

EBOOK

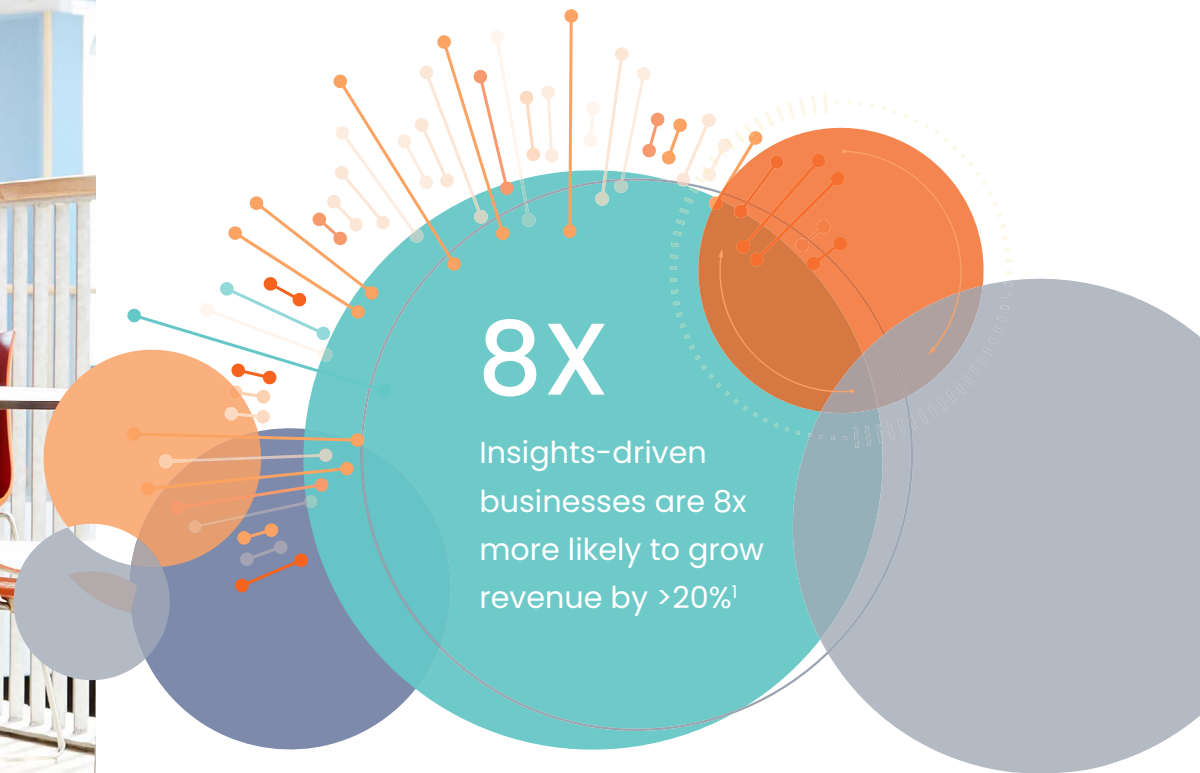
CX Capability Spotlight: Time-to-insight



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It seems like every CX software solutions provider these days touts “real time” or “near-real-time” insights. And not for nothing: **Insights-driven businesses grow 8-10 times faster than the global economy**¹. But simply culling insights isn’t enough to achieve big business results. The speed at which you can surface – and take



1. Forrester. “The State of Insights-Driven Businesses, 2022.” August 24, 2022.

What is “time-to-insight?”

“Time-to-insight” refers to how quickly an AI-driven platform analyzes data in real time to surface actionable insights. This includes everything from aggregated data sets across the entire customer ecosystem or – more simply – insights from a specific phone call.

Why does it matter?

The purpose of insights-driven software is to empower you with actionable information that can drive better decisions and ultimately improve business efficiencies, customer journeys, brand perception, and product/service adoptions. Fast time-to-insight enables an organization to quickly recognize patterns, trends, and problems, and adjust operations accordingly; conversely, lag time in surfacing insights puts a company at risk of missing important information customers provide, resulting in an inability to quickly address issues.

What’s considered a “best-in-class” time-to-insight?

Although receiving insights in real-time sounds like the way-to-go, there’s debate over just how valuable the “real-time” use case is to an organization. It’s often sold as a way for customer service reps to receive insight into a call while they’re on the line. Step back and think about it for a minute. Not only do real-time alerts create a great deal of distraction for a rep trying to solve an issue, but it leads to action in silos, rather than a team examining trends and taking scalable action to improve the experience.

With that in mind, insights must be quickly and easily accessible to empower teams to take necessary actions as quickly as possible. Any solution that takes several hours to days to provide insights and reports isn’t going to cut it – you typically need insights surfaced within an hour to ensure you can be effective.

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How much data do I need for accurate insights?

Bigger is better when it comes to insights-driven data sets: Insight accuracy increases along with the size of data population. Cast a wide net to start and then cut the data to better understand different populations, as needed.

How does Stratifyd's Connected Intelligence improve time-to-insight for organizations?

Stratifyd's Connected Intelligence solution empowers organizations to bridge the gap between insights and action by quickly surfacing themes that teams wouldn't otherwise observe. In addition to shining a spotlight on the "unknown unknowns," Stratifyd drastically improves the time-to-insight for teams reliant on manual review.

