysis & Reporting

OCX Cognition™

What Is Spectrum AI?


Spectrum AI Delivers Spectrum NPS

Spectrum AI's unique Machine Learning models analyze patterns in the operational data associated with customer feedback collected in surveys.

It then uses these patterns to identify the KPIs that are driving the results and makes reliable predictions for the attitudes of customers who have not responded at all. We call this broad-spectrum approach to Net Promoter analysis **Spectrum NPS.**

Spectrum NPS embraces the underlying tenets that have made Net Promoter the number one CX metric in the world while solving the problems of low survey response rates, low data qual ty and infrequent data collection. Instead, Spectrum AI uses periodic surveys in combination with a broad spectrum and the operational KPIs to learn patterns and create predictive profiles. These profiles can then be fitted to any and all customers who share these patterns, the majority of whom did not provide a survey.

Since operational data is continually collected Spectrum NPS is a continuous measurement that can be taken at any point in time. With Spectrum AI companies can upgrade their programs for Spectrum NPS and measure CX at the speed at the speed at which their business operates.

OCX Cognition™

How It Works: Machine Learning with Spectrum AI
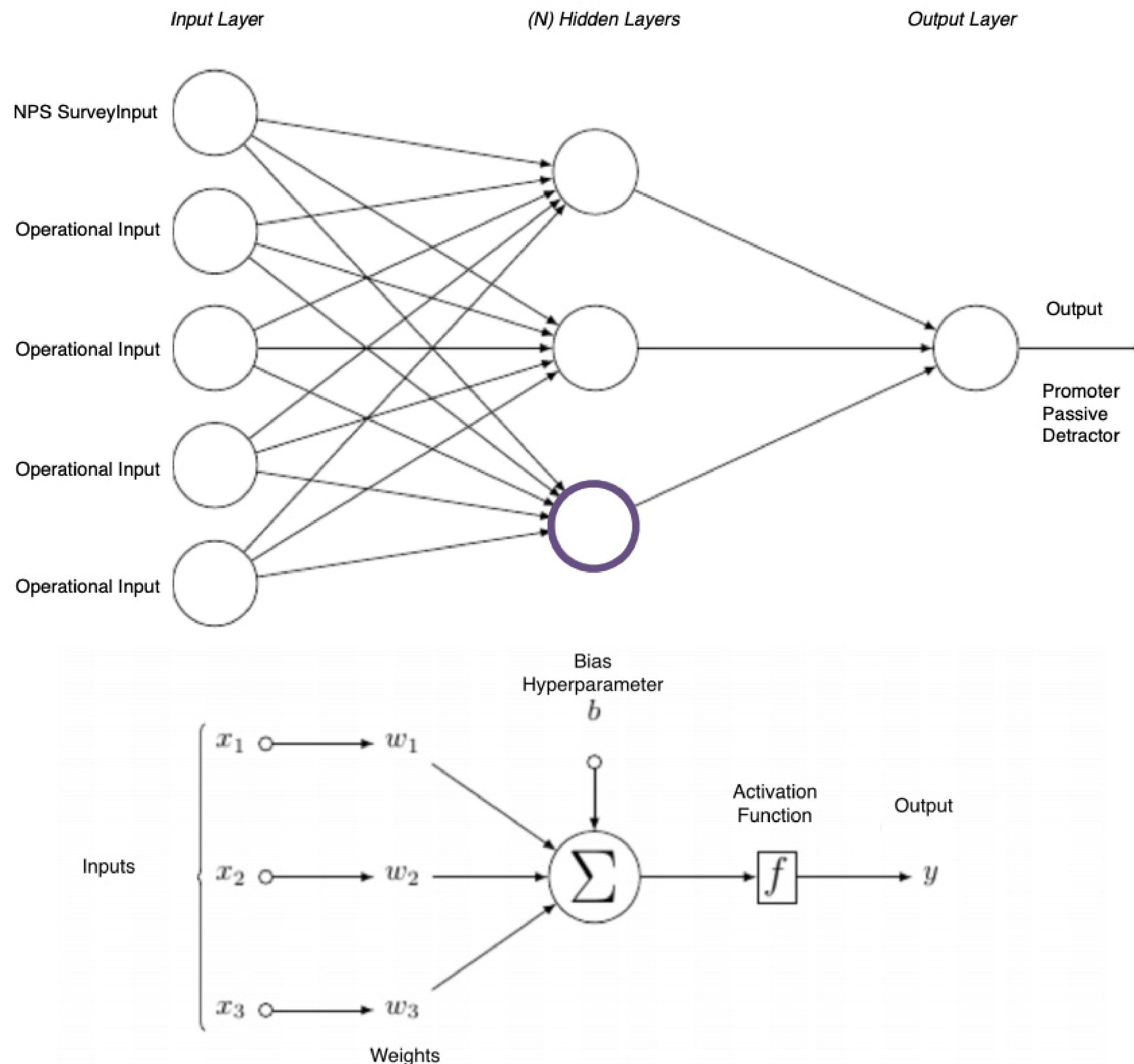
Spectrum AI uses machine learning to understand how your operational KPIs are driving influencing the attitudes of your customers.

