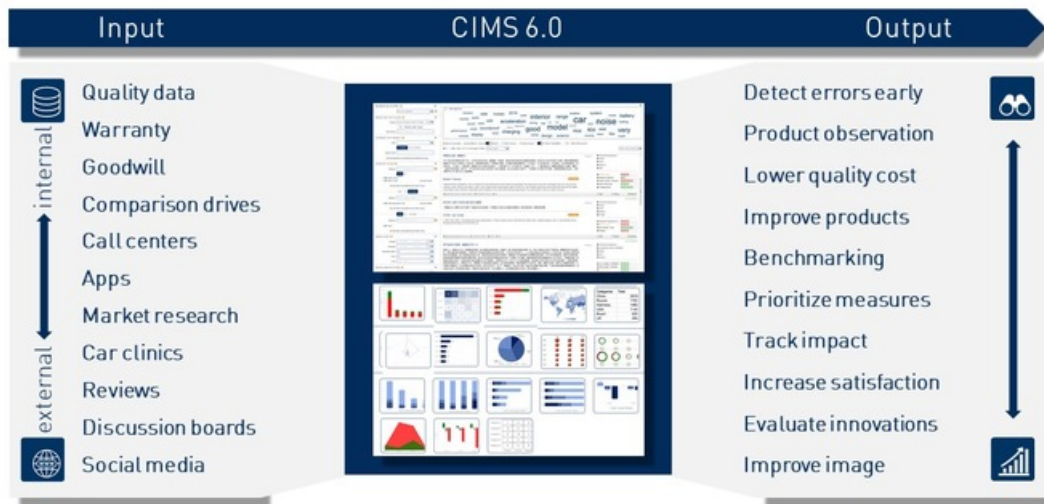


09.03.2020 – 15:15 Uhr

AI-supported Big Data Platform CIMS 6.0 leads to quantum leap for better products through integrated use of customer feedback

AI-supported Big Data Platform leads to quantum leap for better products through integrated use of customer feedback



© Consline AG, 03/2020

Munich (ots) -

Many companies put considerable effort into receiving customer feedback from different channels: Dealers, warranty cases, call centers, discussion boards and social media, market research etc. These informations offer a huge potential for the improvement of products and services. However, these data have very different structures and formats, i.e. a comprehensive and integrated use is only possible with considerable expenditure of time and requires the creation of new documents with the compiled findings. This is why these informations are used only selectively so far.

Based on its longtime experience with the analysis of unstructured quality data, Consline AG (www.consline.com) has extended its Customer Insights Management System (CIMS) in the now released version 6.0 to a platform for the integrated use of all customer feedback channels (see fig. 1). The content of the different input sources can be comprehensively analyzed both quantitatively and qualitatively. The basis for this is the 4C methodology developed by Consline, which makes all information and data comparable, categorized, condensed and countable (see fig. 2). Via configurable APIs, all languages and formats (text, image, audio, video) can be imported - as a full service offer or as a basis software as a service version (SaaS).

From the users' point of view, CIMS 6.0 offers more than 40 new features and functionalities - besides the new user interface with optimized usability and considerably extended functions for complex search patterns, the analysis area was completely redeveloped: Individual dashboards with 29 different diagram types, comparative charts and drill-in from any data point to the original customer statements and data behind them allow for the quick identification of errors, faults and patterns of quality perception.

Consline AG is a service provider in the area of business intelligence for leading companies from sectors such as automotive, pharma, retail and energy.

Press contact:

Dr. Dirk Schachtner
Consline AG
Leonrodstr. 68
80636 München
Tel.: +49 89 3063650
contact@consline.com
www.consline.com

Medieninhalte

supported Big Data Platform leads to quantum leap for better products through integrated use of customer feedback

Consli



Fig. 1: CIMS 6.0 - AI-supported Big Data Platform of Consline AG. Editorial use of this picture is free of charge. Please quote the source: "obs/Consline AG"

45 6.0: High API/AI/HI process integration for unique 4C Content Insights - result of Consline AG's 20 years of experience in Big Data Analysis

Consli

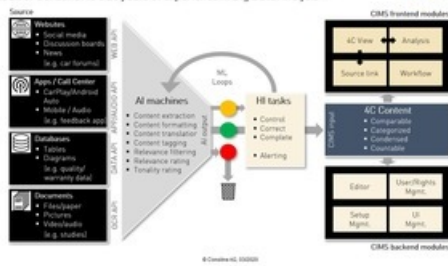


Fig. 2: CIMS 6.0 - Unique 4C Content Insights. Editorial use of this picture is free of charge. Please quote the source: "obs/Consline AG"

Original content of: Consline AG, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/28739/4541678> abgerufen werden.