Time-to-insights improvements with Stratifyd include:



100X

Faster customer calls



56X

Faster surveys

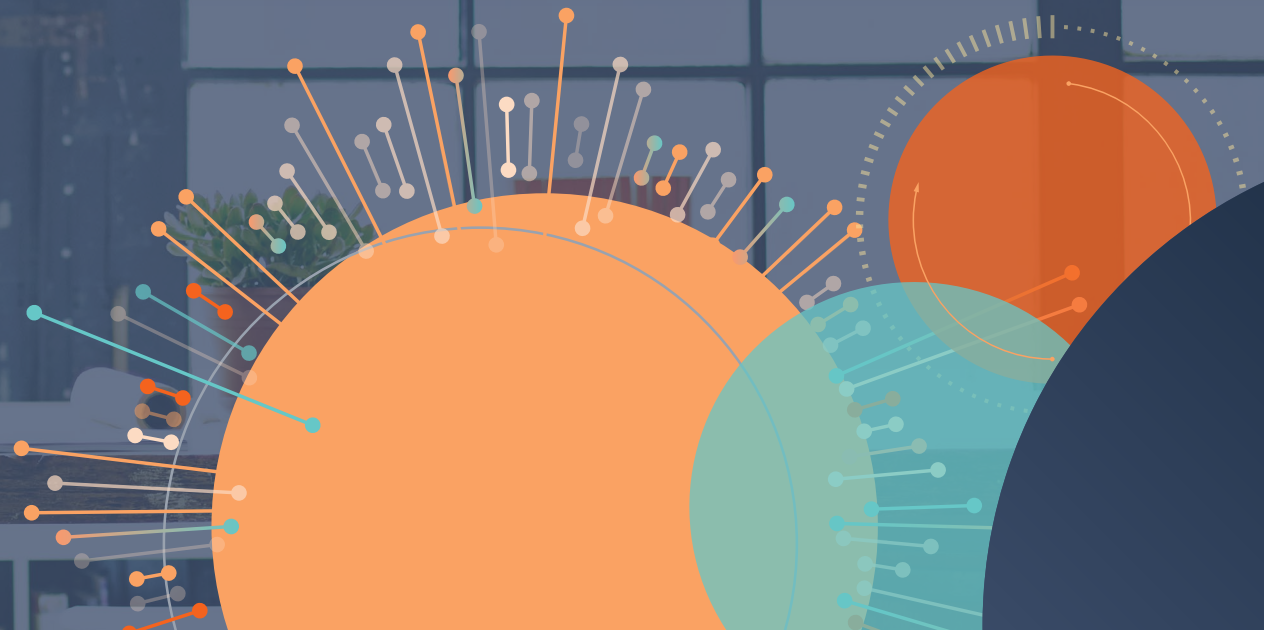


16X

Faster Online product reviews

CASE STUDIES

Time-to-insight improvements in action





1662

Total dataset

TIME-TO-INSIGHT IMPROVEMENTS IN ACTION

Product inquiries

The Stratifyd platform enabled a user to understand pricing and quotes more efficiently. Due to the volume of calls, manual review was cumbersome and time-consuming.

Manual review



45 calls every
30 minutes



18.5 hours
Total time-to-insight

Stratifyd review process

<1 min

Time to import
data into the system

<5 min

Run models

<4 min

Create visuals
and filter data

<10 min

Total time-to-insight



110X faster



2000

Total dataset

TIME-TO-INSIGHT IMPROVEMENTS IN ACTION

Application online reviews

An organization made changes to its application UI; Stratifyd identified that customers were unhappy about the “clunkiness” of the new UI and requested that old features be brought back into the product.

Manual review



200 reviews
every 12 minutes



2 hours
Total time-to-insight

Stratifyd review process

<2 min

Time to import
data into the system

<2 min

Run models

<3 min

Create visuals
and filter data

<7 min

Total time-to-insight



16X faster



700
Total dataset

TIME-TO-INSIGHT IMPROVEMENTS IN ACTION

Call center inquiries

One organization used Stratifyd to identify that the most common reasons for calls to their service reps were pin resets, account freezes and locks, and inquiries into access for certain credit cards.

Manual review

 **50 calls every 30 minutes**

 **7 hours**
Total time-to-insight

Stratifyd review process

<2 min
Time to import data into the system

<2 min
Run models

<3 min
Create visuals and filter data

<7 min
Total time-to-insight

 **58X faster**



1000
Total dataset


TIME-TO-INSIGHT IMPROVEMENTS IN ACTION

Survey reviews

One user sought to analyze customer feedback on a candle in their product line. Stratifyd identified that customers initially liked the smell of the candle, but complained that the candle didn't last long and smelled different when burning.

Manual review

 **88 reviews**
every 10 minutes

 **11.3 hours**
Total time-to-insight

Stratifyd review process

<1 min
Time to import
data into the system

<6 min
Run models

<5 min
Create visuals
and filter data

<12 min
Total time-to-insight




56X faster


Want To Learn More?





Drop us a line at hello@stratifyd.com
or visit www.stratifyd.com



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About Stratifyd

Stratifyd's connected intelligence solution bridges the gap between insights and outcomes through a powerful engine that unifies all structured and unstructured data sources, surfaces hidden themes, and provides actionable intel. Unlike competing solutions, Stratifyd leverages augmented intelligence to apply AI analysis, enabling users to identify the "unknown unknowns" buried within their data. Fortune 500 companies worldwide turn to Stratifyd to optimize medical insights, customer intelligence, brand management, and contact center, product, and employee experiences. To learn more, visit www.stratifyd.com.