

Accelerating insight generation with Text Analytics

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Ipsos Loyalty
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Quick introduction



Jean-Francois Damais

Deputy MD Global Client Solutions,
Ipsos Loyalty

10+ years experience in understanding
and measuring service brands

Text Analytics lead for Ipsos Loyalty

Heads up an international team
specialised in the modelling of both
structured and unstructured data.



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IPSOS LOYALTY:

THE #1 IN CUSTOMER EXPERIENCE,
SATISFACTION, AND LOYALTY FIRM IN THE WORLD



The new normal

- More and more unstructured data
- Increasing number of channels of interaction
- Shorter MR questionnaires
- Faster decision making process

**Big data or
big headache?**

Organisations need:



A well-balanced research ecosystem that facilitates data integration



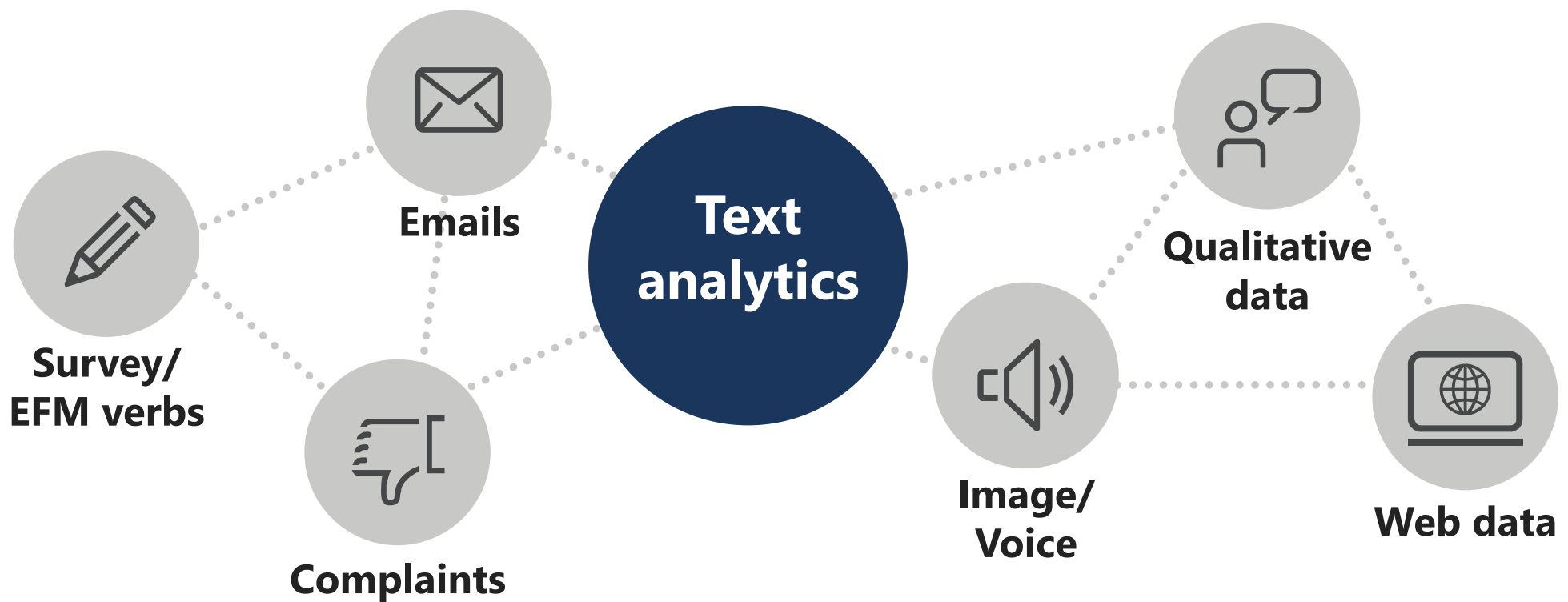
Analytical capabilities to make sense of that data and turn it into actionable insights in timely fashion.



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Text analytics

Accelerating the insight generation process across sources



So, what's the big deal?