Machine Learning Applied to CX

Spectrum AI brings surveys and operational data together for an entirely new approach to NPS and CX analysis. Using the latest in Machine Learning techniques and a deep expertise in program frameworks for CX, we've created a new paradigm for how CX can be accurately measured.

Spectrum AI analyzes interdependencies and patterns in your data that could never be seen using survey data alone. With Spectrum AI, you can do far more than calculate scores or simple trends. Spectrum AI crunches large amounts of operational data to identify root causes in your operating metrics and predict a recommend score for customers when no survey feedback is available.

Spectrum AI goes beyond traditional CX analytics. It is part of a new breed of learning systems that are coded to explore virtually all potential combinations of the data on hand, and learn which ones most reliably produce the outcomes it has been trained to find. This not only produces a more powerful system at the outset, it ensures the system will evolve as conditions do. As your customers, competition, and operating environment changes, so does Spectrum AI. It continues to adjust and learn which combinations of data best predict customer attitudes, providing you with a reliable, real-time picture of how your operating practices are driving the experiences and attitudes of your customers.

OCX Cognition™

How It Works: What Is Operational Data?

You Have More Data for CX Than You Think

Operational data is the term used here to describe all of the non-survey data collected in systems throughout your business operations. Whether its financial data from ERP systems, employee data from HCM, or customer data from CRM, it's likely that your company is already collecting a great deal of this operational data within business units throughout the company. In most cases, it's probably being utilized only for its primary purpose within a given department or function. That's if it's being used at all. Forrester estimates that 60-73% of data collected by companies today goes completely unused for analytics. The data these systems are accumulating can have profound secondary value for CX.

OCXCognition™

How It Works: Surveys & Operational Data

Surveys Help Us Read the Operational Data

When looking for trustworthy insights from data analysis, volume and diversity of data are key. It's even more powerful when available data sources are complimentary in nature. CX analysis is no exception. The objective of CX analysis, is, after all, to understand how experiences are shaping attitudes, actions and business outcomes. It stands to reason, then, that a variety of data are of keen interest when doing CX analysis.

It turns out that the operational data accumulating in your systems, and the attitudinal data collected in your surveys are inherently different and complimentary. Survey data is relatively low in volume and gets collected infrequently in order to ensure maximum participation. It delivers valuable insight on customer attitudes, but often lacks the quantitative information needed to understand root causes. Conversely, operational data is continually flowing on all customers and is quantitative by its very nature. However, in isolation, operational KPIs lack any connection to customer attitudes. When combined, each unlocks the other's true potential. Surveys allow us to calibrate the technology, so that the continual signals in operational data can be effectively read.

