

HEARSAY: TEXT MINING & ANALYSIS

What your customers are REALLY saying!

Ever wish you could hear what your customers are really saying about you? HearSay provides you the opportunity to find out – in an actionable way!.

HearSay is a new text mining product from Market Force Information that categorizes open-ended responses from customer satisfaction and/or mystery shopping surveys. This automated process categorizes thousands of open-ended comments using a very flexible categorization library. The library can identify single key words, positive or negative sentiment, and critical patterns of words.

Once comments have been categorized, the new category codes are appended to the original data set. This allows customer comments to be analyzed in combination with any other data. For example, you could evaluate the commentary given by most loyal versus least loyal customers and identify clear action items for increasing retention.

DISCOVER

- What's said between the lines of your customer comments to find out what they really think
- Customer perceptions of new initiatives or products launched by your company
- Meaningful and impactful business decisions that you could make if you knew the most frequent compliments and/or complaints from your customers

SO YOU CAN

- Extract value and richness from thousands of customer verbatims
- Uncover new customer insights not captured in quantitative data
- Rank your customers' key issues - what's really on their minds
- Understanding of subtle differences across subsets of your data
- Eliminate the need to manually code verbatim
- Have consistency and reliability of processes



HEARSAY ALLOWS YOU TO:

- Take immediate action on new emerging issues that are impacting your business
- Identify best practices that could be modeled and rolled-out to the entire business
- Differentiate regional differences
- Standardize on key code words and patterns critical to the business

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.