Cost



Consistency



**Data
integration**



Speed



Scalability



**Better
insights**



**Response
rates**



Engagement



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Explore and quantify

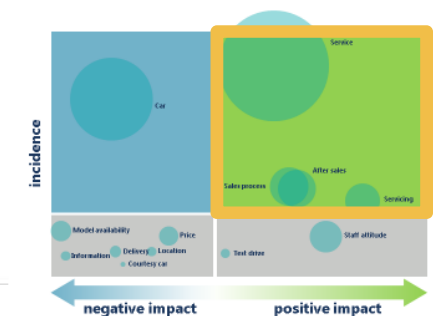
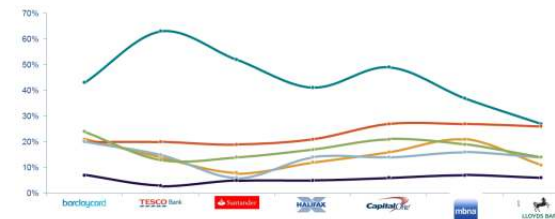
1. Pattern detection

- Detecting new issues
- Concept and mind clouds



2. Tracking and action planning

- Robust quantification of content into topics and sentiment
- Text based driver analysis



Case study

Airline

Merging the voices



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The background



Staff comment



Customer comment



Social listening

Opportunity:

Global airline receives a lot of text feedback about the customer experience from three different sources.

Solution:

Using text analytics, data sources were merged to create a single holistic feedback and provide compelling evidence for change.

Approach:

Three data
sources



One flexible text
analytics model



One holistic
feedback voice

We can identify

WHAT people are saying

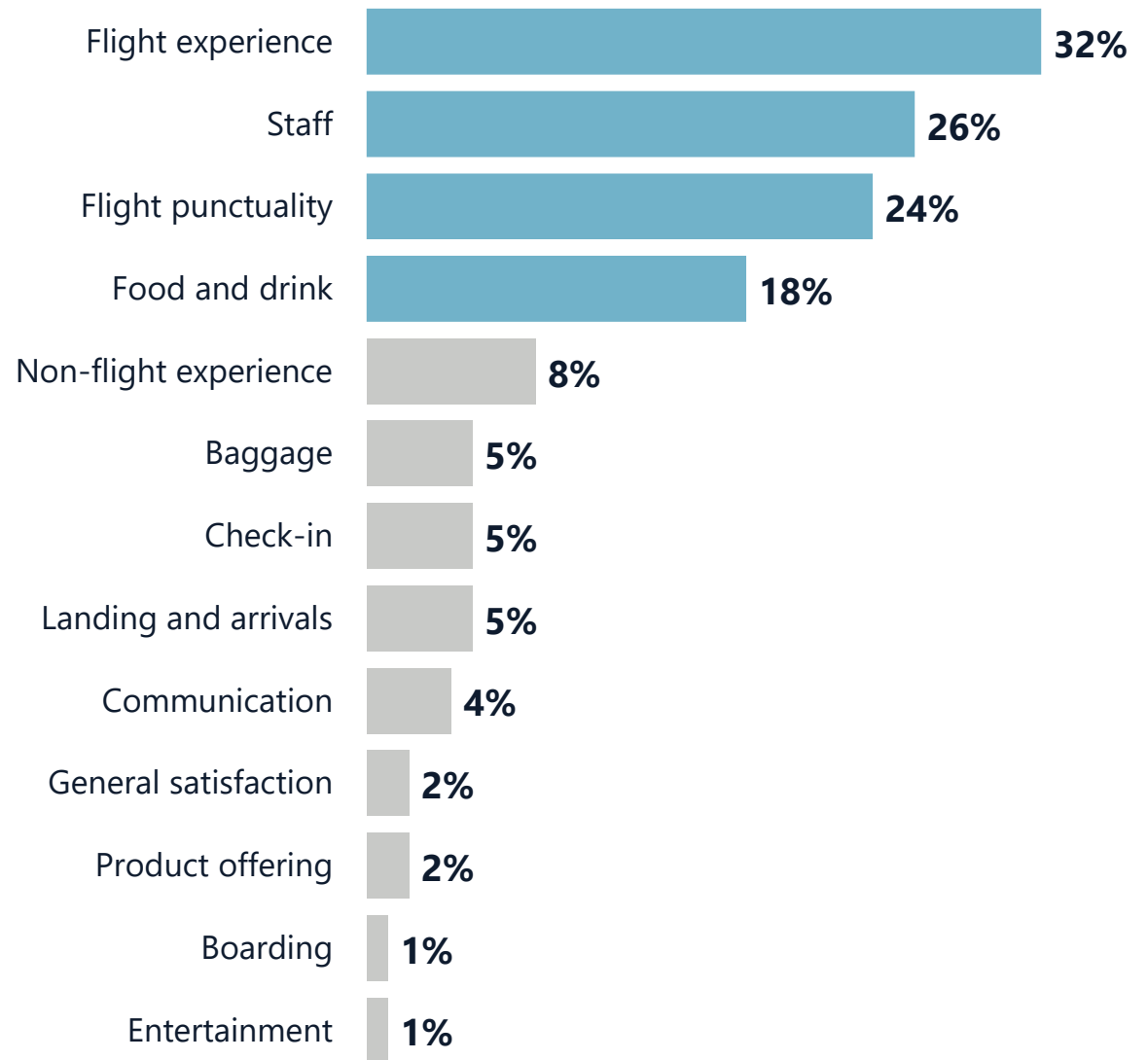
% MENTIONS BY TOPIC

(Averaged by voice)

