LUMINOSO

HOW LUMINOSO OPTIMIZES YOUR USE OF CX MANAGEMENT TOOLS

Reduce your CSAT faster by automating data tagging and eliminating Professional Service Hours

OPPORTUNITY

A Fortune 500 technology company currently spends too much time and money on professional service hours implementing a CX Management Tool. These barriers do not allow the technology company to make real-time changes because of elongated change management.

Luminoso Daylight™ AI offers an efficient and cost-effective solution for the technology company compared to CX Management Tool professional services. By automating data ingestion and analysis, Luminoso Daylight™ AI enables quick tag updates and consolidates various data sources. This leads to faster decision-making, reduced costs, more impactful business intelligence and improved customer satisfaction results.

SOLUTION

The technology company needs to analyze customer language and large sources of text in real-time to adjust, prioritize and innovate on product changes. Automatic language tag updates remove system bias and enhance accuracy. Quick tag changes allow the technology company to adapt on the fly. Executives receive current and unbiased customer data, enabling more effective decision-making in near real-time.

DAYLIGHT'S ANSWER

Luminoso Daylight™ AI automates data loading and ingests multiple data types like Product Reviews, Surveys, and Reddit comments. Tag updates are seamless and the model recalculates with all new data. These tags are also portable into survey platforms like Medallia and Qualtrics. Reports are generated and sent to executives for quick action. The Daylight Drivers feature points out specific product issues affecting the technology company's key business outcomes, from their unique products.

Luminoso Daylight™ AI allows you to make real-time Topic Model decisions for your product and/or service and expedites your internal workflow.

AT A GLANCE

CHALLENGES

- High Professional Service Costs
- 6+ Month Implementation
- Limited Data Scope

BENEFITS

- Reduce Professional Service Hours Needed
- Improved Go-To-Market business intelligence
- Accurately Track CSAT Drivers

MARK ZIDES
CEO Luminoso Technologies

"Daylight automates data loading and ingests multiple data types, enabling quick action and driving better product decisions…"

Discuss our product offerings with a Luminoso expert today!

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