

Identify and prioritize unknown issues from customer feedback

Survey results and feedback are critical indicators of customer satisfaction and loyalty. But without knowing what underlies ratings and scores, it's impossible to take corrective action or uncover unknown issues – before customers leave. With Luminoso Daylight[®], learn what drives metrics and surface unknown issues, to retain and keep customers happy.

Metrics are vital signs – not diagnoses

Organizations rely heavily on metrics to gauge loyalty, trends, and satisfaction. Alone, metrics lack two critical pieces of information: what drives them, and what unknown issues have emerged because of them. Without this context, it's not possible to identify what matters most to customers. And without the ability to truly learn from their feedback, there's no way to take action before losing them.

Traditional text analytics solutions take weeks or months to even begin to clarify how metrics relate to their drivers, let alone help teams spot previously unknown problems from feedback.



Luminoso Daylight correlates text feedback with numeric ratings to uncover what issues are most important to customers – even those it hasn't yet seen before.

Increased revenue, happier customers

Left unaddressed, unknown issues snowball and negatively impact metrics. With Luminoso, uncover them before losing customers and revenue.

Reassign teams to meaningful work

Instead of manually reviewing feedback, Luminoso empowers teams to address issues when they arise, instead of playing damage control.

Prioritize fixes based on what matters most

Luminoso immediately shows which issues have the most impact so teams can quickly locate and mend journey gaps that drive away customers.

“Luminoso allows us to take the Voice of the Customer, interrogate it, and learn what’s most important to improve satisfaction.”

- Kuan Leong, Customer Insights and Research Manager, Officeworks

Learn about how leading organizations are seeing incredible results with Luminoso.

Officeworks quantifies critical feedback drivers

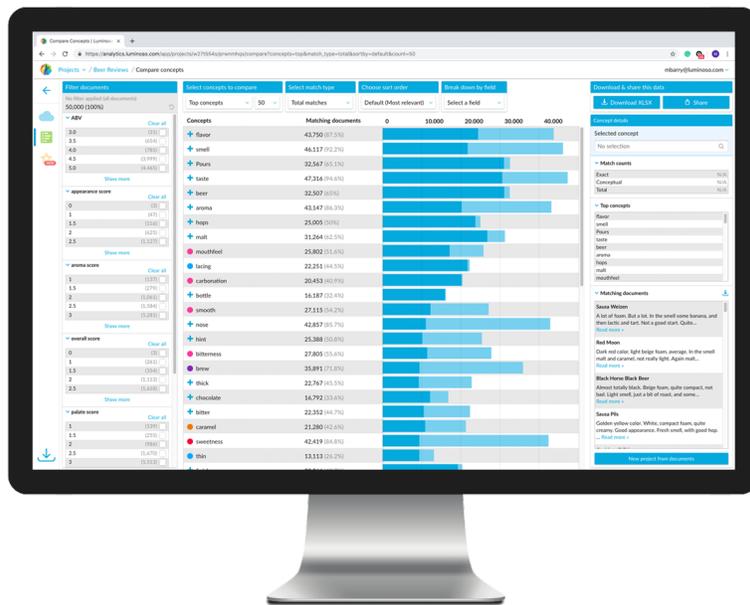
Leading retailer Officeworks needed to identify and understand what drove feedback scores in its customer surveys. With Luminoso, the organization automated the analysis of over 100,000 pieces of feedback, quantifying customer voice for positive and negative sentiment. By discovering these insights, Officeworks can now pinpoint areas for improvement to better serve its customers.

[Read the case study](#)

Global consumer electronics company

This leading brand sought to analyze global user feedback in near-real time for a product launch. It needed to identify, categorize, and label intent, as well as find and track emerging issues to provide immediate resolution. With Luminoso, its teams uncovered complaints about unknown product damage and defects, monitored trends over time, and quickly identified and solved emerging issues.

[Read the case study](#)



Bring to light what your customers are saying.

Learn more at luminoso.com.

Luminoso turns unstructured text data into business-critical insights. Using common-sense artificial intelligence to understand language, we empower organizations to discover, interpret, and act on what people are telling them. Requiring little setup, maintenance, training, or data input, Luminoso combines world-leading natural language understanding technology with a vast knowledge base to learn words from context—like humans do—and accurately analyze text in minutes, not months. Our software provides native support in over a dozen languages, so leaders can explore relationships in data, make sense of feedback, and triage inquiries to drive value, fast. Luminoso is privately held and headquartered in Boston, MA.

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