



The Customer Feedback Analysis Starter Kit

FOR CUSTOMER CENTRIC TEAMS



Contents

Chapter 1: Why Customer Feedback Matters

- Section 1: Introduction - A Look Into The Mind Of Your Customers **...page 1**
- Section 2: The 7 Main Reasons Why Customer Feedback Matters **...page 3**

Chapter 2: How to Analyze Customer Feedback

- Section 1: How To Think About Qualitative Data Coding **...page 8**
- Section 2: A 3-Step Guide for Top-Down Qualitative Data Coding **...page 13**
- Section 3: The Key Checklist Items for Accurate Qualitative Data Coding **...page 16**
- Section 4: Pratical Qualitative Data Coding - An Example **...page 20**
- Section 5: How AI Assists With Coding Qualitative Data **...page 24**

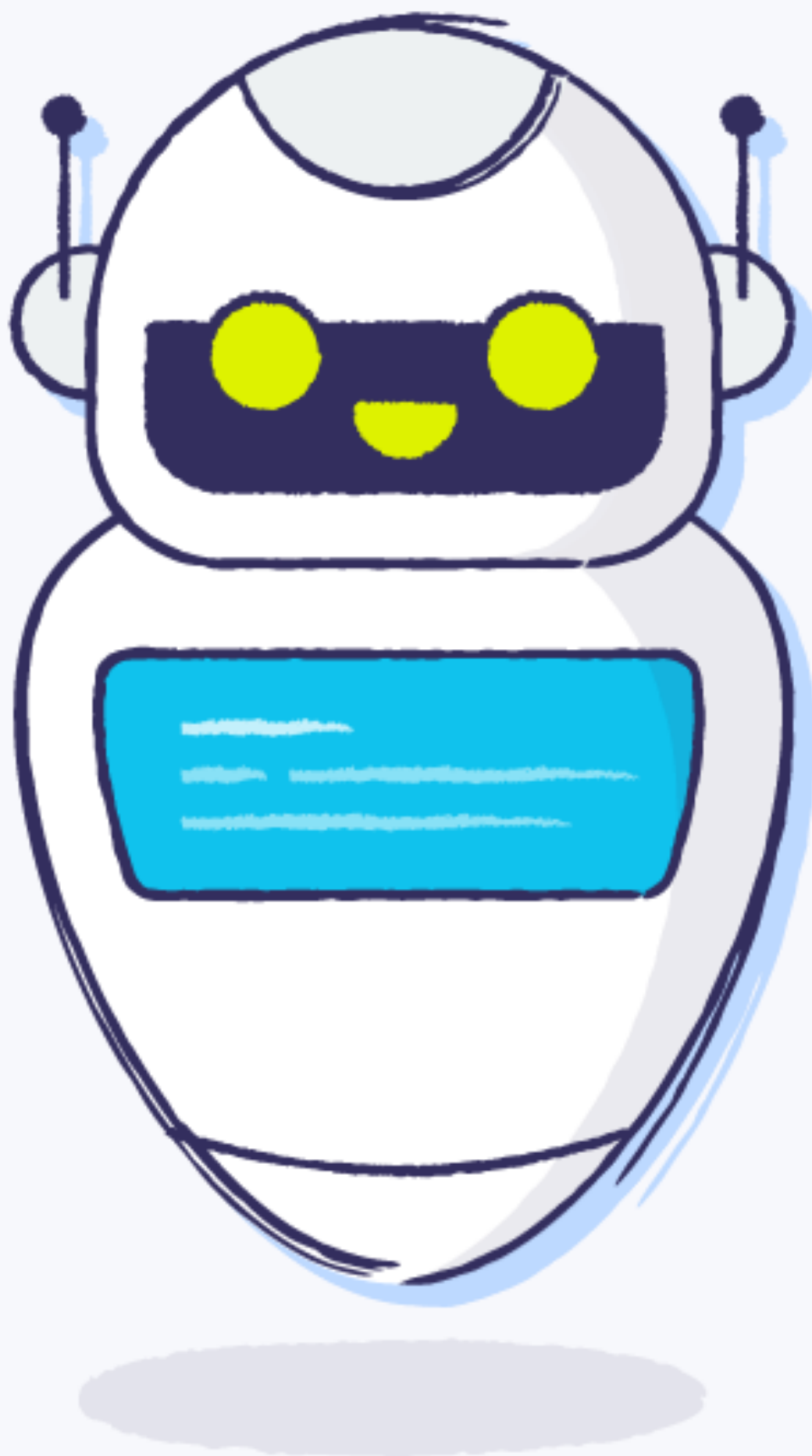
Chapter 3: How AI & Text Analytics Empowers Customer Feedback Analysis

- Section 1: Understanding What Text Analytics Can Do For You **...page 25**
- Section 2: Breaking Down How Textual Analysis Works **...page 28**
- Section 3: Key Text Analytics Use Cases & Real-World Applications **...page 31**
- Section 4: How Text Analytics Gives You An Edge **...page 37**