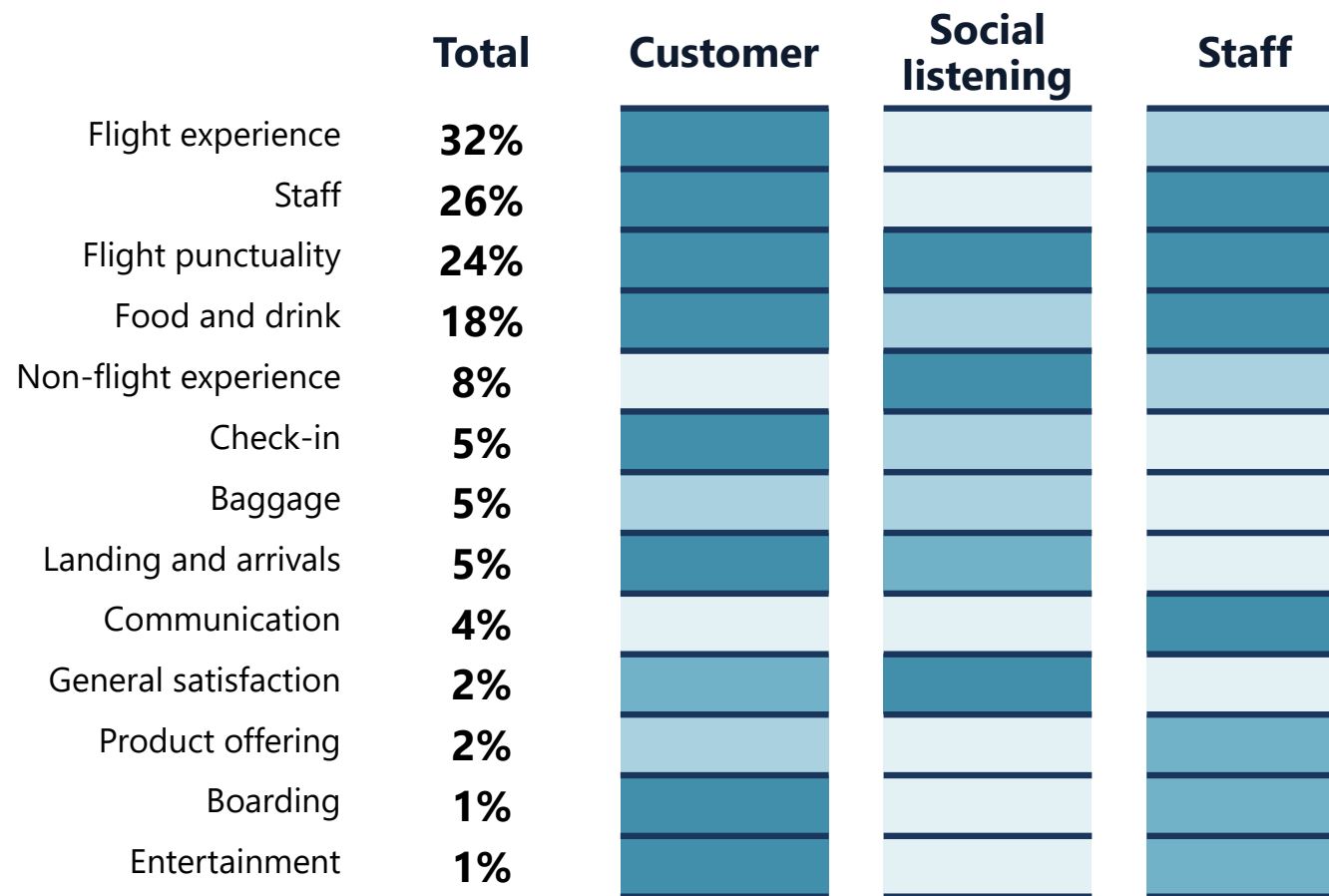
- Customer comment: 500K
- Staff comment: 10K
- Social comment: 500K



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And who is talking most about what

