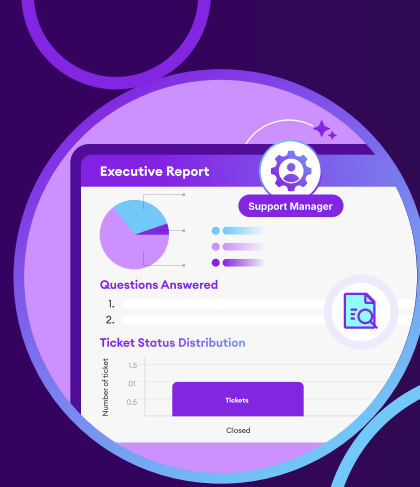


# IFS Loops: CX Analyst

Turn CX data into answers leaders can act on



An AI powered CX analyst that answers complex customer and support questions across tickets, accounts, and systems with significantly less manual analysis and ad hoc reporting.

IFS Loops CX Analyst helps CX and Support leaders answer critical questions about customer issues and support performance without waiting on manual analysis. It connects help desk tickets with CRM account context, so leadership can understand what is happening across customers, why it is happening, and where attention is needed using simple questions to the system.

## The CX Execution Challenge

CX and Support leaders often get blocked by three realities:

### Answers are fragmented across systems.

Tickets live in the help desk. Account truth lives in the CRM. Leadership questions require both and sometimes even more.

### Getting to “why” takes time and people.

Analysts pull data, build views, and stitch context before leaders can make a call.

### Dashboards show activity, not understanding.

Leaders need to ask follow-up questions and align on VOC themes.

## What IFS Loops CX Analyst is

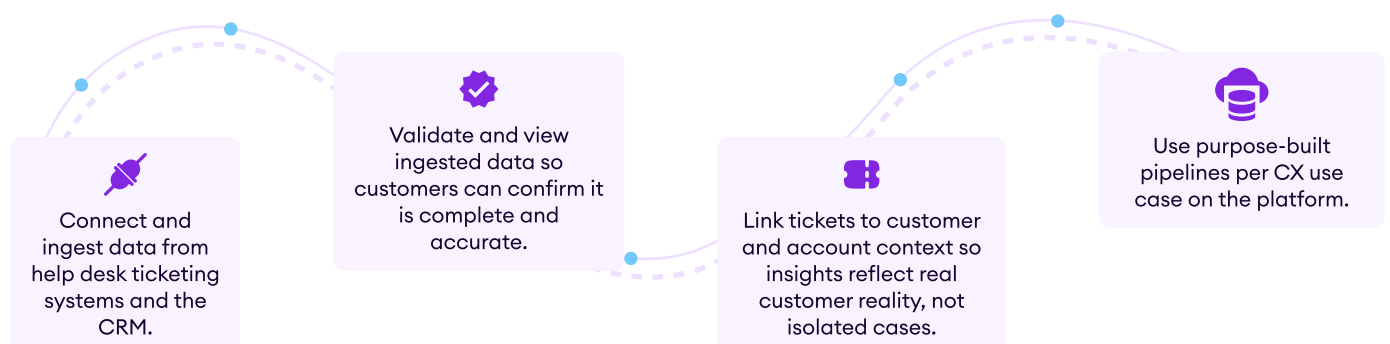
IFS Loops CX Analyst is a leadership-facing CX intelligence use case on the IFS Loops platform. It is designed to help leaders ask business questions across customer and support data and get answers grounded in ticket and account context, not isolated metrics.

What makes it different:

- Account context is native, not an afterthought. Accounts are pulled from CRM (HubSpot, Salesforce, or similar) and linked to tickets.
- It supports question-driven leadership workflows focused on customer impact, trends, and operational clarity.
- It is built on the same data foundation used across CX use cases.

## How it works

IFS Loops CX Analyst is grounded in your operational systems:



## How CX Analyst drives impact across the CX organization

IFS Loops CX Analyst creates impact by connecting leadership questions, team context, and customer data into a shared CX intelligence layer.

- **At the leadership level**

CX Analyst helps leaders frame and answer critical questions about customer issues, trends, and account impact by connecting tickets, CRM data and other CX tools, enabling evidence-based decisions instead of opinion-driven discussions.

- **At the CX and Support team level**

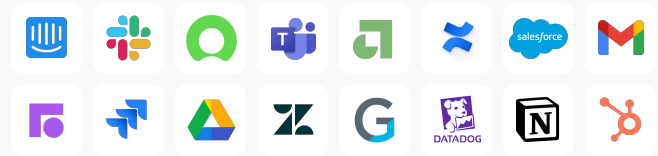
CX Analyst gives teams access to the same customer and account context leadership uses, reducing disconnects between frontline reality and executive interpretation, and improving alignment on what issues matter most and why.

- **At the organizational level**

CX Analyst standardizes how CX questions are answered across the business by grounding discussions in connected help desk and CRM data, creating a consistent source of truth for VOC, escalations, and cross-functional conversations.

## Integrations

Connect seamlessly with CRM, ticketing, knowledge, collaboration, and **65+ enterprise** tools.



## A glimpse of questions CX Analyst can answer



### Customer and account impact

- Which accounts are driving the most support burden right now?
- What issues are repeating across key accounts, and what is driving them?
- What patterns are emerging when you connect tickets to customer context?



### Voice of the customer (VOC) themes

- What are customers consistently telling us through cases and conversations?
- Why are certain themes escalating now versus last period?
- What is the evidence behind our VOC narrative?



### Support execution and operational clarity

- Where are teams getting stuck across the ticket lifecycle?
- What do resolved tickets and knowledge patterns suggest is the probable path to resolution for common issues?

Ready to watch CX Analyst in action?

[Book a Meeting](#)

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Learn more about how our enterprise software solutions can help your business today at [ifs.com](https://ifs.com).