Chapter I

Why Customer Feedback Matters

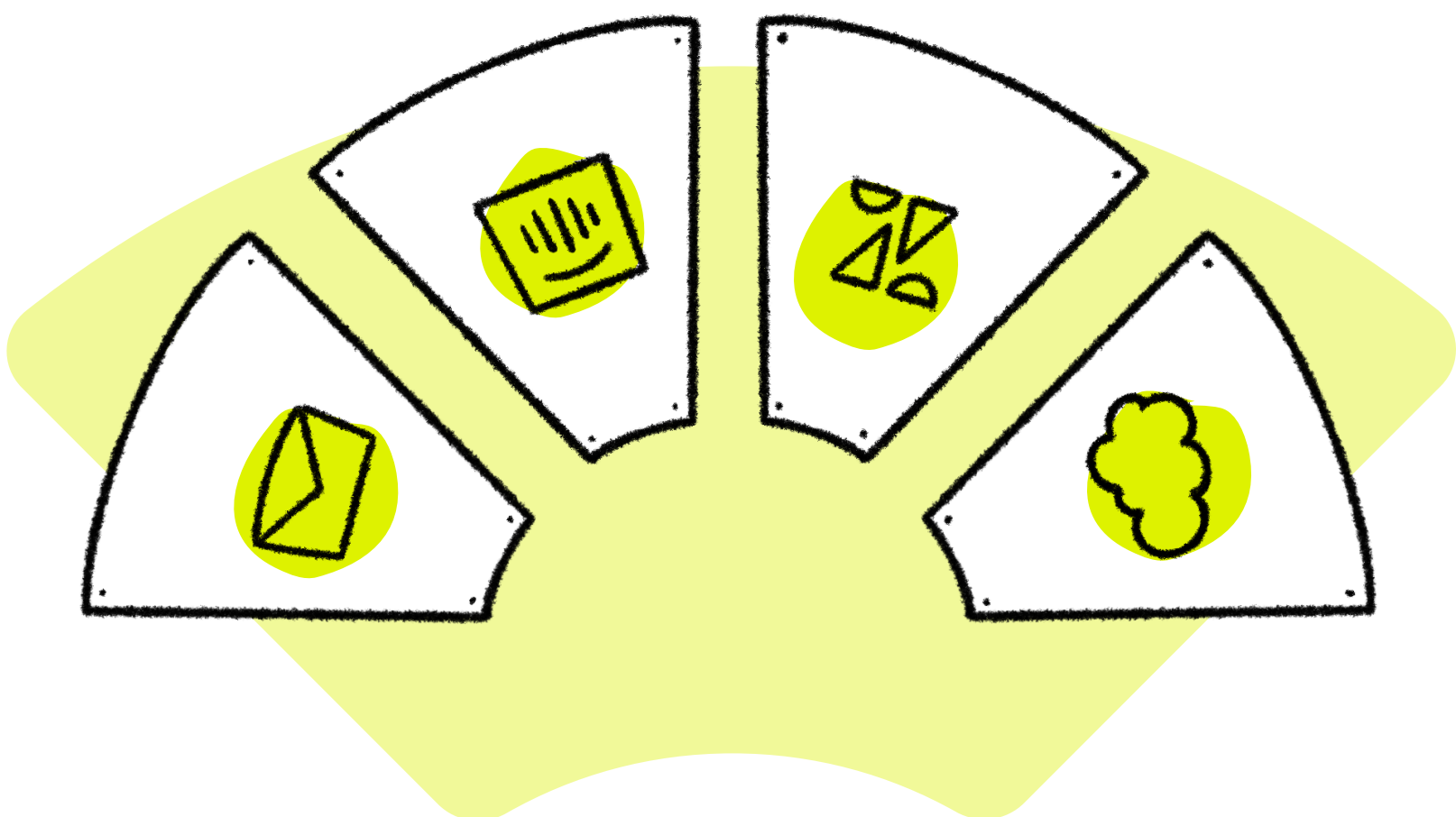


Section 1: Introduction - A Look Into The Mind Of Your Customers

Customer feedback provides insights into the mind of your customers and brings a range of benefits to a business.

If you never ask for customer feedback, you'll never know what drives customer satisfaction. If you don't know what's right, you can't do more of it. If we don't know what's wrong, you can't do less of it. Without customer feedback, you are driving blind.

If we don't know how our customers' feel, what makes them excited or frustrated ... we will slip up, especially in competitive markets where it's quick and frictionless to swap products.



Some of the world's top CEOs agree:

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves." - **Steve Jobs, Apple**

"Customer feedback is the ultimate truth. If you read customer feedback and listen to call center calls, you will really get grounded." - **Julia Hartz, Eventbrite**

"We see our customers as invited guest to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little better." - **Jeff Bezos, Amazon**

Section 2: The 7 Main Reasons Why Customer Feedback Matters

Let's cover some of the benefits in more detail.

1. Customer feedback helps improve products and services

You've just launched a new product for your customer base that will hopefully help customers solve their problems. You most likely conducted research to give you an idea if potential customers would be willing to buy your product, and also they can give you some tips on how you could improve it. However, only after your customers use your product or service, you can learn about all the advantages, flaws and their actual experience. On top of that, their needs and expectations evolve with time.

Customer feedback is an insight into what is working well about your product or service and what should be done to make the experience better. Hidden away out of sight will be issues with your product that aren't visible without listening to what your customers have to say about their experiences. Their opinions help you ensure that the end product will meet their expectations, solve their problems and fulfil their needs.

2. Customer feedback helps you measure customer satisfaction

By asking for feedback regularly, you can understand how well you're doing over time and keep yourself and your team accountable to the bigger goal. Customer satisfaction and loyalty is a crucial factor that determines a company's financial performance. It is directly linked to many benefits, such as increased market share, lower costs, or higher revenue. If your revenue has dropped and your NPS score has decreased customer feedback will provide the why.

3. Collecting customer feedback shows that you value customer opinions

By asking your clients for feedback you communicate that their opinions are important to you. You involve them in shaping your business so they feel more attached to your company. Listening to their voice helps you create stronger relations with them. This is the best way to gain valuable brand ambassadors who will spread positive word-of-mouth for you.

4. Customer feedback helps you create the best customer experience

Today's marketing is heavily based on experiences people have with products, services and brands. They do not buy Apple products just because they are good. They want to demonstrate their status and affiliation to a particular group. They do not buy Nike clothes because they are durable. Therefore, if you focus on providing the best customer experience at every touchpoint clients will stay loyal to your brand. And naturally, the most effective way to give them amazing experience is asking them what they like about your service and what should be improved.