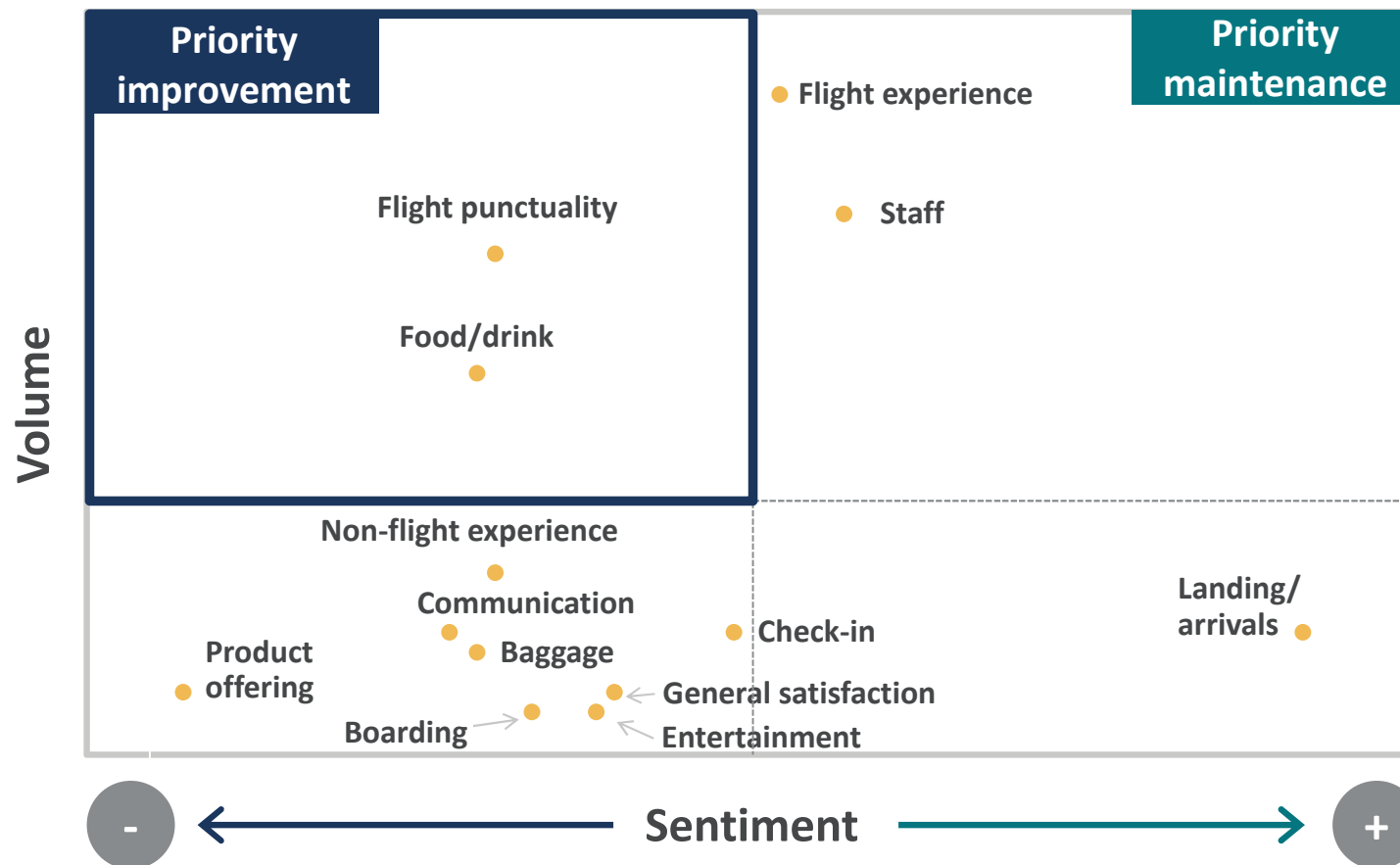


VOLUME OF COMMENT

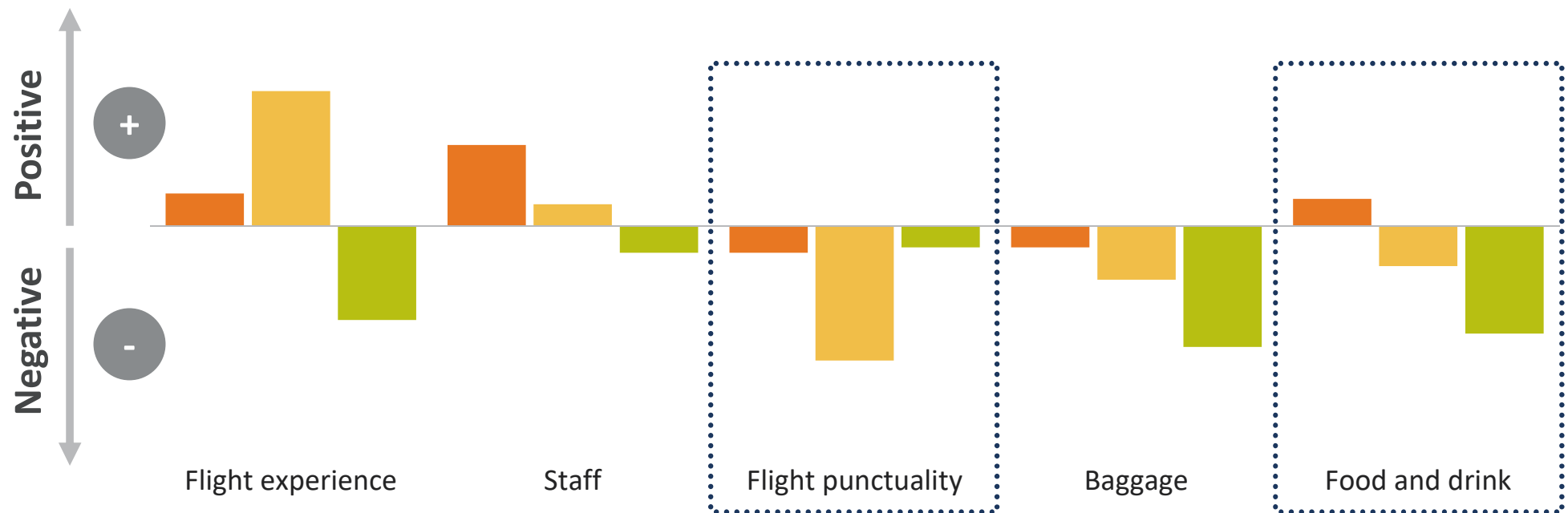
Dark colours indicate a higher volume of comment, lighter colours a lower volume

- Customer comment: 500K
- Staff comment: 10K
- Social comment: 500K

We can set sentiment against volume



And split sentiment across the voices



Strength of sentiment is shown here not volume

The bigger the bar upwards, the more positive it is; the bigger the bar downwards, the more negative it is (only top five categories shown)

WE FOUND AREAS OF **DIS**SONANCE ...

Only **4%** of customers said the food was bad

Only **1%** online said the food was bad

BUT

22% of staff think the food should be improved

... AND AREAS OF **RE**SONANCE ...

26% of customers mentioned delays

21% report delays online

AND

17% of staff want to better manage disruption



Text analytics allow organisations to explore:

- + Who is talking
- + What is being said
- + The sentiment
- + Action planning
- + Resonance identification
- + Understanding trend drivers



**And provide one voice
of the customer experience**

Case study

Enterprise Feedback Management

“The voice of the customer in real-time and over time”

“better understand the past and predict the future”



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Enterprise Feedback Management

(EFM, aka CEM or VoC)



Enterprise

100's or 1000's of daily users
at all organizational levels



Feedback

All sorts – structured, unstructured,
passive, active, internal, external
– much more than survey data



Management

Real-time, closed loop action
oriented, results focused



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The background



Opportunity:

Capture and analyse the voice of the customer across channels for both strategic and tactical action planning.



Solution:

Embed Text Analytics capability into Enterprise Feedback Management platform.



Analysis/Outcome:

Empower all levels of the organisation to monitor and act on the voice of the customer in real-time

Role-based reporting

Smarter insights to the right people

Two primary users:



Branch/ Regional Managers
or Team leaders



Insight or customer
experience specialists



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Everyday uses

"I want to check my NPS score and what is being said about my team regularly, so I am aware of any changes."

Deep dive analysis

"Our KPI has dropped and I want to know why."

High level view

Customer Experience Dashboard



"I want to check my NPS score and what is being said about my team regularly"



OUTCOME: Get an overview of key trends in one dashboard. Click through to detailed modules to drill down further



