

## Create a best-in-class customer experience.

*Our data exploration solutions transform customer feedback into compelling insights.*

*Make the necessary connections across multiple data sources:*

- *call-center records*
- *satisfaction surveys*
- *product and service trials*
- *blog comments*
- *focus groups*
- *warranty claims*
- *cancellations*
- *service requests*
- *returns*
- *field reports*



### Get beyond the ‘squeaky wheel’.

Surveys, reports and focus groups can be relatively easy to monitor. But your company receives significantly more comments in unstructured form across a multitude of customer touchpoints—feedback that can provide real-time insights into customer needs, sales opportunities and potential issues. Unfortunately, few companies harness these insights. Labor-intensive processes, disparate data sources and the sheer volume of information make it difficult to make the necessary connections.

### Consolidate data so you can even hear the whispers.

Aubice ESD™ allows you to conduct an in-depth analysis across multiple data sources, making it easy to explore, search and discover both structured and unstructured data, including email inquiries, focus group verbatim and call center systems. Color-coded histograms ensure that even slight deviations are easy to spot.

### Get the right answers — without the right questions.

Customers sometimes don't know or have trouble communicating their exact needs. So it's not surprising that researchers and analysts have difficulty knowing what to look for. That's why our Voice of Customer application provides you with an accurate reflection of all available input. Proprietary data connection algorithms find relationships between keywords that make it easy to identify trends and irregularities.

### Flag problems earlier — and resolve them sooner.

Your new products are key to revenue growth, but no amount of testing and trials can guarantee a product or service is 100% issue free. With our data correlations, however, you can identify issues in their infancy, giving you the ability to take proactive remedies, reduce call-center volumes, avoid recalls, avert lawsuits and protect your hard-won reputation.

### Capitalize on the pleasant surprise.

The same data correlations that enable early detection can also unearth unexpected benefits.

- Minor features that play a major role in product selection and satisfaction
- Alternative product uses that expand its market
- Positive attributes and/or associations that increase product appeal

By identifying these factors early, you can move quickly to increase customer satisfaction and sales.

“*We used to rely on new customer surveys to identify problems — but now we're seeing that product quality issues are more likely to surface first in emails and call center logs.*”

See how Aubice ESD™ can work for you. >>

## Aubice ESD™ gets you closer to your customers.

### Put your customer feedback to work.

- Uncover potential flaws in product design.
- Identify new product opportunities.
- Discover new applications for existing services.
- Detect emerging warranty and product liability issues.
- Learn why customers are satisfied—and dissatisfied.
- Gain insights into competitive activities.

With data-driven results, there are no limits.

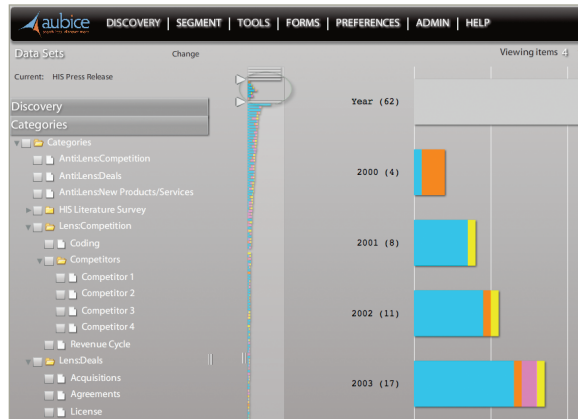
Our Voice of Customer Application represents one of the many ways companies rely on Aubice to explore, search and discover.

- Market Research
- Voice of Customer
- Adverse Event Detection
- Pharma Safety
- Equity Valuation
- eDiscovery
- Competitive Analysis
- Call Center Management



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Aubice ESD™ is a proven exploration and discovery solution that provides power to Voice of Customer efforts across many industries. Our end-to-end support includes data indexing, hosting and discovery applications plus a full suite of professional services. Aubice offers the technology, training and support you need to achieve more today—and tomorrow.



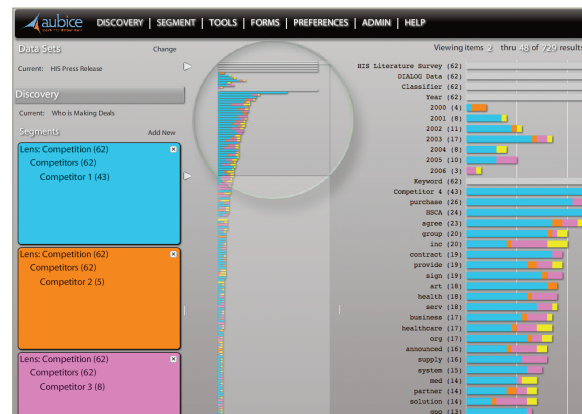
Instantly characterize your results.

### Visualize trends within the data.

Aubice ESD™ analyzes results from your initial query, displaying an easy-to-navigate index of the related terms found **within** the results—whether or not you knew such a relationship existed.

### See the world through your own lens.

Customize your experience, segmenting data on factors that are most relevant to your decision—making it easier to compare results across several variables.



Quickly partition across multiple dimensions.

### Drill down to the details immediately.

Aubice ESD™ makes it easier for analysts to spot irregularities and points of interest. You can pull up the source records instantly to determine the value of further discovery.



Gain a depth of understanding in a matter of moments.

### True customer insight begins with Aubice.

Overcome the challenge of too much information and too little intelligence. Simply arrange for a demonstration and see how Aubice ESD™ can help you learn from your customers. To find out more, call 720.279.0100 or visit [www.aubice.com](http://www.aubice.com).