5. Customer feedback helps you improve customer retention

Anyone who is working on a customer-facing initiative, whether it's a Product Manager or Marketer can never bet on keeping existing customers as a sure thing. In highly competitive markets, customers churn as soon as your product performance dips. Customers churn for many reasons, and almost all of them are avoidable by acting on feedback.

Listening to the voice of the customer is one of the best ways to determine whether customers feel they are getting the service they deserve, where the mark is being missed, and how loyal they are likely to be.

6. Customer feedback is a great for social proof

In the times of social media, consumers do not trust commercials or expert advice so much. Opinions provided by other customers who have already used a product or service are a more reliable source for information these days. When you look for an accommodation in a city you visit or you want to find a nice new restaurant to have

dinner with friends you read reviews beforehand. When you want to buy new shoes you ask for your opinion on Facebook or go to a trustworthy blog to read a review. Many companies today incorporate review systems in their services and products. Think of Uber, or AirBnb. They all do their best to ensure that poor service will be detected and excluded from their business.

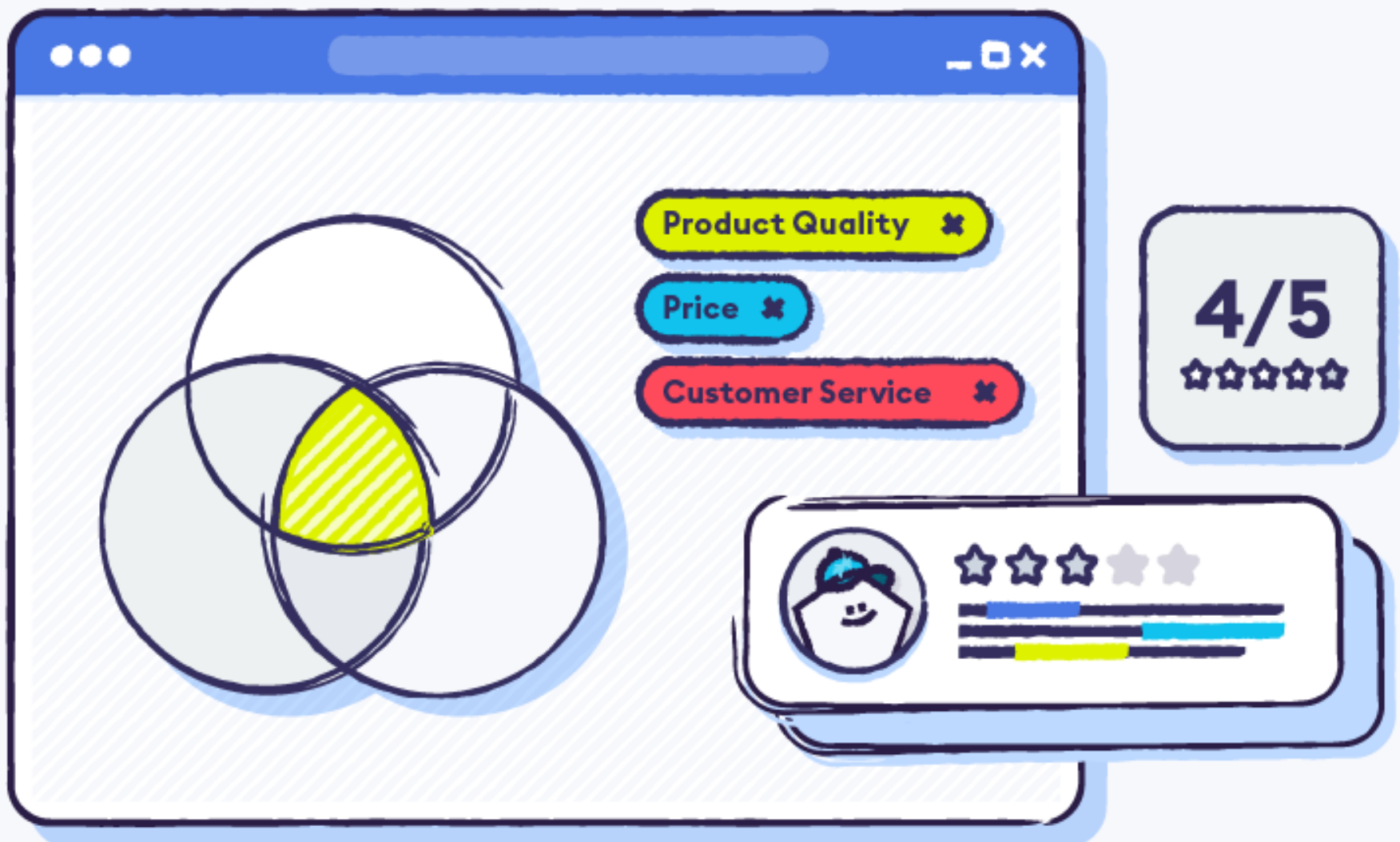
7. Customer feedback provides data to make business decisions

In highly competitive markets there is no place for business decisions to be driven on gut instinct and loose guesses. Customer insights will help you understand clients and their needs more profoundly. Take their suggestions in consideration and thanks to that find out where you should allocate your money to get the highest return on investment.



Chapter 2

How to Analyse Customer Feedback



Section 1: How To Think About Qualitative Data

When gathering feedback, whether it's from surveys, online reviews, or social mentions, the most valuable insights usually come from free-form or open-ended responses. Though these types of responses allow for more detailed feedback, they are also difficult to measure and analyze on a large scale. Coding qualitative data allows you to transform these unique responses into quantitative metrics that can be compared to the rest of your data set. Read on to learn about this process.

What is Qualitative Data Coding?