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1

Check KPI scores

3

At a glance identification of key pain and delight factors



2

Identify shifts

4

Click through to Text Analytics detailed modules to drill down further

**Users will be able to select the charts and metrics for their dashboard from a selection at portal set up*

Tracking

performance & trends over time



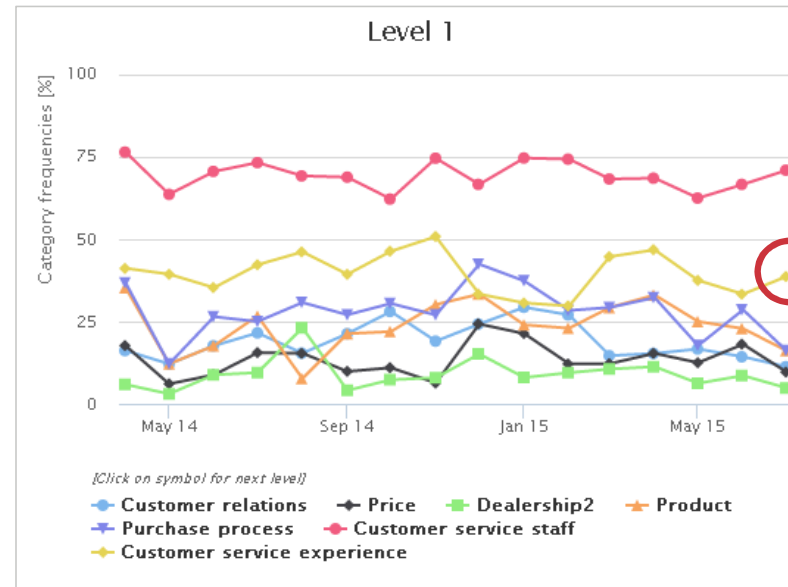
"The product team wants to know how sentiment has changed over the last 3 months following changes to our offer"



OUTCOME: Decisions supported by impact of previous initiatives and evidence of changes in customer needs



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click-through to access relevant verbatims

KPI score	Verbatim comment
4	Had to wait too long for the repairs
3	Parts took too long to arrive
2	Great service and car, but the parts are expensive
5	Parts in not in stock and repairs took two attempts , with a long wait. I had to wait 2 weeks for the first repair, and 4 weeks for the second repair.

Root cause analysis

Getting under the skin of issues



"I want to do some planning to help improve our KPI"

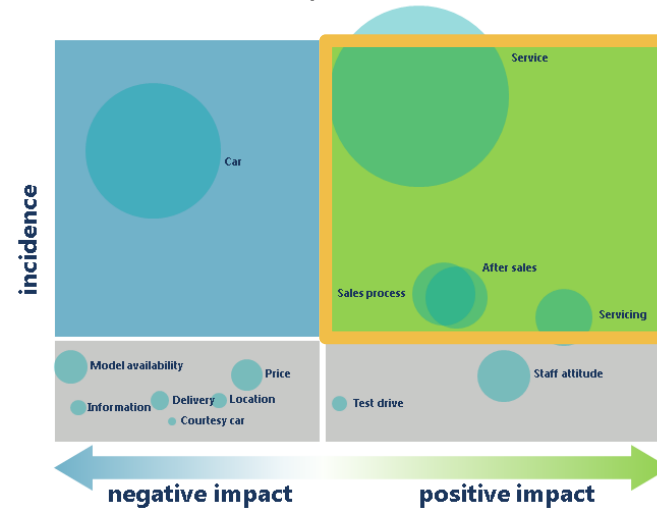


OUTCOME: Go from strategic to tactical to identify priorities for action



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Prioritisation quadrant



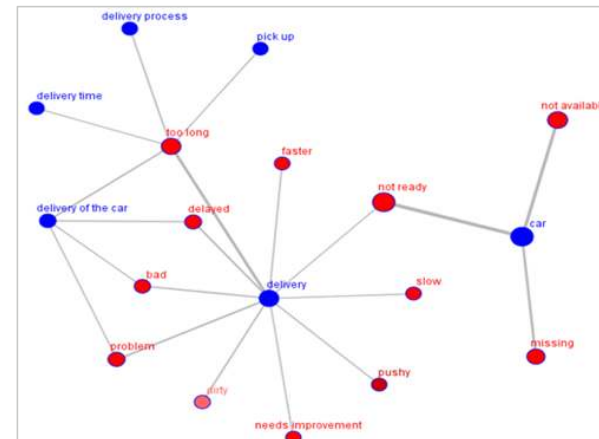
1

Identify priorities for action

Priority improvement areas sit in this area of negative impact and high frequency

2

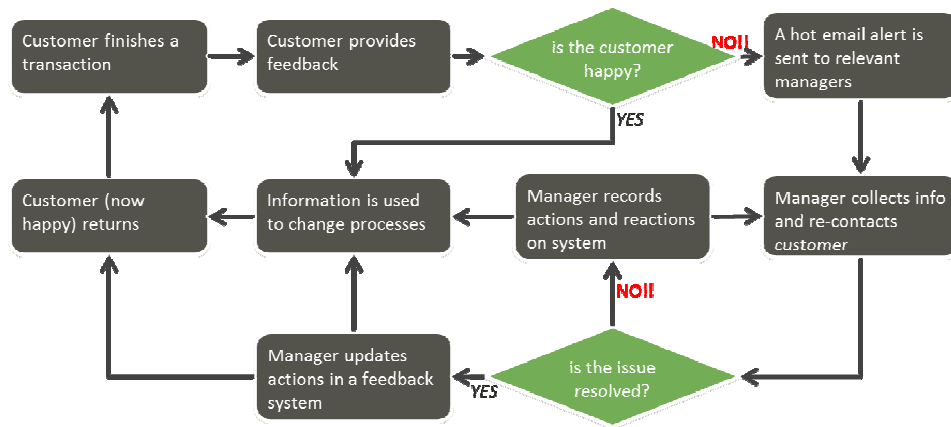
Drill down to get to root cause of issue



Closed loop feedback



Enables companies to generate timely flags or 'hot alerts' when a customer experiences a poor (or exceptionally good) level of service – we call these *Critical Incidents*.



