PositivityTech®

The Science of Transforming Negatives To Positives ®

The PositivityTech® intelligent platform combines human insights and advanced technology to uncover and enable the strategic growth opportunities hidden in your customers' complaints. The platform invigorates organizations so that they view complaints as a critical source of information that powers success, rather than a drain on resources.

WHY THE POSITIVITYTECH PLATFORM?

Any complaint can be unpacked for value. The PositivityTech platform breaks down complaints to reveal deeper, valuable business insight.

The platform helps financial institutions:

Identify

Provide early warnings of customer complaints and illuminate pain points. Our executive and competitive dashboards provide the option to review competitive sets specific to customer narratives, products and issues

Understand

Highlight keywords that provide deeper meaning into existing complaints. Our Sentiment and Severity Scores shed light on how urgent a complaint is as additional insight for prioritization.

Predict

Uncover triggers to identify complaints before they happen. Our platform's scoring algorithms reveal potential environmental risks to enable preemptive management actions.

Prevent

Adopt actions to inhibit future complaints. The PositivityTech platform links complaints to the business policies and tactics that prompted them, and derives the associated financial impacts.

PLATFORM FEATURES

· Data and technology in a secure and stable environment
· Open source and client data capture for timely, relevant action
· Competitive position by company, product, complaint type
· Diagnostics of most pressing customer pain points
· Predictive scoring to understand regulatory threats
· Financial modeling links customer frustrations to business impact

NEGATIVES INTO POSITIVES

We can help you flip the script on customer complaints. Negative input can have positive impact, and be a business asset and catalyst.

- **Assure strategic growth goals**
- **Improve the customer experience**
- **Sustain and improve regulatory relationships**
- **Anticipate and manage the financial impact of customer complaints**

MARCIA TAL

Marcia Tal, CEO and Founder of Tal Solutions LLC, is the visionary behind the PositivityTech platform. She has over 30 years of experience helping organizations uncover growth opportunities in hidden assets, from data sets to people. As EVP at Citigroup, Marcia created and built the Global Decision Management function in over 30 countries, introducing advanced analytical tools and strong governance process into business decisions.

TEAM

The team includes former c-suite executives and senior leaders who together have held general management positions and led every major business-critical function in consumer financial services. These professionals are supported by partners who bring the highest standards of data security and state-of-the-art technology practices.

REQUEST A DEMO   Contact Marcia Tal: contact.us@positivitytech.com   347-478-5194