

Case Studies – Deeper Insights for Sales Acceleration

Leading Health Insurer

Open Ended Survey Responses

Health Insurance provider was not gaining valuable insight from survey responses.

- Existing analysis tools to examine impact scores and NPS from structured survey responses provided shallow insights
- Realized valuable customer feedback was in the unstructured open ended survey questions, but *survey volume increases made it impossible to read and understand what customer was saying*

Gamalon enables understanding and insights into the customer conversations from open-ended responses:

- Generate insight into sales and support best practices - Leverage the categorized output as a sales differentiator with empirical data
- Provided 90% + accuracy in categorization with multi-intention capability
- Rapid insights on new product features due to the ability to quickly update Gamalon with new product information
- **And ultimately, provide the platform for building automated action response**