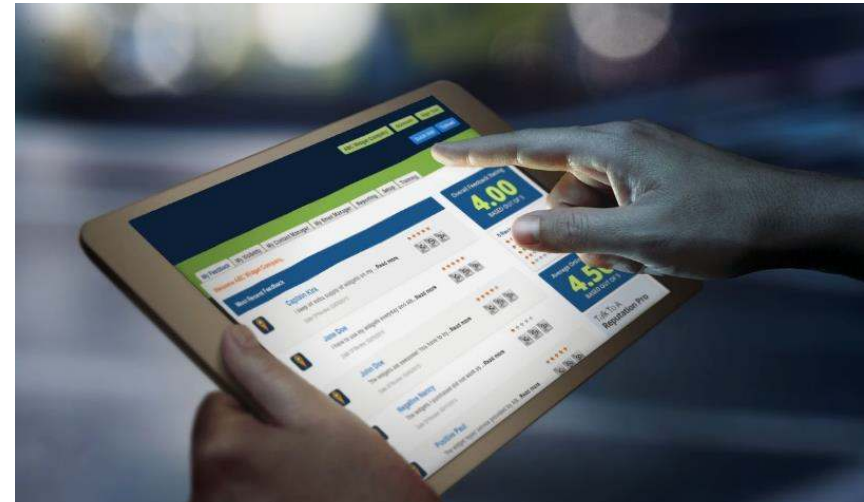
But customer facing staff are rarely given good guidance about which actions are the most appropriate.

Ineffective interventions lead to wasted efforts and resources, extra workloads for staff and increased costs.

Smart interventions

Two key principles:




1. Not all critical incidents are equal
2. There is no “one size fits all” intervention



Maximise the ROI of customer feedback programs and reduce customer complaints and churn

Prioritise critical incidents

- Identify priorities for action
- Here Bad staff attitude and overcharging issues are priorities for action

			
	Occurrence	Impact*	Action priority Index
Bad staff attitude	5%	1.3	156
Overcharging	9%	.8	154
Poor staff competence	5%	.9	100
Poor customer service	4%	.8	73
Product or service failure	13%	.3	71
Issue not resolved	2%	1.4	46

Text based hot alerts

The importance of real-time

“I want to know when someone mentions an overcharging issue”



OUTCOME: Prioritise issues that have the highest impact – Smarter Closed Loop Feedback

To: Joe Bloggs
Date: 2 March 2016

Subject: new hot alert for your team

A customer has provided poor feedback, please click [here](#) to see the full alert

← **1** An email is delivered to the user's inbox with the hot alert

Your hot alerts

New alert
Customer: A. N. Other
Customer contact number: 01234 567890
KPI score: 1

Comment:
This is **the third time my bill is wrong**. This is a complete rip-off.

Follow up actions:

[Back to hot alerts home page](#)

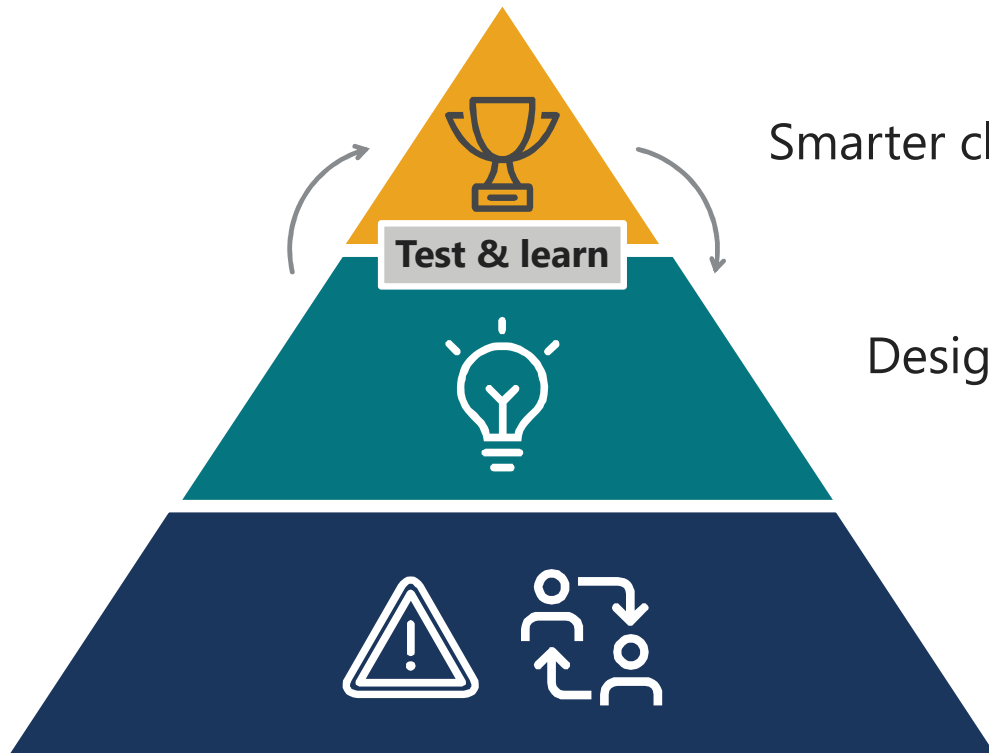
2 Customer contact details available for follow up