OCX Cognition™
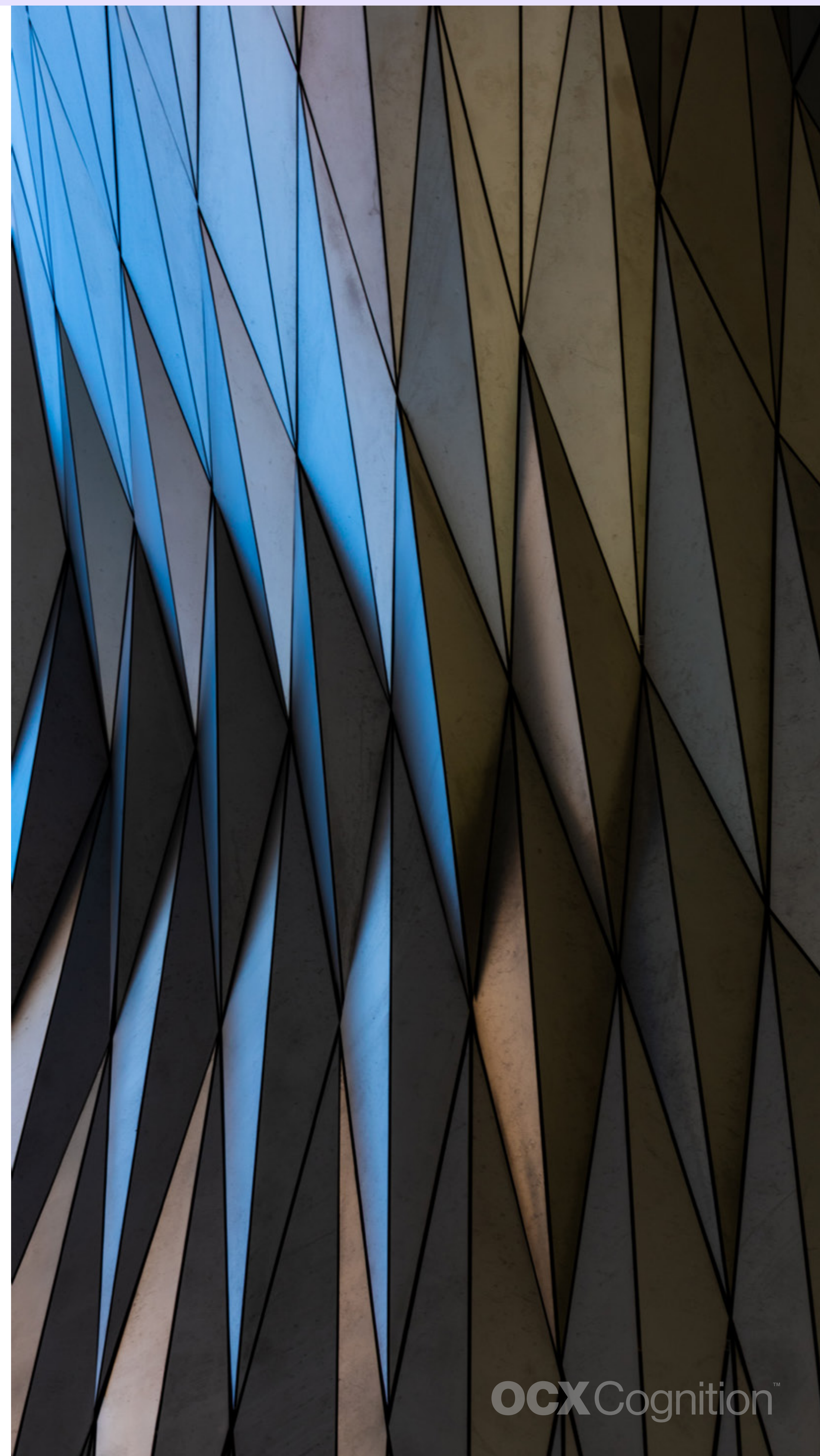
Key Benefits: Get Scores for Every Customer