Qualitative data coding is the process of assigning quantitative tags to the pieces of data. This is necessary for any type of large-scale analysis because you

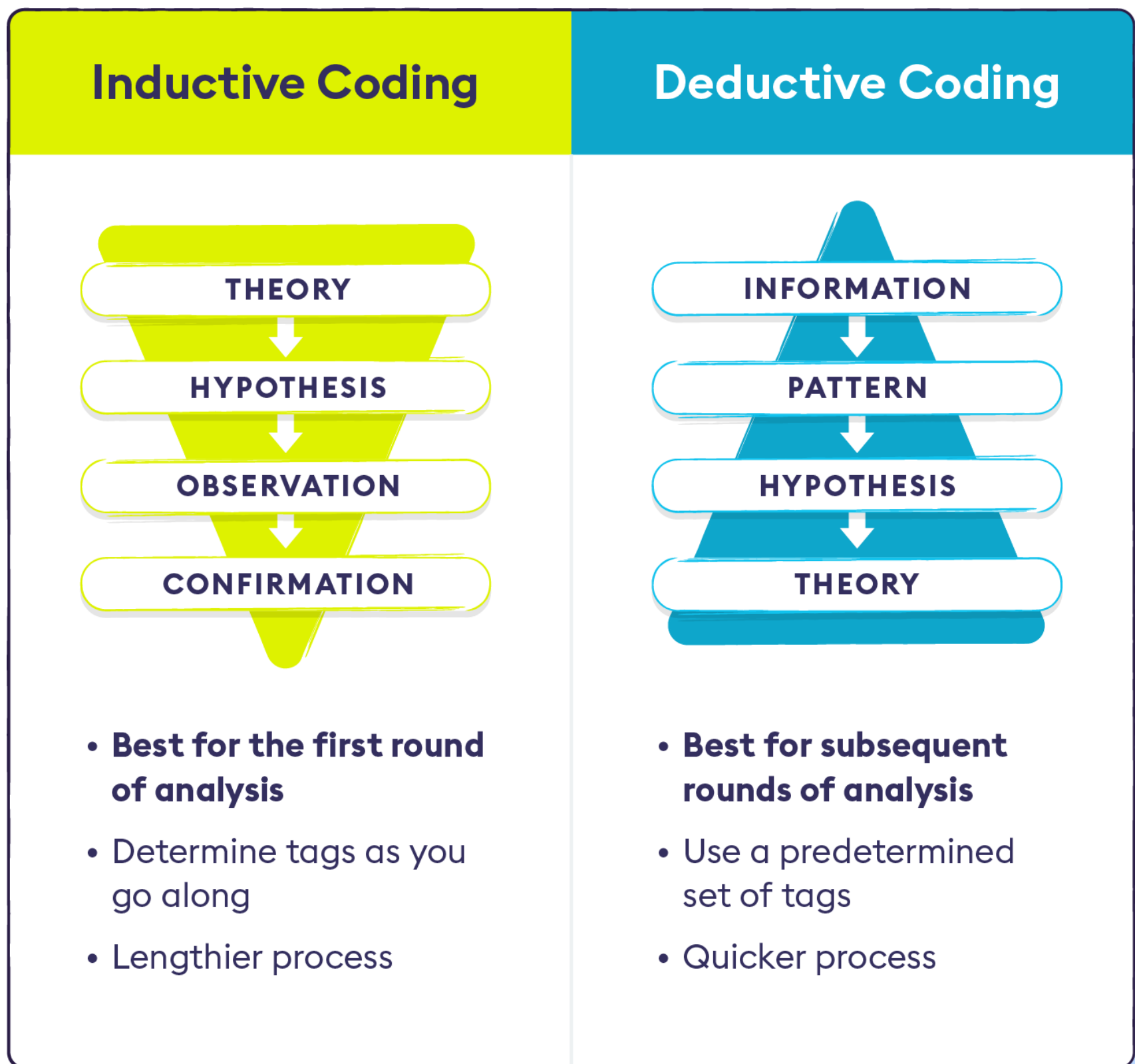
1) need to have a consistent way to compare and contrast each piece of qualitative data, and

2) will be able to use tools like Excel and Google Sheets to manipulate quantitative data.

For example, if a customer writes a Yelp review stating “The atmosphere was great for a Friday night, but the food was a bit overpriced,” you can assign quantitative tags based on a scale or sentiment. We’ll get into how exactly to assign these tags in the next section.



Inductive Coding vs Deductive Coding



When deciding how you will scale and code your data, you'll first have to choose between the inductive or deductive methods. We cover the pros and cons of each method on the next page.

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Inductive Coding

Inductive coding is when you don’t already have a set scale or measurement with which to tag the data. If you’re analyzing a large amount of qualitative data for the first time, such as the first round of a customer feedback survey, then you will likely need to start with inductive coding since you don’t know exactly what you will be measuring yet.

