

CASE STUDY

ManpowerGroup: Improving Customer Experience Further

ManpowerGroup, a workforce solutions organization, wanted to improve customer experience further by understanding the large volume of data they have gathered using NPS. They chose Thematic because this solution helps them understand customer themes and personalities quickly.

ManpowerGroup: A Leading Global Workforce Solutions Provider

ManpowerGroup has been providing workforce solutions for almost 70 years. It is a \$19 billion business that has helped place more than 30,000 employees in 80 countries and territories around the world.

“We view our candidates as being a critical piece in that process to not only help deliver value to their lives but help our clients win as well,” says Nick Stroud is the Director of Brand Loyalty at ManpowerGroup.



*Nick Stroud, Director
Brand Loyalty at
ManpowerGroup*

NPS yielded a huge amount of data

Although ManpowerGroup had a relatively good experience with customers, they wanted to improve customer brand loyalty. The company adopted NPS and conducted customer surveys. They received around 100,000 to 150,000 survey results but could not make sense out of the big volume of data.

10 Times Faster Set-up Process Compared to Competitors

According to Nick, they worked with other solutions but were not happy with the results. They tried Thematic and found:

- This solution helped them determine key themes quickly. As a result, they are able to address any concerns, almost immediately, which ultimately, improves customer experience.
- The set-up process was 10 times faster than other text analytics solutions.
- Key themes are refreshed regularly, making text analysis faster and easier.
- Thematic can be customized based on what the company needs.

“We found Thematic and looked into their technology and found that it was market-leading and really provided us the opportunity to drill down into themes and personas quickly.”

Thematic delivers actionable insights about customers' needs

Using Thematic, it was possible to successfully determine a number of insights.

Insight 1: Too much time was spent piecing together individual feedback

Using Thematic has helped the company save time and use it on other processes. ManpowerGroup is now "able to tell a story better and faster than we ever could have done on our own," Nick said.

With Thematic, they did not have to keep going back to customer feedback data that they have, to look for new topics and keywords.

Insight 2: There are pre-conceived notions of customer's needs

By using Thematic, the company realized that they now had "unbiased and objective use of the experiences" that their customers were having. Nick shares that "individuals across the organization ... may have had experiences that shaped a unique perspective."

For example, when they used Thematic they found that they needed to improve in the area of communication. By addressing this issue, the company experienced increased revenue and reduced churn.

Insight 3: There was no system to quantify where they should focus and improve

Thematic helped the company focus on what matters to their customers. They were also able to identify what areas were doing well for the company.

We know, without question, that Thematic is the best in class.

Nick Stroud
Director Brand Loyalty at ManpowerGroup

Thematic helped the company sort through the large volume of data and experiences that they had and identify those that will not help improve customer experience.

Nick stated that Thematic helped them avoid "getting clouded by things and experiences that may not matter as much. To really focus on how to deliver great experiences to our candidates in specific areas and to find the best and fastest path to achieve that."

Summary

ManpowerGroup considers Thematic as one of their key business partners in helping the company drive revenue.

Thematic has helped the organization develop a closer relationship with their customers and will continue to help grow their business over time. "We view Thematic as a central partner in our customer experience strategy. They have helped us improve the way we drive and leverage the Net Promoter System for growth and really connecting us with our customers."

Try Thematic on your data

In only 30 minutes, we'll show you how Thematic works on your data and give you advice on how to improve your customer feedback analysis.

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