



Economic Impact Analysis: Business Recovery Review

Understand the effects of COVID-19 or other economic impacts on your business, competitors, and sector. Analyse the impact over time, and uncover issues in granular detail to help determine the best course of action to guide your business to recovery.

Quantify text feedback and understand the true impact of COVID-19 on your business

The outbreak of COVID-19 requires companies to have an up-to-the-minute response strategy that can change at a moment's notice. Touchpoint Group's AI Customer Analytics Tool helps businesses analyse hard-to-quantify text feedback and measure the impact these responses are having on your business.

At a time where business direction can change in a day - it's important that you are reviewing all your communication channels and digital data so you can react, reassure and redirect your company's focus.

Touchpoint Group's AI Customer Analytics Tool specialises in analysing any structured & unstructured data (e.g open-ended questions) that is collected by digital channels and can be converted into excel files. This includes surveys, complaints, reviews, webforms, emails, VoC and more.

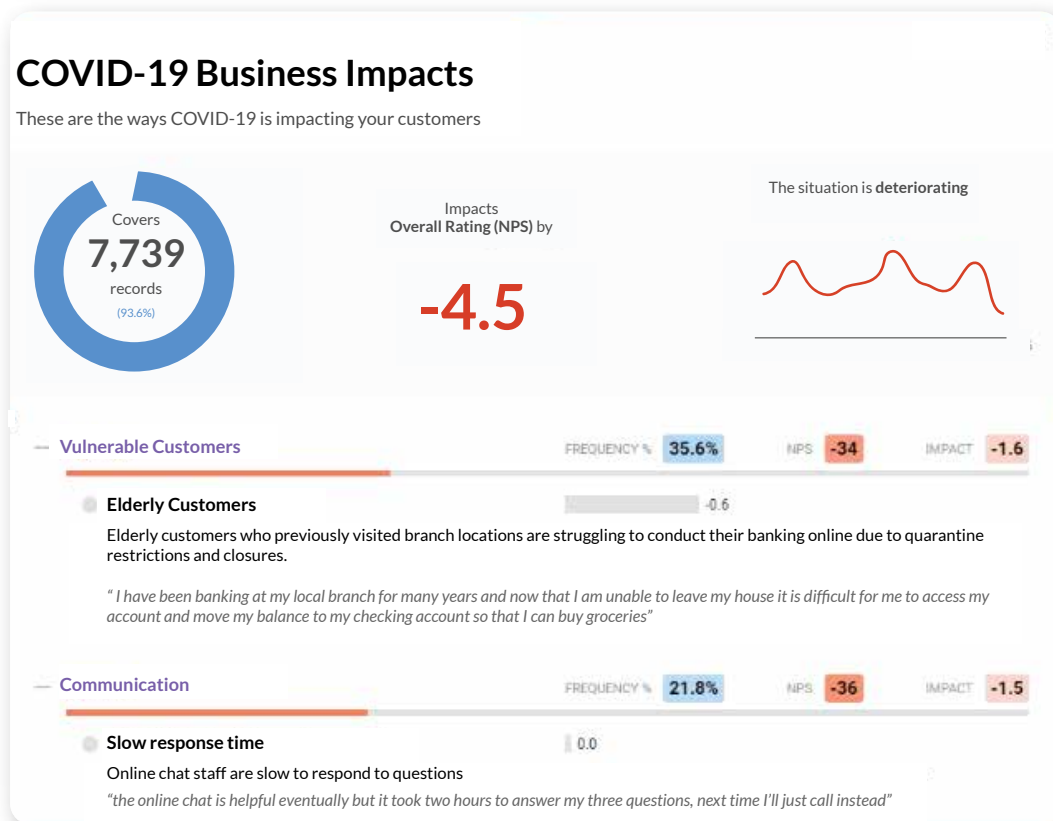
This is what you'll get

With a dedicated team specialising in economic impact reports and COVID-19 analysis, we have the capability to provide you with a;

- Consultation to determine business priorities from findings and use case.
- Snapshot of your business environment for executive/top-line reporting.
- Deep-dive analysis into your feedback, providing insights and recommendations.
- Summary of key issues your business, staff, stakeholders or customers are facing.
- Prioritised list of issues to address and their impact to business engagement.
- Action plan on what to focus on after lock-down periods.
- Conduct risk management solution.
- A follow-up consultation to review KPIs and discuss how Touchpoint Group's AI Customer Analytics Tool can help with projects undertaken in the future.

The Outcome

This service is designed to reinforce future business direction and strategy, mitigate risk (highlight SWOT of the business and market), avoid costly mistakes by focusing on the right issues, highlight areas of potential growth and manage conduct risk. But it’s not all about business solutions, understanding the above ensures greater customer engagement and experience and reduces customer churn.



How Touchpoint Group delivers the service

The economic impact analysis report is designed to help you achieve maximum potential in driving core information from your feedback analysis. The service is completely customisable to individual businesses despite what industry, field, or outcome you need.

Our package allows you to get a full understanding as to the importance and value AI customer analytics can provide your business and comes with a 12 month access licence to Touchpoint Group’s AI Customer Analytics Tool for your team to be able to build further custom analyses and reporting.

Contact us to learn more

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