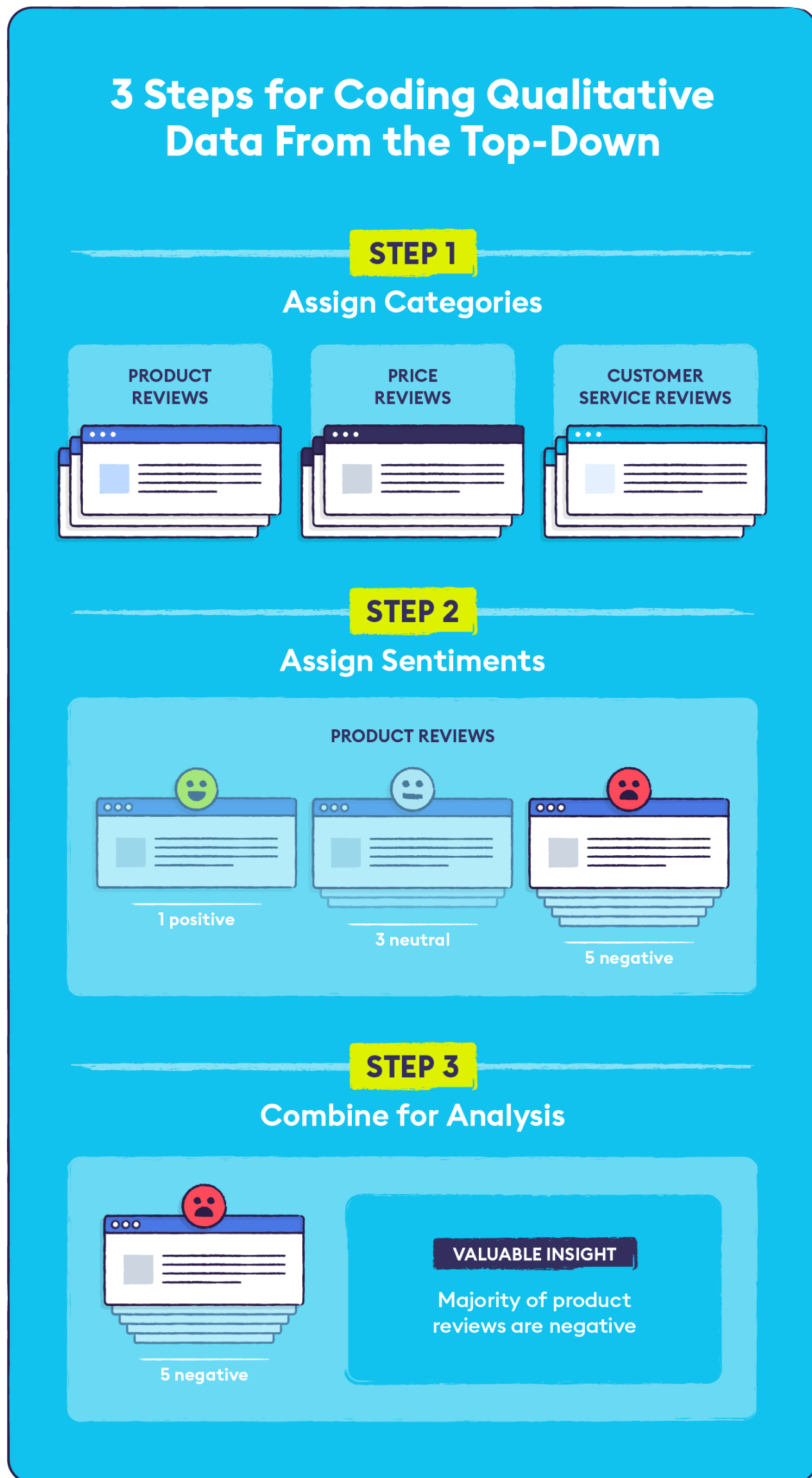
Inductive coding can be a lengthy process, as you'll need to comb through your data manually. Luckily, things get easier the second time around when you're able to use deductive coding.

Deductive Coding

Deductive coding is when you already have a predetermined scale or set of tags that you want to use on your data. This is usually if you've already analyzed a set of qualitative data with inductive reasoning and want to use the same metrics.

To continue from the example above, say you noticed in the first round that a lot of Yelp reviews mentioned the price of food, and, using inductive coding, you were able to create a scale of 1-5 to measure appetizers, entrees, and desserts. When analyzing new Yelp reviews six months later, you'll be able to keep the same scale and tag the new responses based on deductive coding, and therefore compare the data to the first round of analysis.

Section 2: A 3-Step Guide for Top-Down Qualitative Data Coding



Breaking Down The 3 Steps For Coding Qualitative Data

For this section, we will assume that we're using inductive coding.

I. Start with Broad Categories

The first thing you will want to do is sort your data into broad categories. Think of each of these categories as specific aspects you want to know more about. To continue with the restaurant example, your categories could include food quality, food price, atmosphere, location, service, etc. Or for a business in the B2B space, your categories could look something like product quality, product price, customer service, chatbot quality, etc.

2. Assign Emotions Or Sentiments

The next step is to then go through each category and assign a sentiment or emotion to each piece of data. In the broadest terms, you can start with just positive emotion and negative emotion.

Remember that when using inductive coding, you're figuring out your scale and measurements as you go, so you can always start with broad analysis and drill down deeper as you become more familiar with your data.

3. Combine Categories And Sentiment To Draw Conclusions

Once you've sorted your data into categories and assigned sentiments, you can start comparing the numbers and drawing conclusions. For example, perhaps you see that out of the 500 Yelp reviews you've analyzed, 300 fall into the food price/negative sentiment section of your data. That's a pretty clear indication that customers think your food is too expensive, and you may see an improvement in customer retention by dropping prices.

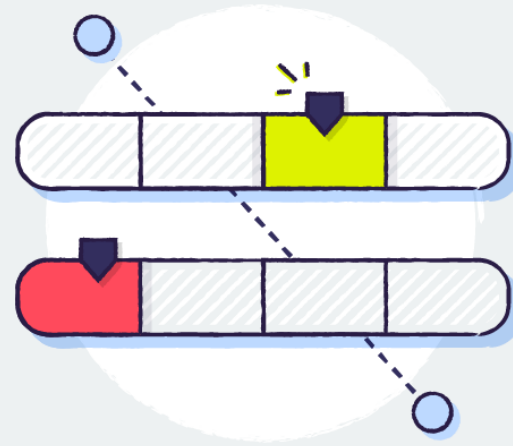
The three steps outlined above cover just the very basics of coding qualitative data, so you can understand the theory behind the analysis. In order to gain more detailed conclusions, you'll likely need to dig deeper into the data by assigning more complex sentiment tags and breaking down the categories further. We cover some useful tips and a coding qualitative data example below.

