

How Text Analytics Creates Executive-Level Empathy That Drives Organization-Wide Change

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People buy on emotion and justify with logic remains such a tried-and-true adage that it recently spurred neuroscientists to prove its accuracy. It remains true whether the buying decision involves an artefact or an idea.

The same principle applies to CX leaders when seeking buy-in and budgets in support of their customer experience strategies. The need to prove ROI for their strategies is an important part of the exercise which tends to be harder to achieve when it comes to Customer Experience Management. In many cases, CX leaders have to compete with sales leaders, customer care centre heads and other operational leaders for whom the relationship between their KPIs and ROI is straight-forward. For example, sales managers can attribute a revenue per salesperson and ask for budgets that let them hire new salespeople to increase revenues. While CX leaders have NPS and CSAT numbers to rely on, proving the correlation between certain CX strategies and ROI is less apparent. This is where empathy, storytelling and data makes all the difference.

Storytelling is proven to be the most effective way to engage and communicate with an audience, forging stronger emotional connections and educating at the same time. CX leaders can use their storytelling skills in tandem with AI

analysis insights into customer feedback to articulate the emotional resonance of their CX strategies to executives. This approach drives executive empathy while referencing prevalent customer feedback that resonates with different areas of the business.

Customer Empathy Is Essential To Good CX

Building the case for your CX strategy has a lot to do with crafting a story that creates customer empathy and moves your audience. But how can we create empathy that motivates action? An empathy-based CX strategy relies on gathering customer feedback that answers the following questions:

1. How do customers feel about the product or service they bought or are looking to buy?
2. How do customers benchmark your product or service against those of other providers?
3. What would your customers like to achieve by acquiring your product or service, that is, what is the job they would like the product or service to do for them?
4. What kinds of feedback are customers hearing from other customers online?

Answers to these questions allow CX leaders to harness authentic customer feedback that they can use to tell more emotionally resonant stories. This level of feedback allows for better understanding of customer psychology, and provides more context for explaining customer behaviour and finding ways to alter or improve outcomes.

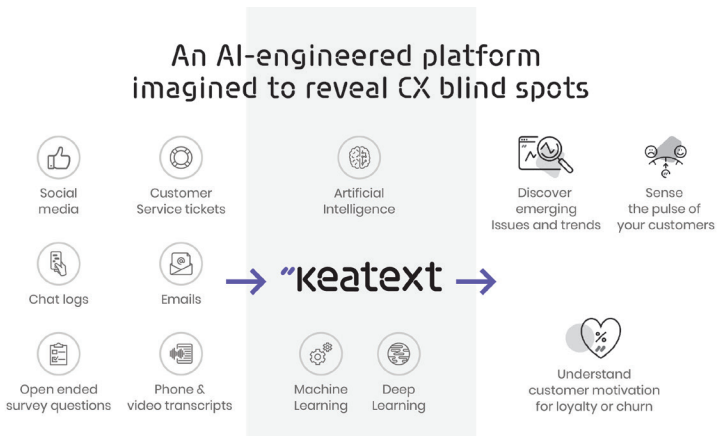
That being said, to get buy-in from executives, CX leaders need to do the hard work of adjusting their CX story so that it harnesses the attention of each executive with reliable customer data that ties CX to business outcomes. That means telling the story in a way that aligns with each executive's domain of expertise, their role and responsibility within the

organisation, and the types of action they can take based on CX-related data. Text analytics has emerged as the most efficient and accurate technology to get the answers you need to craft those stories, prove CX value and ultimately create customer empathy—whether you’re talking to the head of customer relations about customer recovery or the CFO about ROI.

Text Analytics Paves The Way To Empathic Stories

Empathy¹ reveals what numbers alone cannot. While NPS scores have been used for decades to quantify customer satisfaction and customers’ likelihood to recommend products or services to other potential customers, NPS doesn’t show why your customers feel the way they do or what needs to change in order to keep customers loyal. Insight-oriented AI text analytics answers those questions.

AI text analytics for CX allows you to structure text feedback into normalized data that is suitable for conducting analytics: you can find variations of occurrences, show trends and create new insights, such as predicting the likelihood of a specific customer to churn.



¹ <https://blog.fullstory.com/use-empathy-to-build-better-products/>

This technology allows CX specialists to understand the customer mind directly through thousands of comments and other feedback that captures customers' positive emotions, frustrations and essential needs in regard to products and services.

AI text analytics not only groups feedback by categories, it can summarize categorized feedback into lists of themes and related topics that provide additional context. In that way, text analytics gives CX specialists an effective tool for uncovering stories that illustrate specific areas of a business, from the billing process to product or service features.

With its measurable insights on customer behaviour and real-world context, AI text analytics removes common barriers to executive motivation. When you can show that the emotions of your customers are central to their purchasing decisions and brand loyalty, you can root CX strategy in a list of broader business gains. As Forrester analyst Megan Burns argues, executive support for CX may be widespread but leaders still require detail-oriented motivation to take action that drives CX initiatives forward.

Mapping Customer Empathy Matters

A customer interacts with an organisation in a variety of individual ways that blend the emotional and rational. What managers need to provide is a consistent experience through every touchpoint in the customer journey, from well before the first sale to long after the sale is over. Mapping out customer empathy can take CX strategists deeper into how empathy functions throughout the customer journey.

Questions of empathy can't be answered by numbers alone; you need qualitative feedback, ideally in a customers' own words, to really understand how empathy works both in an overall brand context and in each of the customer's touchpoints with your brand. As a technology that blends quantitative with qualitative feedback and analyzes it to reveal insights on customer behaviour, AI text analytics is the right tech for