

Listen • Empower • Delight

Smart Information Filtering Tool (SIFT™)



Improve Your Customer-Facing Channels

Today's customers are talking to organizations on an increasing number of channels in overwhelming numbers. Whether it comes through email, social media, the web, or your call centers, you are presented with the challenge of transforming the flood of customer feedback into insights that can lead to action. For most organizations, much of this analysis is manual, cumbersome, and error-prone.

The Smart Information Filtering Tool (SIFT™) is a solution that enables your organization's contact center to filter, automate, assign, prioritize, and act on the inbound issues that matter to your customers and have a direct impact on their loyalty to and satisfaction with you.

- Decrease Operational Costs
- Improve Customer Issue Resolution
- Boost Customer Satisfaction and Loyalty

SIFT™ combines the power of Salesforce's Service Cloud, Marketing Cloud, and Clarabridge's text and sentiment analytics engine. Customer written communications are analyzed for topic, relevance, and sentiment which are all used to drive visibility into actionable issues.



FILTER



ROUTE



RESPOND

Acumen Solutions enables your contact centers to filter, automate, assign, prioritize, and act on inbound issues.

Create Data-Driven Cases

Proactively receive, manage, and engage with your customers, regardless of their chosen channel. By capturing and organizing incident feedback from multiple sources, you can identify actionable items and assign cases to agents based on their skills and experience.

Listen to Every Customer Input

Without SIFT™, feedback and correspondence can fall through the cracks. If customers are faced with long wait times, incorrect responses, or in some cases, no response at all, satisfaction and loyalty are negatively impacted. With SIFT™, you can find and filter customer feedback from any source and ensure that it is received by the correct person so that every customer's voice is heard.

Empower Your Team

Give customer care agents the insight and knowledge they need to take care of their customers in a more efficient manner. Eliminate the need to "re-route" customer concerns with automatic assignment routing. Automatically analyze customer correspondences via social media, web feedback, and email for relevance and content that matters to the organization.

Transformative Partners



CLARABRIDGE

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive actions across the business. The result: happier customers.



Salesforce Service Cloud is a social customer service application that allows you to manage all customer information and service conversations in the cloud. Marketing Cloud is a CRM for marketers—across email, mobile, social, ads, and the Web.

Create an Omni-Channel Solution

Proactively receive, manage, respond and engage with customers, regardless of which channel they use. Improve call center efficiency and boost the percentage of issues resolved in far less time with automation and smart filtering.



**LISTEN TO EVERY
CUSTOMER**



**CREATE DATA-
DRIVEN CASES**



**IMPROVE CUSTOMER
RAPPORT**

Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.