Section 3: The Key Checklist Items for Accurate Qualitative Data Coding



Start Small

Code a sample of your data first to make sure your tags are accurate



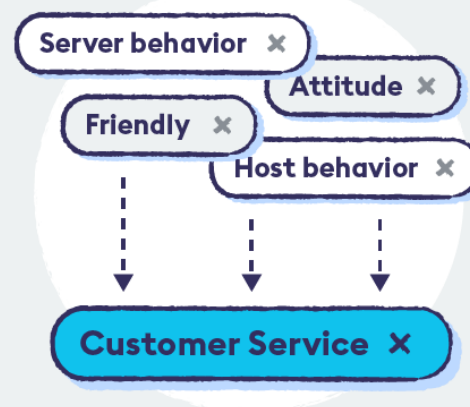
Use Scales

Instead of just positive and negative, scales allow for more in-depth analysis



Track Multiples

Each data point may fit into more than one category or sentiment



Limit Tags

Too many tags dilute your data and defeat the purpose of coding

Here are some helpful reminders to keep on hand when going through the three steps outlined above.

I. Start With a Small Sample Size Of The Data

You'll want to start with a small sample of your data to make sure the tags you're using will be applicable to the rest of the set. You don't want to waste time by going through and manually tagging each piece of data, only to realize at the end that the tags you've been using actually aren't accurate.

Once you've broken up your qualitative data into the different categories, choose 10-20% of responses in each category to tag using inductive coding. Then, continue onto the analysis phase using just that 10-20%. If you're able to find takeaways and easily compare the data with that small sample, then you can continue coding the rest of the data in that same way, adding additional tags where needed.

2. Use Numerical Scales For Deeper Analysis

Instead of just assigning positive and negative sentiments to your data points, you can break this down even further by utilizing numerical scales. Exactly how negative or how positive was the piece of feedback?

In the Yelp review example from the beginning of this article, the reviewer stated that the food was “a bit overpriced.” If you’re using a scale of 1-5 to tag the category “food price,” you could tag this as a $\frac{3}{5}$ rating. You’ll likely need to adjust your scales as you work through your initial sample and get a clearer picture of the review landscape.

Having access to more nuanced data like this is important for making accurate decisions about your business. If you decided to stick with just positive and negative tags, your “food price” category might end up being 50% negative, indicating that a massive change to your pricing structure is needed immediately. But if it turns out that most of those negative reviews are actually $\frac{3}{5}$ ’s and not $\frac{1}{5}$ ’s, then the situation isn’t as dire as it might have appeared at first glance.

3. Remember That Each Data Point Can Contain Multiple Pieces Of Information

Remember that qualitative data can have multiple sentiments and multiple categories (such as the Yelp review example mentioning both atmosphere and price), so you may need to double or even triple-sort some pieces of data. That’s the beauty of and the struggle with handling

open-ended or free-form responses. However, these responses allow for more accurate insights into your business vs narrow multiple-choice questions.

4. Be Mindful Of Having Too Many Tags

An easy mistake for data analysis newcomers to make is to end up with so many tags that comparing them becomes impossible. This usually stems from an overabundance of caution that you're tagging responses accurately.

For example, say you're tagging a review that's discussing a restaurant host's behavior. You put it in the category "host/hostess behavior" and tag it as a $\frac{3}{5}$ for the sentiment. Then, you come across another review discussing a server's behavior that's slightly more positive, so you tag this as "server behavior" for the category and $\frac{3.75}{5}$ for the sentiment.

By getting this granular, you're going to end up with very few data points in the same category and sentiment, which defeats the purpose of coding qualitative data. you're better off tagging both responses as "customer service" for the category and $\frac{3}{5}$ for the sentiment for consistency's sake.

Section 4: Practical Qualitative Data Coding - An Example

Assign Category Tags and Sentiments

Online Reviews	Category Tags	Sentiment
<p>“This software is amazing, does exactly what I need it to. However, I do wish they’d stop raising prices every year as it’s starting to get a little out of my budget.”</p>	<p>Product Quality ×</p> <p>Price ×</p>	<p>5/5</p> <p>3/5</p>
<p>“Love the product, but honestly I can’t deal with the terrible customer service anymore. I’ll be shopping around for a new solution.”</p>	<p>Product Quality ×</p> <p>Customer Service ×</p>	<p>5/5</p> <p>1/5</p>
<p>“Meh, this software is okay but cheaper competitors are just as good with much better customer service.”</p>	<p>Product Quality ×</p> <p>Price ×</p> <p>Customer Service ×</p>	<p>3/5</p> <p>2/5</p> <p>2/5</p>

Combine for Customer Insights

Category	Sentiment	Insight
<p>Product Quality ×</p>	<p>5/5 5/5 3/5</p>	<p>Maintain high product quality</p>
<p>Price ×</p>	<p>3/5 2/5</p>	<p>Decrease price point to remain competitive</p>
<p>Customer Service ×</p>	<p>1/5 2/5</p>	<p>Revamp customer service team to better meet needs</p>

Below we'll walk through an example of coding qualitative data, utilizing the steps and tips detailed above.

Step 1

Read through your data and define your categories. For this example, we'll use "customer service," "product quality," and "price."

Step 2

Sort a sample of the data into the above categories. Remember that each data point can be included in multiple categories.

- "This software is amazing, does exactly what I need it to **[Product Quality]**. However, I do wish they'd stop raising prices every year as it's starting to get a little out of my budget **[Price]**."
- "Love the product **[Product Quality]**, but honestly I can't deal with the terrible customer service anymore **[Customer Service]**. I'll be shopping around for a new solution."
- "Meh, this software is okay **[Product Quality]** but cheaper competitors **[Price]** are just as good with much better customer service **[Customer Service]**."

Step 3

Assign sentiments to the sample. For more in-depth analysis, use a numerical scale. We'll use 1-5 in this example, with 1 being the lowest satisfaction and 5 being the highest.