Predictive NPS

Survey response rates routinely fall below 15%. This presents a real limitation for survey based NPS, making it impossible to categorize or score or 85% of your customers. Spectrum NPS breaks free of this exclusive reliance on survey Data. This is only made possible by using new powerful Machine Learning algorithms and Predictive Analytics. Spectrum AI imports data from a broad variety of your operating systems and continually analyzes it to continually learn the patterns that correlate with cutomer attitudes reported in surveys. Armed with these patterns Spectrum AI generates Net Promoter profiles for all your customers based on their Operational Data. This creates a reliable predictive Recommend score for each customer, as well as a means for calculating your NPS based on actual data garnered from all of your customers. In a sense, Spectrum NPS simulates a 100% response rate to your survey. This provides a basis for segmenting all customers for the right actions and mitigations. Since Operational Data will flow continually, your CX program is always working, and the status of your customers are adjusted in realtime using Operational Data.
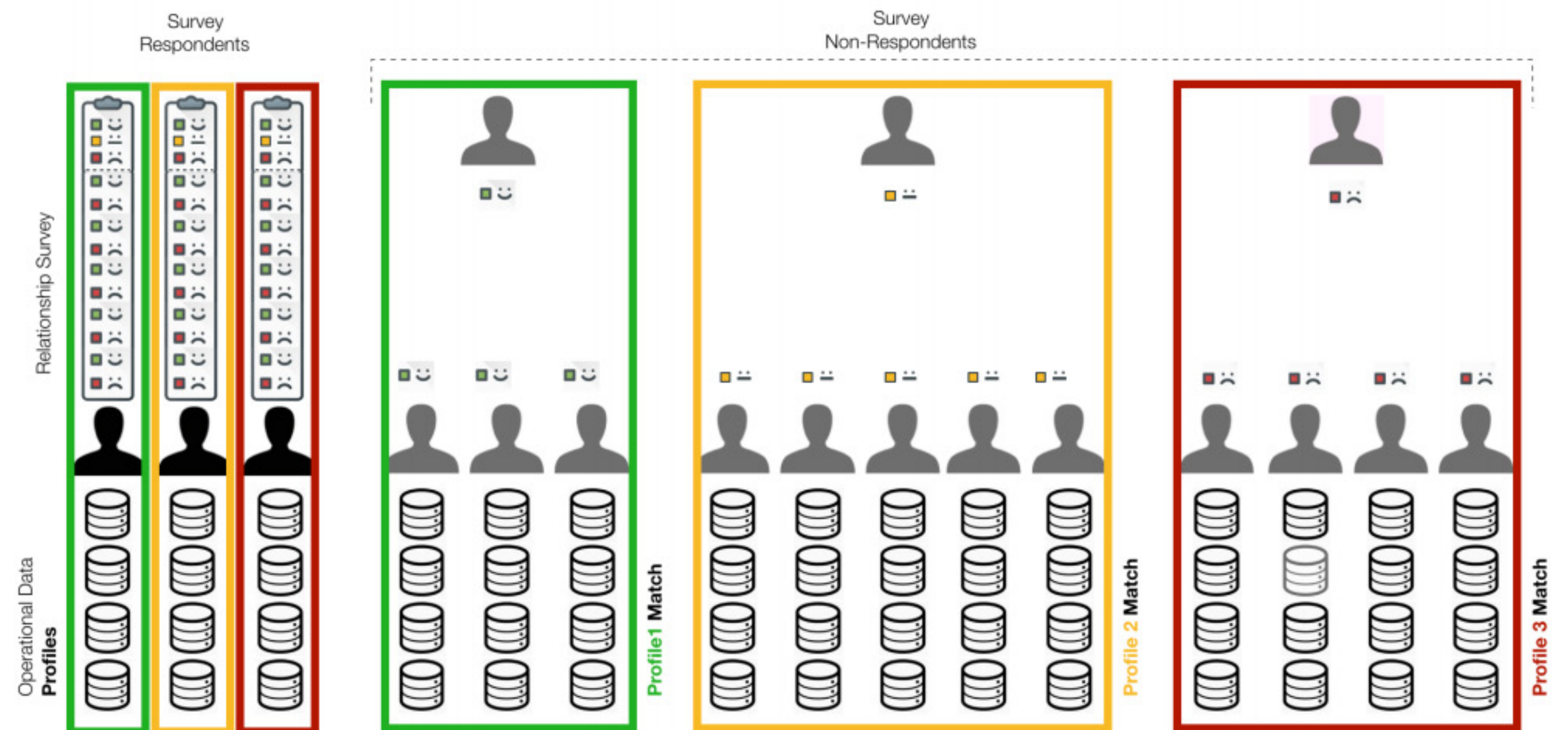

Spectrum AI learns the patterns in operational data that correspond with the attitudes expressed in surveys and uses them to build operational profiles that can be used to predict scores for all of your

OCX Cognition™

Key Benefits: Get Scores for Every Customer

Operational Drivers Analysis

Survey based NPS programs often struggle to identify what causes customer attitudes and target actions for bringing about improvement. NPS is derived from re-lationship surveys that balance the need for data with the risk of suppressing response rates when surveys get too long. This often results in a lack of clarity on what is driving the attitudes in question. In order to dig deeper and garner more diagnostic data to work with, transactional surveys can be added at key points of the experience. While these surveys do produce addition-al feedback, response rates remain a challenge, and managing survey fatigue increases. In contrast, Spec-trum AI's machine learning algorithms are trained to look for relevant CX drivers in the Operational Data that you already possess. Data that's connected to tangible KPIs in your business that can be directly targeted for action and improvement.

