

Experience Management and NLP

NLP is the Key to Unlocking XM's Full Potential

Experience Management (or XM) runs the gamut; it's more than just customer experience, it's more than just employee experience. It's looking at the way that every person interacts with your company. Which means dealing with a lot of data. It means hearing a lot of voices. Across so many different platforms and languages. To listen to those voices—and to truly hear and understand them—you now need NLP. NLP is the branch of AI that helps computers understand human language, and there are few industries where NLP has as much untapped potential as XM. While most XM companies are starting to dabble with NLP-powered products, some of the leaders in the space are now building supercharged NLP models that change the game for people's experiences (and for their own revenue stream).

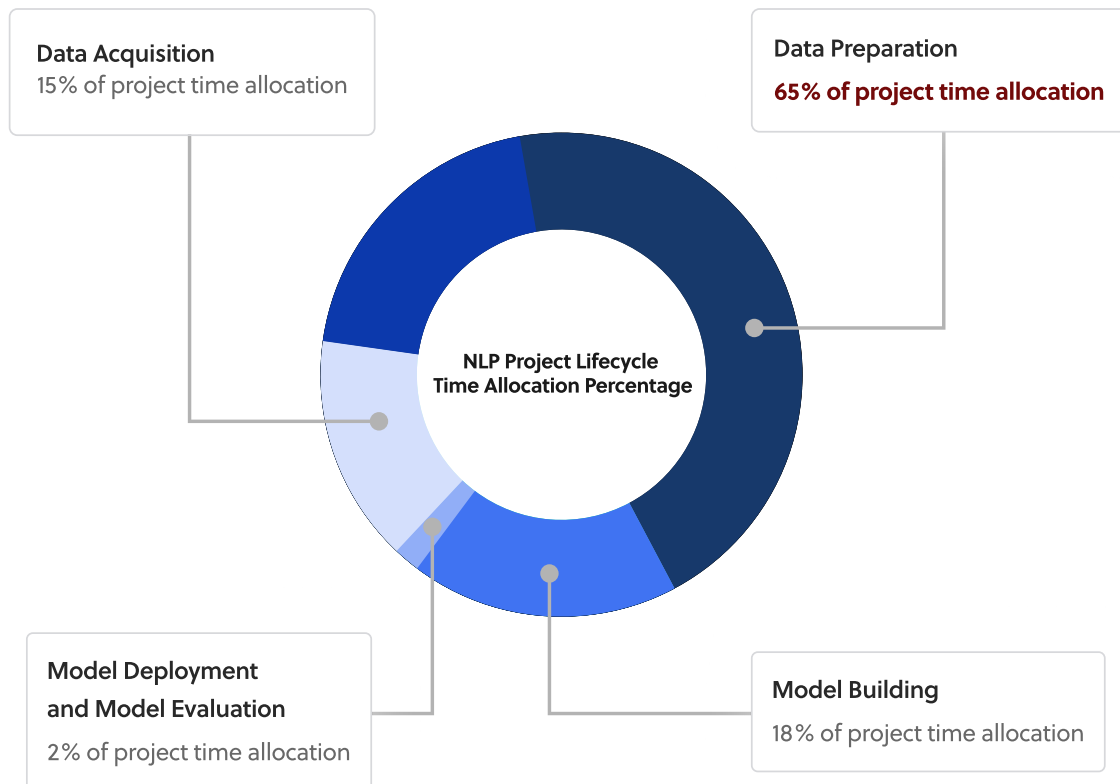
What is Experience Management?

Experience Management, or XM, is the process of monitoring the interactions people experience with a company, and then assessing it to find areas for improvement. It generally divides into four segments:

1. **Customer XM:** Customer XM (or CX) is the sum of customers' experiences and interactions with a brand. In XM, it involves listening to customers, analyzing their feedback, and creating positive experiences for them.
2. **Employee XM:** Employee XM is the process of gathering continuous feedback from employees and then taking action to increase engagement, productivity, and more.
3. **Brand XM:** Brand XM focuses on the experience people have with your brand, including customers and non-customers alike. This lets you gain insight into what might lead a non-customer to becoming a customer, for example.
4. **Product XM:** Product XM is the experience people have with your products. Whenever people talk about your products, you can analyze that data and route it into your product development process.

