

Voxco launches Voxco Intelligence, a no-code data analytics platform to fuel the future of customer insights

Voxco Intelligence empowers organisations by unifying fragmented customer data and applying predictive analytics to deliver real-time actionable insights

MONTREAL, CANADA, April 5, 2022 /EINPresswire.com/ -- Voxco, the actionable [insights platform](#), today announced an extension to their existing survey research platform with the launch of Voxco Intelligence. The launch comes at a time when the pandemic has transformed the way Voxco does business, with an ever-growing number of organisations realising the importance of using digital platforms to better serve their customers.



“

Voxco Intelligence helps companies unlock their true growth potential by unifying & analysing huge volumes of siloed data, developing actionable intelligence, and enabling business transformations.”

Sumit Aneja, CEO, Voxco

After serving several major players in the retail, automotive & finance industry, Voxco Intelligence (previously Actify by Voxco) will now be available to organisations globally. The new offering - Voxco Intelligence, a no-code [data analytics platform](#), will help organisations unlock the true potential of customer data using predictive analytics, AI & Machine learning models. Voxco Intelligence enables businesses to understand customers faster, uncover hidden insights and make effective decisions.

Voxco's existing omnichannel survey capabilities and Voxco

Audience(its [global panel aggregation platform](#)) will be integrated as one offering under Voxco Research. Voxco Intelligence perfectly complements Voxco Research as the two combined, ensure a seamless end-to-end solution for enterprises looking to gather feedback, measure sentiment, uncover insights & act on them. It enables organisations to fuel experiences, foster

loyalty & maximise customer LTV.

"Most organisations struggle with implementing customer-centric solutions due to the poor quality of data they've. Often, they also lack the technical expertise that's required to make sense of their data. Voxco Intelligence, with its AI & ML capabilities, helps them unlock their true growth potential by unifying & analysing huge volumes of siloed data, developing actionable intelligence, and enabling business transformations.", said Sumit Aneja, CEO, Voxco.

Transform experiences and survey research with Voxco Intelligence's core capabilities:

Single Source of Truth

Gather customer data from multiple data sources and interactive channels, filter fraudulent data, and integrate and standardise it to create a complete 360 view of your customers.

Predictive Insights

Analyse omnichannel customer data to understand customer needs, measure emotion, predict next behaviour & forecast business metrics in real-time

Advanced Analytics

Using text analytics, identify and prioritise the most pressing issues by analysing the underlying satisfaction drivers to understand customer sentiment and behavior.

Real-Time Actions

Combine AI and ML to recommend high-value actions to relevant teams in real-time.

Voxco Intelligence also enhances efficiency with automation of manual tasks, standardisation of data for easy analysis, and improved data visibility across levels.

To know more, visit www.voxco.com

Voxco

Voxco, a leading actionable insights platform helps the world's leading brands take data driven decisions to drive growth & fuel omnichannel experiences. Using Voxco, organisations can foster loyalty, increase customer lifetime value and enhance risk management which delivers exceptional returns on investment. Over 500+ market research organisations, government & government agencies, universities and global corporations use Voxco to gather data, measure sentiment, uncover insights and act on them.

Abhey Rana

Voxco

+91 90411 12299

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/567494673>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.