

Text Analytics

Text mining & analysis

Turn open-ended text responses into intelligence you can act on.

Feedback Facts:

- Take immediate action on new emerging issues that are impacting your business
- Standardise on key code words and patterns critical to the business
- Identify new products and services
- Differentiate commentary based on customer segments and other variables

1 WHAT MATTERS MOST?

2 WHERE ARE THE OPPORTUNITIES?

3 WHAT'S THE ROI FOR CHANGE?

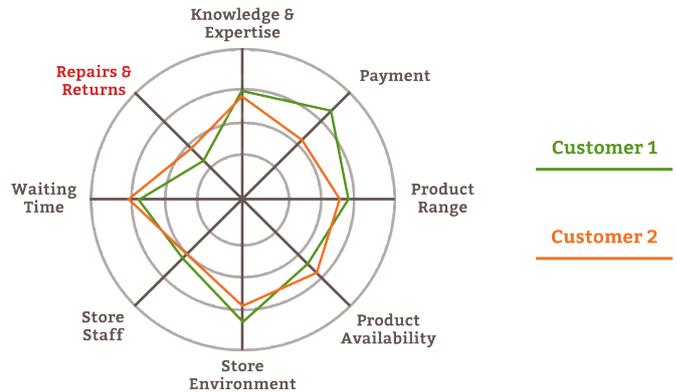
Comments. In fact, millions of comments from social media, customer experience surveys, and other sources are flooding into your organisation. They are rich with insight regarding service experiences, product needs, competitive comparisons— invaluable information to help you improve your business but difficult to mine. How do you get meaningful insight from this gold mine of information?

In addition to providing text analytics on the KnowledgeForce® platform using natural language processing, the Analytics and Insights team uses sophisticated text analytics processes for predictive modeling. Data may come from social media, customer experience surveys, mystery shopping narratives, audit forms, and other location-level data. Statistical techniques group millions of open-ended comments into a categorisation library that identifies major and minor categories based on single keywords, positive or negative sentiment, and critical word patterns.

Once comments have been categorised, they can be used in new ways to answer business questions:

- The volume of comments within a category can be trended over time.
- Different volume, trends, and types of categories can be tracked by market or location.
- The difference in patterns of comments based on other structured variables in the dataset can be indexed.

In the example below, comment categories from a wireless retailer's customer experience survey were analysed. We then looked at differences in commentary between personal and small-business accounts. A great "ah-hah" moment occurred when the brand found that small-business phone users focused heavily on what happened with the after-purchase experience. The retailer took action by creating new training to address those critical questions.



TEXT ANALYTICS EMPOWER YOUR TEAMS

Rich customer commentary empowers your brand in two ways. Executives can see and react to the macro-level brand relevant commentary that will help them shape strategy, products, merchandising, user experiences, pricing—and location-level operators and franchisees can use commentary to coach their teams on how to better execute against brand standards and create exceptional experiences for their customers. Customers who take the time to give you comments deserve to be heard—and our text analytics will give you the tools to listen.

Our Solutions



Strategic Advisory Services



Technology



Measurement Channels



Analytics & Insights



Market Research

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