LTR: Likely to Recommend Question   SAT: Satisfaction Question
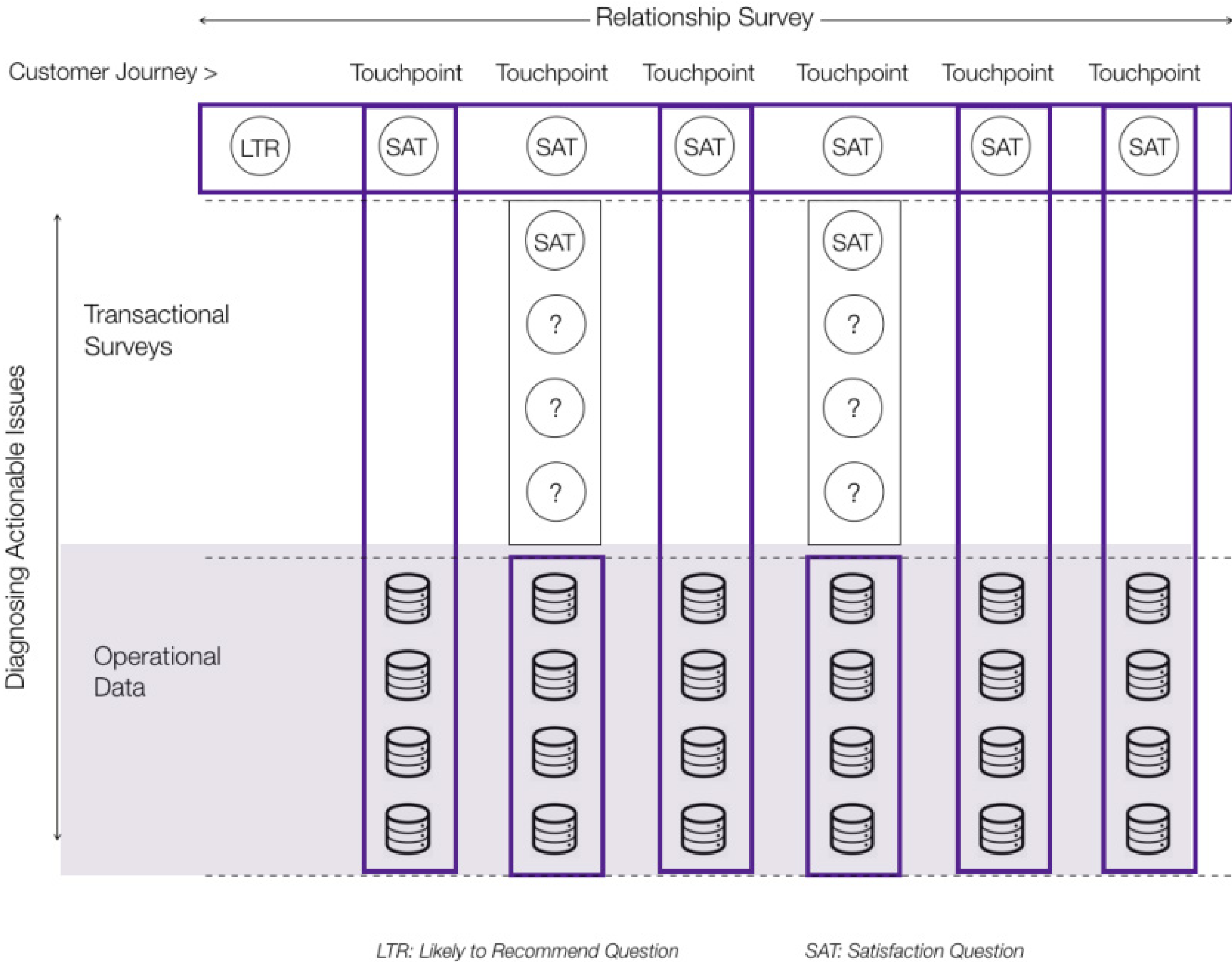
Spectrum AI targets the KPIs directly associated with delivering products, services and experiences at key touchpoints of the customer journey

OCX Cognition™

This is the future of NPS.

Meet your CX challenges head on.

Get in Touch

success@ocxcognition.com
US: +1 650 996 6192
UK: +44 (20) 81583492

OCXCognition™

OCX Cognition delivers the future of NPS. The company implements CX programs that result in financial value through its revolutionary NPS Outcome Engineering approach. Drawing on more than 15 years of CX expertise and 1000+ CX initiatives, OCX Cognition ensures customer experience success with a combination of technology and data science powered by AI-enabled machine learning, program-matic consulting, and research-based CX insights and education. Learn more at www.ocxcognition.com.