Product Quality:

“This software is amazing, does exactly what I need it to do” [5/5]

“Love the product” [5/5]

“Meh, this software is okay” [2/5]

Customer Service:

“Honestly I can't deal with the terrible customer service anymore [1/5]

“...Much better customer service,” [2/5]

Price:

“However, I do wish they'd stop raising prices every year as it's starting to get a little out of my budget.” [3/5]

“Cheaper competitors are just as good.” [2/5]

Step 4

After confirming that the established category and sentiment tags are accurate, continue steps 1-3 for the rest of your data, adding tags where necessary.

Step 5

Identify recurring patterns using data analysis. You can combine your insights with other types of data, like demographic and psychographic customer profiles.

Step 6

Take action based on what you find! For example, you may discover that customers aged 20-30 were the most likely to provide negative feedback on your customer service team, equating to $\frac{2}{5}$ or $\frac{1}{5}$ on your coding scale. You may be able to conclude that younger customers need a more streamlined way to communicate with your company, perhaps through an automated chatbot service.

Step 7

Repeat this process with more specific research goals in mind to continue digging deeper into what your customers are thinking and feeling. For example, if you uncover the above insight through coding qualitative data from online reviews, you could send out a customer feedback survey

specifically asking free-form questions about how your customers would feel interacting with a chatbot instead.

Section 5: How AI Assists With Coding Qualitative Data

Now that you understand the work that goes into coding qualitative data, you're probably wondering if there's an easier solution than manually sorting through every response. The good news is that, yes, there is. Advanced AI-backed tools are available to help companies quickly and accurately analyze qualitative data at scale, such as customer surveys and online reviews.

These tools can not only code data based on a set of rules you determine, but they can even do their own inductive coding to determine themes and create the most accurate tags as they go. These capabilities allow business owners to make accurate decisions about their business based on actual data and free up the necessary time and employee bandwidth to act on these insights.



Chapter 3

How AI & Text Analytics Empowers Customer Feedback Analysis



Section 1: Understanding What Text Analytics Can Do For You

Terms like “text analysis,” “sentiment tracking,” and “natural language processing” are thrown around a lot today, as AI-backed inventions continue to change the way we live. Though these topics may seem too complex for the average person to understand, when you break them down they’re surprisingly accessible. Take a look at the examples below to learn about some of the most common steps and processes machines take to “understand” information, and how text analytics can help your business process valuable information at scale.

What Is Text Analytics?

Text analytics is the process of taking written information and transforming it into data points that can be tracked and measured. The goal is to be able to extract quantitative data from unprocessed, qualitative information in order to discover patterns and trends within the text. AI allows this to be done automatically and at a much larger scale, as opposed to having humans sift through a similar amount of data.

Everyday Examples Of Textual Analysis In Business

What Do Businesses Use AI For?



Understanding customer feedback like online reviews and social mentions

Managing risk through **large-scale industry research** and data compilation



Researching specific demographics to create more accurate buyer personas

If the definition above sounds a bit vague or confusing to you, here are some real-life examples of how businesses make use of text analytics:

Understanding Customer Feedback: Say a company launches a new product and wants to know how their users feel about it. They can gather online reviews, social media

and feedback from surveys to find out. However, it would take human employees hours if not days to sift through all of this feedback and identify patterns. Instead, AI-backed textual analysis can sort through qualitative feedback to identify patterns and assign quantitative measurements that can be more easily compared.

Targeted Marketing: Text analytics can be used to research audience segments, identifying their interests, beliefs, buying and watching habits online, and more. This helps businesses create more accurate and targeted buyer personas, and serve them with ads that are better customized to fit their unique outlooks.

Risk Management: Financial institutions use text analytics to decide whether or not to lend to certain companies. By analyzing qualitative-based information such as news articles, social posts, and analyst reports with AI, banks are able to get a clearer picture of their potential customer and the amount of risk they pose as an investment.

In addition to the three examples above, there are numerous other ways companies use text analysis across industries.

Section 2: Breaking Down How Textual Analysis Works

Before we get into the specifics of text analytics functions, it's important to understand the basic ideas behind how they work.

What is Natural Language Processing?

Natural Language Processing (NLP) is a complex topic (after all, it's modeled after the human brain) but it's helpful to have an understanding of the process the AI goes through when analyzing a piece of text. There are more steps involved than the ones listed below, but these should be enough to give you an accurate overview.

I. Sentence Tagging And Chunking

First things first, how do machines even recognize language enough to analyze it? The process is basically the same as how we do, though we're not conscious of it most of the time. The first step is sentence tagging, also known as part of speech (PoS) tagging. The AI bot goes through the text and assigns each word to a part of speech (noun, verb, adjective, etc.). The next step is to break each sentence into chunks, based on where each PoS is. These

are usually categorized as noun phrases, verb phrases, and prepositional phrases. Here is an example of chunking: The young woman (noun phrase) is taking a trip (verb phrase) on a boat (prepositional phrase).

2. Parsing

Once the text is tagged and chunked, the AI will do what's known as parsing. Using the syntax (sentence structure) defined above, sentences can be broken up into different sections or elements, with different traits being pulled in each. This is how more complex text analytics like sentiment tracking works. For example, take the sentence "The young woman is taking a trip on a boat, but her younger brother is jealous." The bot would be able to break the sentence into two different elements and pull different keywords and sentiments for each.

3. Topic Classification Vs Topic Modeling

Now that you understand how AI "reads" text, we can get into how that text is used. AI programs are built to recognize important words, phrases, or other data points within a text. For example, a customer support ticket for an appliance retailer might read "The washing machine was

broken when it arrived, I'd like to request a refund." The AI would pull out keywords like "washing machine," "broken," and "refund."

From here, there are different ways the AI can proceed to use the data. The first, and most commonly-used, is rule setting - what do you want the AI to do once it has the data? You can set rules that text with certain words will be tagged in a specific way, such as being sorted into a category. Though rule setting is more rigorous to set up in the beginning, it is also more accurate since you're telling the AI exactly what you want it to do.

