



IPIPHANY

Market & business review: economic impact analyses & report

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.

Leveraging CX & EX feedback to 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. Ipiphany helps businesses analyse hard-to-quantify text feedback and measure the impact these responses are having on your business.

At a time when 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.

Ipiphany specialises in analysing 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, third-party website reviews, webforms, emails, VoC and more.

Service we offer

- A consultation to determine appropriate data sources to analyse, understand business priorities from findings and develop an outline report for your project.
- Your custom report will provide you with a;
 - 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 the weight of their impact on the business
 - 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 Ipiphany can help with projects undertaken in the future

Learn more at www.touchpointgroup.com/ipiphany

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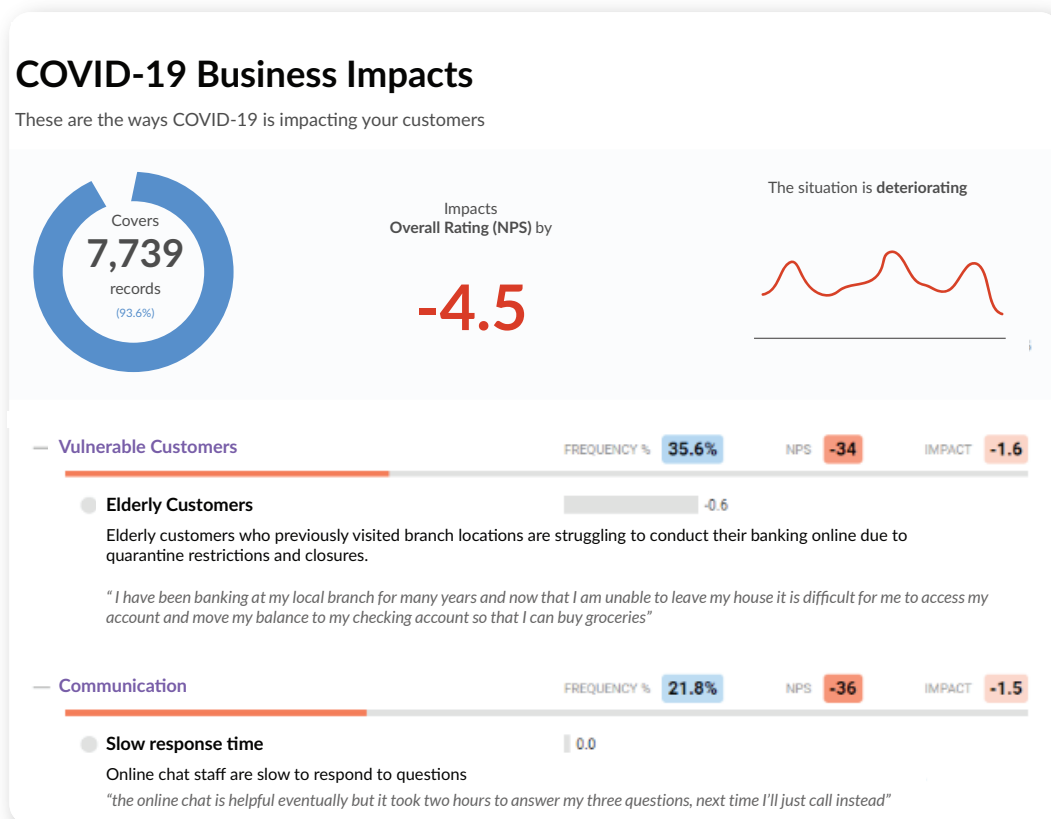
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The Outcome

This service is designed to reinforce future business direction and strategy, mitigate risk (highlight S.W.O.T of the business and market), avoid costly mistakes by focusing on the right issues, highlight areas of potential growth and manage conduct risk.

It's not all about business solutions, understanding the above ensures greater customer engagement and experience and helps retain customers and staff.



How Touchpoint delivers the service

The market and business review is designed to help you achieve maximum potential in driving core information from your feedback analysis. The service is completely customisable to individual businesses who gather large volumes of EX or CX data.

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 IpiPhany for your team to be able to build further custom analyses and reporting.

Contact us to learn more

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