

PHOREST

Analysing Customer Sentiment
across every channel



Adding value by understanding customer sentiment

By using AI to monitor the sentiment of every customer comment, **Phorest** gains actionable insights to continually improve the Customer eXperience.

Technical Support With Digital Helpdesk Technology

CapVentis



zendesk

CHALLENGE

Phorest provides Salon Software that helps Spa and Salon owners continually achieve growth targets using technology.

With over 7,500 customers across the globe and growing, Phorest has a passion for technical innovation and customer satisfaction.

Phorest wanted to track the customer sentiment across every customer comment.

SOLUTION

Building on the successful Zendesk ticketing tool, customer comments are now analysed and rated in real-time (positive/negative) in Amazon Web Services using Capventis' Glü product.

Capventis assisted with the solution design, build, hosting, systems integration and reporting. A multilingual tool was implemented to suit common markets, such as DACH. Reporting provides customer sentiment trends and actionable insights.

VALUE

- Continually review and improve the customer experience
- Measure customer sentiment across agents, regions and products
- Insights for ALL comments, not just optional satisfaction surveys
- The data shines a light on pain points to be actioned
- ...which has a direct impact on customer satisfaction and ultimately revenue

Proactively identify
and address unhappy
customers

David Ramsey,
Head of Customer Support,
Phorest

“ Capventis has been a valuable partner during a phase of hyper growth in our company. Their assistance with our scalability from a Customer Support perspective has driven our satisfaction scores and reaction times to new heights. Their knowledge on Zendesk and CX in general is second to none - I would recommend them without hesitation. ”