3 The full comment is shown. The terms that triggered the hot alert are highlighted.

← **4** A write-in box is available to record follow up actions

Smarter closed loop feedback

Maximise your ROI



Smarter closed loop feedback

Design smart interventions

Identify and track critical incidents

The future is here...



Voice



Interactive survey branching



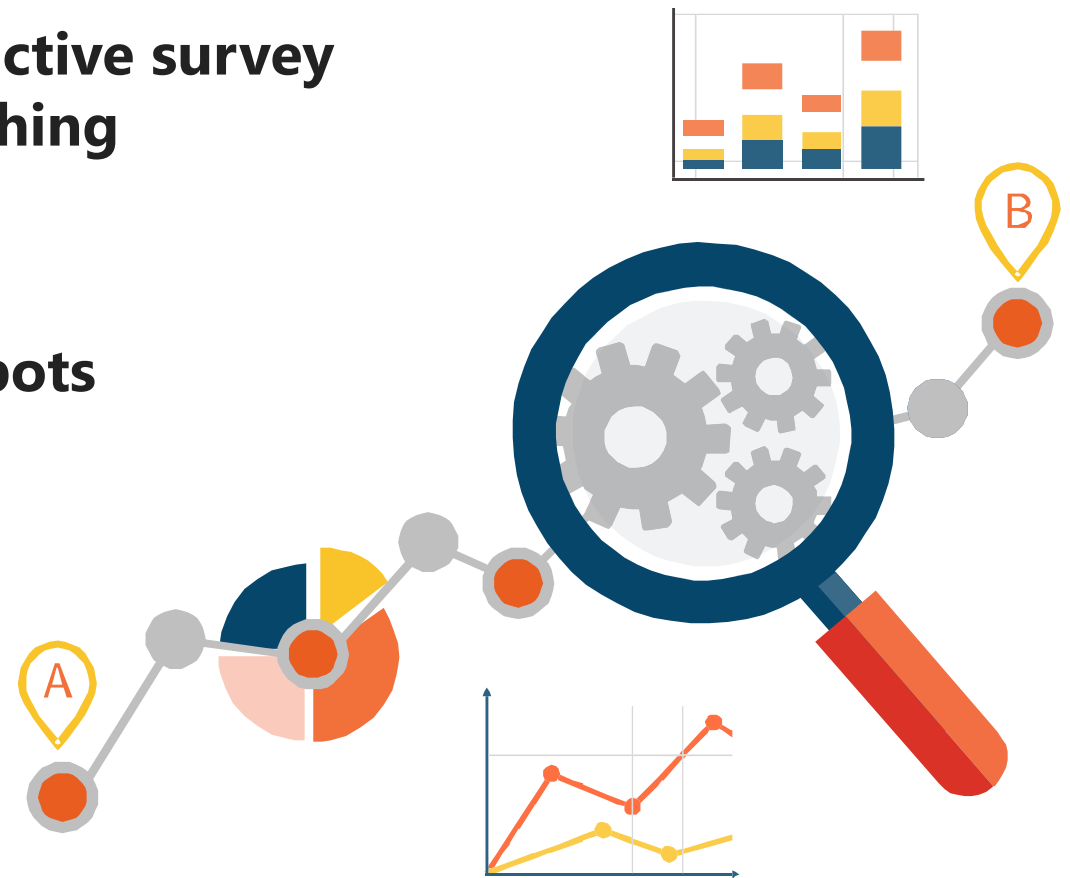
Video



Chat bots



Image



Thank you.

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