

Automating manual coding

A market research leader achieved 65% savings using the Bitext engine

Customer & Problem

Customer:

TNS, a Kantar Group Company, one of the largest global research agencies.

End client:

One of the top 5 global automotive groups.

Task:

Analyze in real time millions of answers to customer satisfaction surveys and contact center logs. The goal is to gain an understanding of what drives customers to recommend the brand or not.

Previous Approach:

How did the work get done before Bitext?

- > Work done manually by experts in 20 countries. Slow, complex processes that were hard to manage.
- > Taggers necessary in all 21 languages, including all European languages, as well as Arabic, Hindi, Russian, and Turkish, etc.
- > Rich code schemas (720 codes).
- > Cost into the millions of dollars, with hundreds of people working to meet deadlines.
- > Inconsistent results due to tagger subjectivity and different cultural contexts.

Results

Clear savings in a multiyear project:

- > Manual analysis: approx. 0.50 €/open answer: Millions of answers = Millions of €
- > Automatic analysis: 1/3 of the cost

Short cycles of analysis and high levels of precision:

- > After set up, data is analyzed in hours – not weeks.
- > Out-of-the-box accuracy at 70%.
- > +90% accuracy for all languages after Bitext's periodical fine tuning.
- > Fully automated process.

Challenge: Automate and Improve Processes

- > Match the accuracy of manual processing (as much as 90%) while increasing consistency and reducing time and costs.

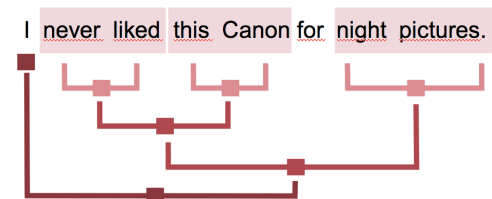
Bitext Approach

How Bitext resolved the challenge:

- > Automatic detection of all topics for each response, to enable tagging of the corresponding code (responses may have multiple topics).
- > Automatic sentiment detection to enable differentiation between positive, negative and neutral topics.
- > Integration of categorization and sentiment analysis.
- > All languages checked at once.

Why Bitext technology is the right solution:

- > The Bitext linguistic engine understands sentence structure and has deep linguistic knowledge of each language.



- > Bitext enables consistency across languages (the same rules apply to all responses) and documented results (granularity).
- > Bitext is easy to customize.
- > Accuracy is objectively measurable.
- > Bitext takes care of the maintenance of the engine.