



## Overview:

One of the world's largest banks wanted to improve an undesirable customer satisfaction rating by implementing a multi-tiered customer survey program. J.D. Power collected unstructured Voice of the Customer data and feedback, analyzed the information, and produced recommendations to increase customer satisfaction and service consistency, which the client adopted.

## Client's Issue:

The client determined that analyzing open-ended survey responses was going to require more than what a staff of hand-coders could handle. They wanted to find a way to consistently and accurately analyze large amounts of unstructured text without incurring large operational costs.

## Client's Objective:

The objective was to increase customer satisfaction and identify specific operational changes that would produce optimal customer satisfaction results in the least amount of time and at the lowest cost.

## How J.D. Power and Associates Helped the Client:

J.D. Power processed the immense amount of unstructured text pouring into their data warehouses and then:

- Analyzed conversation themes by consumer segments
- Provided deeper analyses on specific subjects to determine the exact causes of customer satisfaction or dissatisfaction
- Viewed results by geographic segmentation, allowing further targeting of certain improvements to procedures, access, services, and facilities
- Provided recommendations for improvement and implementation plans for selected initiatives

## Results:

According to the client, the results from this program are far greater than what they had expected from any text analysis process. J.D. Power analysts have delivered multiple actionable insights that have led directly to:

- Refreshing customer service training with a unique format
- Improving branch hours in specific locations

Recent results show that conversations surrounding customer service have nearly doubled as a result of their efforts.

**For more information, please contact us at (888) 537-6937 or [information@jdpa.com](mailto:information@jdpa.com). You can also visit our website at: [businesscenter.jdpower.com](http://businesscenter.jdpower.com)**

***According to the client, the results from this program are far greater than what they had expected from any text analysis process.***