# 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

8X

Insights-driven businesses are 8x more likely to grow revenue by >20%[1]
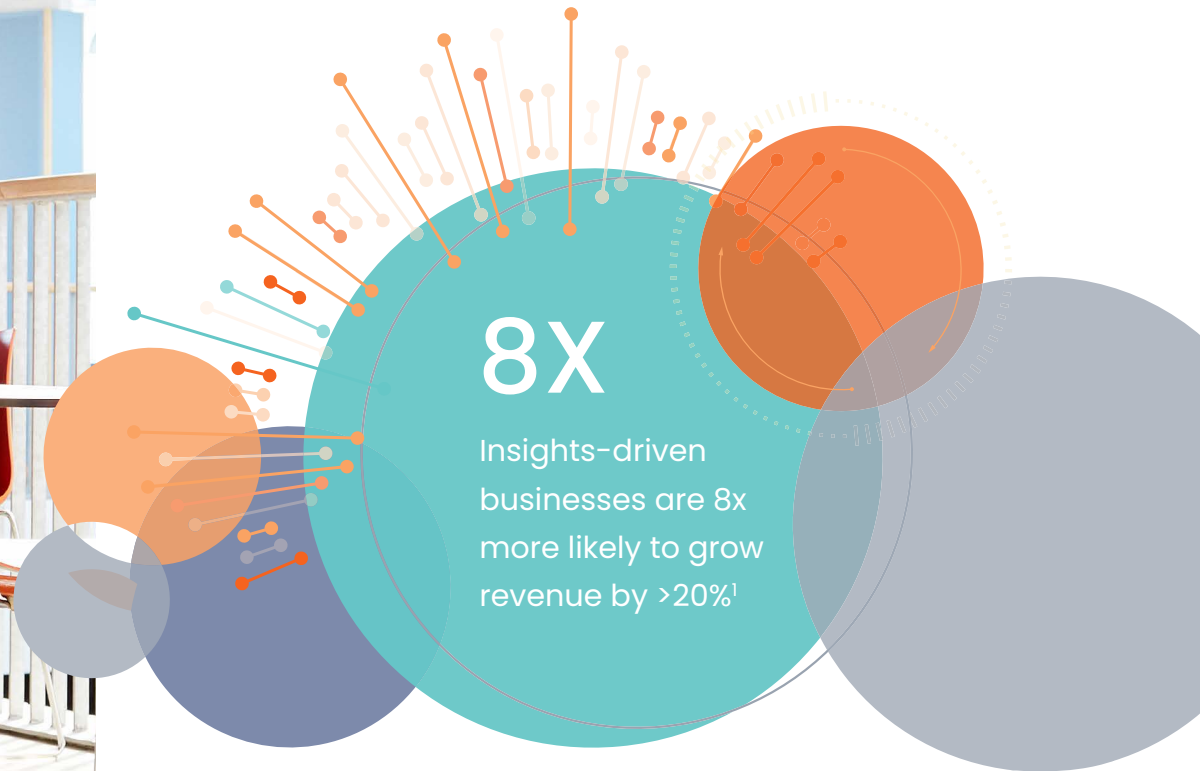
1. Forrester. "The State of Insights-Driven Businesses, 2022." August 24, 2022.

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

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Time-to-insight improvements in action

1662
Total dataset

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

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2000
Total dataset

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

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700
Total dataset

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

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1000
Total dataset

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

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Want To Learn More?

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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.