

# CX Navigator

## What hidden gems are in your customer data?

Grant Thornton's proprietary CX Navigator is an accelerator for Customer Experience transformation that can generate actionable insights from your existing data with limited incremental investments in technology.



### Key client questions

- What are our customers saying about the services we provide?
- Where can we improve services and operations?
- How should we prioritize our CX improvement efforts?
- What customer insights can we generate from data we already have?



### Use cases

- Call/Contact Center Transcripts
- Customer Surveys
- Service Desk Tickets
- Interview Transcripts
- Emails & Chats
- Social Media



### Navigator benefits

- Inform CX priorities based on recurring customer issues
- Increase efficiency and generate insights quickly
- Understand what matters most via text analytics techniques
- Low-cost solution with a scalable approach
- Can be used to analyze multiple unstructured data sets

With the CX Navigator, Grant Thornton develops a data model for your existing customer data, synthesizes it and applies text analytics and Natural Language Processing techniques in order to help you uncover its hidden gems.

## Contact



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