



IBM **Information Management** software

enherent Corporation Polaris™ for Voice of the Customer

Partner Solution

■ **Target Industry**

Cross Industry

■ **Business Application**

*Identifies, Collects, Organizes
and Analyzes Customer and
Employee Data*

■ **Products**

IBM Cognos 8

IBM Content Analytics

IBM SPSS PASW Modeler

Business Challenge

According to Pricewaterhouse-Coopers, there are approximately 75 to 100 million blogs and 10-20 million Internet discussion boards and forums in the English language alone.¹ In addition, estimates show the volume of unstructured data (email, audio, video, Web pages, etc.) doubles every three months. Effectively managing and harnessing this vast amount of information presents both a great challenge and a great opportunity.

Understanding the customer in the pre-Internet world was a relatively straightforward task. However, with the advent and growth in popularity of the Internet, everything drastically changed. The emergence of Web 2.0 brought an explosion of digital touch points – emails, blogs, wikis, forums, and an array of collaborative media. Today, customers have a loud and clear voice where they openly share ideas, perceptions, and problems about products and companies. They create trusted communities and powerful, influential constituencies.

This new digital age is an information-rich channel with a wealth of untapped customer intelligence. Traditional technologies are unable to gain access or decipher the unstructured content upon which today's customer conversations and insights are built.

Additionally, these continuously growing communities and channels, available to both employees and customers, introduce considerable risk. Risk introduced through data (email, Internet dialog, etc.), as well as the volume of data, is making risk management especially difficult. Companies need fast and cost-effective solutions to these growing risk management challenges.

The Solution

Polaris™ for Voice of the Customer (VOC) identifies, collects, organizes and analyzes customer and employee data from multiple interaction channels. Polaris VOC utilizes strong data acquisition capabilities, text analytics, data mining and predictive modeling to extract insight from both structured and unstructured data. The resulting insight is highly actionable and addresses customer business challenges by predicting who is most likely to churn, identifying prospects that are most likely to buy, identifying risk, quickly finding new and innovative product ideas, matching offers to customers, and finding customer issues regardless of interaction channel.

¹ *PricewaterhouseCoopers website, July 2010*



Polaris provides a framework for viewing data holistically where each key business requirement is considered and enabled by effective data utilization in support of business outcomes. Human knowledge and knowledge found through data mining are captured by the solution in an automated fashion. The most effective analytical methods are employed to meet each business challenge.

Polaris VOC provides the strength of the IBM suite of products including IBM Content Analytics, IBM SPSS Predictive Analytics, and the visual dashboards and analytic capabilities of IBM Cognos. By utilizing IBM's Enterprise Content Management (ECM) industry leading content analytics product, rapid analysis of textual data and automated analysis of email, documents, social media, call center notes, warranty repair notes and others are performed efficiently. With IBM SPSS, insight from text can supplement insight found in structured data to enable the prediction of future outcomes based on past behaviors. All of this information is easily visualized through IBM Cognos dashboards, with powerful analysis capabilities that trace back to the source documents.

Value Proposition

When viewed holistically and addressed by a comprehensive information management platform, Voice of the Customer programs deliver considerable benefits aligned with the key business requirements. Polaris VOC provides the ability to be more responsive to customer issues, perceptions and requirements by creating a compelling experience and making customers a part of the innovation process. This decreases costs and time associated with deciphering valuable customer feedback and un-tapping hidden information.

Polaris VOC users can leverage customer feedback to accelerate new product introductions, and brand risk can be monitored as the dialog is happening to identify areas where damage control is required. In addition, data can be analyzed from all customer channels, which can vastly improve marketing effectiveness.

Company Description

enherent Corporation, an IBM Premier Business Partner for more than twenty years, is an IT consulting services firm delivering business analytics, enterprise content management and infrastructure solutions to enterprise and mid-market organizations. Our solutions enable clients to create, contribute, understand and transform structured and unstructured data into actionable intelligence to enhance decision making and innovation that create competitive advantage. For more information please visit www.enherentcorp.com.

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