Introducing Stratifyd Signals

Fast and focused insights into your most critical VoC data

WHEN IT COMES TO BRAND LOYALTY, CUSTOMER EXPERIENCE IS KING

>75%

of consumers say that consistent customer experiences make them more likely to do business with a company.[1]

80%

of people abandoned a brand after a poor customer experience.[2]

2.5X

Companies with strong customer experience programs report 2.5x higher revenue growth.[3]

1. Merkle. "2022 Loyalty Barometer." June 28, 2022.
2. TechSee. "3rd Annual State of Customer Loyalty and Churn." August 16, 2022.
3. Forrester. "Is Customer Obsession Worth It?" July 21, 2021.

Collecting data is easy. Between phone calls, chatbots, online reviews, surveys, and social media, your customers are constantly providing you with feedback on your product and services. But it's what you do with VoC data that matters … and if you're like most small and mid-sized businesses, that's where you're falling short.

Stratifyd Signals empowers organizations to seamlessly transform VoC data into actionable insights that drive improved CX and business outcomes. Powered by the same proprietary AI available in our enterprise technology, **Stratifyd Signals is tailored specifically for businesses seeking to improve their CX maturity with an affordable, easy-to-use solution that surfaces critical insights from focused data sets.**

Stratifyd Signals Benefits

- Turnkey solution with minimal configuration or onboarding required

- Focused data analysis that cuts through the noise of your VoC ecosystem

- AI that uncovers the "blind spots" buried in data sets

- Visualization and dashboard tools to easily view insights and trends over time

- Affordable base technology that can scale and grow as your maturity and needs increase

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Frequently Asked Questions

What kind of businesses should select Stratifyd Signals?
Stratifyd Signals is a great fit for small or mid-sized organizations seeking to build CX maturity. Companies interested in a "starter CX solution" for a specific use case or business unit are also great candidates for Stratifyd Signals.

How can Stratifyd Signals enhance my existing insights analysis/programs?
Stratifyd's proprietary AI engine applies unsupervised rules to structured and unstructured data analysis to surface blind spots that a practitioner – and most competing solutions – can't find. The insights Stratifyd extracts can fill the gaps in your own analysis … or replace it, freeing up time for you to focus on other tasks.

Is the technology powering Stratifyd Signals different than Stratifyd's enterprise solution?
No. Stratifyd Signals leverages the same best-in-class technology that fuels our enterprise platform. The difference is in the scope of data ingested, not the core technology.

How long does it take to implement and use Stratifyd Signals?
Stratifyd Signals is a turnkey solution with same-day implementation. Pre-built data visualization tools ensure that onboarding is kept to a minimum and users can extract immediate value from the technology.

Can I expand my usage over time?
Yes. Customers can add to the base solution if they'd like to increase the number of data sources and users.

How does customer support work?
Customers receive several benefits beyond the technology, including onboarding support hours with a Stratifyd team member and quarterly executive readouts.

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