Text Analytics:
CUSTOMER EXPERIENCE COMMENT ANALYSIS

Extract More Customer Insights from Information You Already Have.

The concept of listening to the actual Voice of the Customer resonates with most customer-driven organizations. However, the reality of generating business insights from hundreds of thousands of customer comments and other unstructured text may be overwhelming. The difficulty of analyzing this data often means rich customer information is overlooked. It is critical to assimilate all of the information your company has already compiled in order to completely understand your customers and identify how to meet or exceed their desired and expectations.

THE SOLUTION

The J.D. Power and Associates Customer Experience Comment Analysis Program utilizes Clarabridge Text Analytics software to compile and analyze all of your company's unstructured text, whether it is generated from a call center, survey, warranty claims, or any other form of information collection. J.D. Power combines verbatim insights with industry knowledge to provide actionable solutions and analyses that enable rapid, effective responses to continuously changing customer needs and opinions.

THE BENEFITS

Combining J.D. Power's Voice of the Customer research expertise with cutting-edge software turns comment-rich but difficult-to-synthesize customer feedback into actionable analyses you may use to:

- Automatically code and deliver comments in real time
- Identify previously undiscovered customer issues
- Mine new sources of customer comments
- Maximize the survey respondent experience by shortening the length of the survey
- Analyze comments across segments
- Identify ways to improve processes for better customer experience

CUSTOMER EXPERIENCE COMMENT ANALYSIS PROJECT PROFILE

THE ISSUE

A global financial services company implemented a net promoter program to improve the experience at their retail bank branches. While the net promoter scores provided a simple metric to gauge the overall customer experience, the company also wanted to collect diagnostic information about what was driving the scores. Determined to be respectful of customers' time, the company implemented a short quantitative survey with several open-ended questions to capture their net promoter scores and associated explanations. However, given the volume of data and fielding frequency, the company needed a cost-effective, scalable, and reliable method to analyze customer comments.

THE SOLUTION

J.D. Power and Associates implemented a Customer Experience Comment Analysis to analyze the rich comments submitted by customers about their overall retail bank branch experience. The assessment provided the client with weekly reports summarizing key issues that ranged from the individual branch level to the national level. The reports provided metrics across a number of dimensions, such as: volume, sentiment, language analysis, client-guided themes, and recommendations and findings. The combination of these metrics and the qualitative insights from the customer comments provided the client with a timely understanding of the customer experience at all levels, as well as the drivers behind the net promoter scores.

HOW J.D. POWER AND ASSOCIATES ASSISTED

The results of the Customer Experience Comment Analysis enabled the financial services company to successfully improve customer experiences at their retail branches and still maintain a respectful customer service feedback experience.

> **" The reports provided metrics across a number of dimensions, such as: volume, sentiment, language analysis, client-guided themes, and recommendations and findings. "**

For more information on how to extract more customer insights from information you already have, contact:

Bill Tuohig at bill_tuohig@jdpa.com or Jackie Anderson at jacqueline_anderson@jdpa.com