The Link Between NLP and XM

NLP can analyze and convert human language with the help of machine learning. NLP helps inform ML models and to create truly impactful products. For example, Qualtrics collects audio and text data to better understand how to improve customer experience. This data is annotated in a way to help power NLP models that improve their ability to capture and assist with customer feedback. With NLP, CX products can understand complex sentences (in any language) which transforms the customer experience.



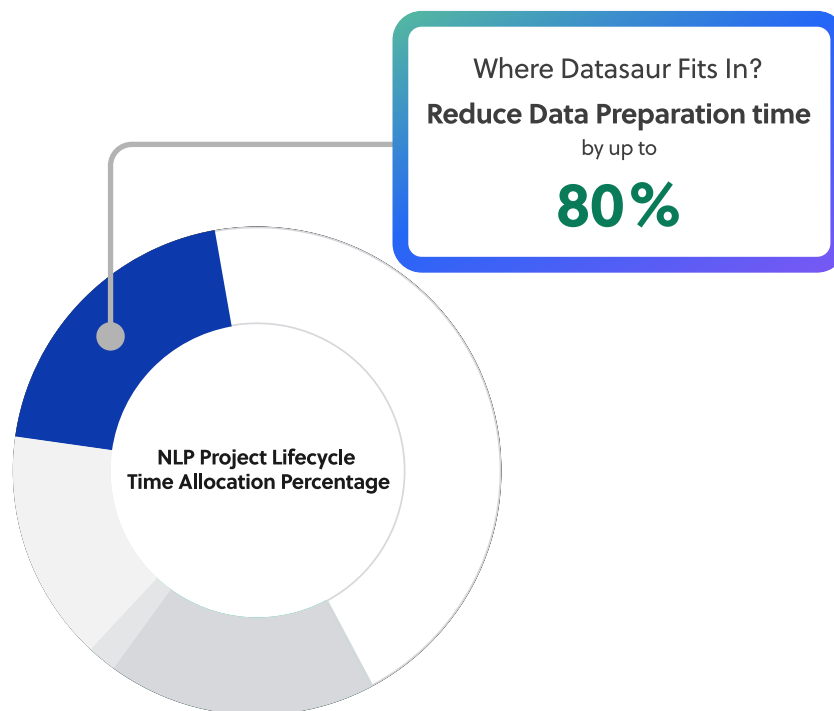
Example Experience Management and NLP Use Cases

- **Customer Experience/CX** - CX and NLP now go hand in hand. This is both in terms of the front end (think online customer experience and chatbots) and the back end (think customer data analysis, predictive intelligence, and trend identification). Creating the best possible customer experience hinges on having accurate products based on accurate customer data. NLP makes it possible to take text data from various sources, aggregate it in a single place, and use it to power products that facilitate quick and efficient customer care.
- **Employee XM/HR** - NLP lets businesses listen to and improve the employee experience. For example, NLP can help you analyze employee survey responses for deeper insight into how employees feel. With this knowledge, you can then assess engagement levels, track productivity, identify at risk employees, and more. Get feedback at every stage of the employee journey, to nip problems in the bud before they become culture issues.
- **Product XM** - Companies are gathering product feedback all the time. This can come from reviews, feedback, surveys, and more. With NLP, you can understand, analyze, and organize that data more quickly and efficiently. NLP labeling tools let you label the data accurately to power impactful models that will transform the product experience.

- **Brand XM** - With NLP, you can take your brand tracking data and transform it to increase sales and grow loyalty. NLP helps you understand, analyze, and translate the data to inform actionable and predictive insights. For example, NLP can help you to take insight gleaned from brand lift surveys on YouTube and turn it into actionable outcomes for your business.

Accelerate Your NLP Project Lifecycle with Datasaur

To get the most out of NLP and XM combined, you need a labeling tool built with NLP at the core. You need a labeling solution that can handle conversational data annotation, multiple language support, speaker diarization, and more. You're gathering data from so many different channels and sources, and being able to label that data accurately and efficiently is vital. Simple labeling features aren't enough when you're building a solution complex enough to understand human nuance. With Datasaur, you can collect audio and text data and annotate it quickly, accurately, and efficiently. This lets you build advanced NLP-powered products that transform people's experiences—and that transform your bottom line.



NLP and XM are both growing like wildfire. We live in a time of rapid digital transformation, where we have so many touchpoints to collect data on how people feel about our company and brand. To get the most out of that data, NLP and data labeling are now essential. Stay ahead of the game with a robust, customizable tool built specifically for NLP data labeling.