

# CGI Customer Insight Platform



## Helping you derive meaningful insights from unstructured data

CGI's Customer Insight Platform in partnership with Wordnerds offers a holistic, one-stop-shop for organisations that want better insight into market, employee and customer sentiment.

You can gain a metric-based understanding of customer experience, real time monitoring of brand, product and services. Highlighting changing market trends, enabling agility in response, leading to early access of new opportunities, as well as an ability to benchmark against competitors.

### BUSINESS AND MARKET CHALLENGES

- 80% of actionable data exists in the form of unstructured text, meaning existing software overlooks a large amount of available data-based insights
- Using existing software, analysis can be very time consuming, often needing to hire a team or upskill staff, causing undesired upfront investments and effort
- Existing software struggles to pick out linguistic nuances and sentence context, limiting ability to derive meaningful and reliable insight
- The current market is challenged with the ability to listen to the voice of their own customers as well as their competitors, and their own employees
- Existing solutions exist to understand customer and employee experience separately, ours does both better than the rest

### CGI SOLUTION

Our Customer Insight Platform is delivered through a partnership with Wordnerds and includes both licensing fees and associated advisory services. We use our deep industry expertise to interpret the data and insight in order to uncover the true voice of the customer to deliver targeted reports to support decision making.

Our team set up, configure and train the AI to deliver meaningful and easy to comprehend reports which provide new insight on topics that matter to you. The software uses a linguistics-first approach to the latest AI and Natural Language Processing (NLP) techniques, producing a SaaS platform that genuinely understands language, including misspellings, sarcasm and colloquialisms.



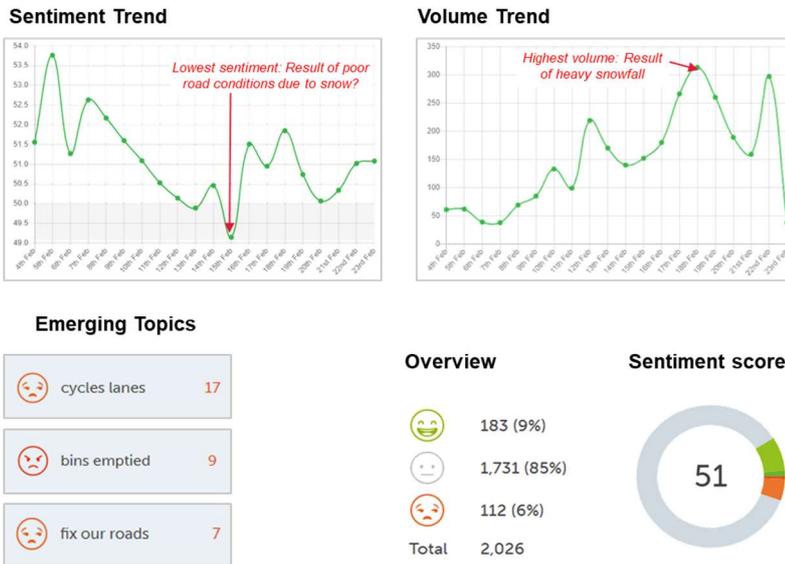
### Our Approach

- **Understand** key strategic priorities and pain points relating to customer / citizen and employee experience
- **Identify** areas for investigation and topics for analysis
- **Set up** social listening, API integration to key information sources or manually load data into the platform
- **Contextualise** insight across the focus areas
- **Investigate** key insights
- **Generate** targeted, concise reports



## ACTIONABLE INSIGHT

As an example, creating the connection between communication volumes, associated sentiment and key pain point areas to act faster in resolving operational issues and concerns.



## BUSINESS BENEFITS

- **Data-driven:** You can use data based insights to inform strategic decision making and drive targeted action based response
- **In-depth insight:** Informed decision-making using accurate data and in-depth insight allowing you to get closer to your customers
- **Time & cost savings:** Our team analyse the data as well as provide targeted & relevant reporting saving you time and reducing the need to upskill or acquire new staff and skills
- **CGI expertise:** Gain access to relevant industry insight through our teams, used to train the AI and draw out the key insights

## WHY CGI?

With decades of experience in implementing a range of solutions for energy suppliers across the UK, we can support your organisation to either lead the delivery of your change projects end-to-end, or support in specific areas using our industry and product knowledge.

Our business advisors bring in-depth knowledge of the energy retail industry and combine it with a set of proven frameworks to support your business objectives. At CGI, we develop strategies that reflect your individual business ambitions and maturity, and support the implementation of those strategies through to value realisation. Our IT advisors work with you to shape a fit for purpose digital landscape, enabling your business strategies in a way that is cost effective and reflective of your capacity.

Utilise CGI's industry expertise and leverage the potential of Artificial Intelligence (AI) to derive meaningful insights from large volumes of unstructured data

## About CGI

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

## For more information

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