Another method is topic modeling. Topic modeling is what's known as unsupervised machine learning, in which a bot categorizes texts based on what it detects as common themes, words, or patterns within each of them. The advantage to topic modeling is that there's virtually no set up involved, so you can get started on your data analysis very quickly. The disadvantage, as mentioned above, is that this method typically isn't as accurate as supervised learning. It's up to you to decide which approach is right for your business and the types of qualitative data you need to analyze. For the examples below, we'll be assuming that the businesses are using AI with set rules.

Section 3: Key Text Analytics Use Cases + Real-World Applications

Here are some of the most common ways text analytics tools are used by businesses, along with real-life examples for each.

I. Language Identification

One of the most basic text analysis functions is language identification or language detection. These capabilities are a must for businesses with a global audience, which in the age of online, is the majority of companies. Many text analytics programs are able to instantly identify the language of a review, social post, etc. and categorize it as such. Though this is easy enough for a human to do with widespread languages like English and Mandarin, it becomes much more difficult with closely-related languages such as Norwegian and Swedish, for example.

Real-World Example: A global eCommerce company receives hundreds of online reviews, complaints, and customer service tickets each day. To save money and time for their customer service team, they utilize text analysis with language detection. When the team receives a piece

of qualitative feedback that they need to address, say, in French, the AI automatically identifies the language and forwards it to their French-speaking rep to handle. Otherwise, someone would have to try to manually identify each language for each review and forward it to the correct person each time, which is no small task for a large company.

2. Topic Analysis

Topic analysis is another basic function of text analytics programs. By identifying keywords, an AI bot scans a piece of text and assigns it to a certain topic based on what it pulls as the text's main theme.

Real-World Example: A local technical college uses AI to analyze reviews of the classes to see what they can improve. A bot using topic analysis would scan through each review and pull out keywords, such as “teacher, course material, schedule, expensive” etc. Based on these keywords, each review would then be assigned a broader topic based on where the keyword fits in. For example, reviews mentioning “night classes” could be categorized in “course availability.” Though this is useful on a basic level, topic analysis becomes much more effective when

combined with other methods such as sentiment tracking, to provide more nuanced analysis.

3. Intent Tracking

Intent tracking is similar to topic analysis but takes things a step further. In addition to pulling out keywords to identify what a piece of text is about, AI using intent tracking will be able to detect the purpose or intent of the text as well. Basically, what was this person's intent when writing the text? This is particularly helpful when building contact lists, customer segments, or determining where a piece of communication should be sent when creating a customer service workflow.

Identifies the **purpose behind** the text.

What They Said:

"How much does your basic subscription cost?"

What the AI Sees:

Intent to compare pricing, secondary intent to purchase.



Real-World Example: A popular lifestyle brand's main point of communication with customers is through their Instagram account, and they receive hundreds of DM's every day. In order to create an efficient workflow for their social media managers, the company uses text analytics software to comb through DM's and send them to the correct person or team.

4. Data Extraction

Data extraction using AI is pretty straightforward to understand. Instead of analyzing keywords to classify a broader topic and intent, data extraction concerns only the actual information available within the text. This can be used for a wide variety of business practices such as extracting demographic information from a set of negative reviews or compiling the titles of people who sign up for a newsletter in order to build new customer personas.

Real-World Example: A major global company recently experienced a financial scandal, and are working to craft PR messaging to stakeholders. In order to get a holistic view of how much information is in the news cycle and what people are saying, they use a data extraction tool to pull links for all news articles that have headlines

containing the name of the company, the names of the employees involved, the words “financial scandal,” or any other terms they deem relevant. If they wanted, they could then sort these articles further using topic and/or sentiment analysis.

5. Sentiment Tracking

Sentiment tracking or sentiment analysis is a natural next step when it comes to extracting the most insightful data from qualitative text. Sentiment analysis is similar to topic classification, where the AI is taught to recognize certain key phrases within the text, and assigned rules for what to do with text that contains those key phrases. However,

Identifies the **emotion** behind the text.

What They Said:

“Love your product, but unfortunately the price is too high.”

What the AI Sees:

Feelings of satisfaction, feelings of regret.



instead of analyzing the topic or intent of a piece of text, the AI analyzes the emotion or sentiment behind the words. In other words, what does the person feel about what they're writing about?

Real-World Example: The application of sentiment tracking is obvious; you need to know how your customers are feeling about your business. For example, a company offering meal box delivery services received an email reading "I'd unfortunately like to cancel my snack box subscription. The variety is great, but the beef jerky packs are disgusting." Using sentiment analysis, the AI will be able to classify the first part of the sentence as regretful ("unfortunately") and the second part as highly negative ("disgusting"). Since this company was able to compile and analyze these types of reviews at scale, they'll be able to identify if this is a wider trend and work to replace the beef jerky packs, along with offering discounts to regretful customers to perhaps entice them to come back.

Section 4: How Text Analytics Gives You An Edge

Listening and analysing what your customers have to say – via reviews, social media posts, emails, chats and surveys – is essential to understand what your customers are feeling, so as to later know how to best respond in a way that will make them want to use your service or product again. Better yet, even recommend it to others. That’s where the true value of customer feedback analysis lies.

But what’s the best approach to get to this desired result? Using AI and text analytics.

Text analytics platforms enable various sources of unstructured data to be viewed and measured using relevant scores to visualise sentiment and topic analysis across every part of the customer journey in real time. These platforms leverage deep learning neural networks to identify patterns that signify positive or negative sentiment in vast volumes of unstructured data. The technology works to highlight fundamental topics affecting customer loyalty, such as product attributes, online experiences and customer support. Different teams

within an organisation can all interpret the bespoke insights to inform business decisions and prioritise resources to areas that can have the biggest impact on customer experience.

For example, NPS surveys allow customers to leave open ended feedback and often mention multiple categories that touch upon different business functions. Hidden within the feedback is customer sentiment about exactly how they feel and most often, customers talk about things that matter most to them in either a positive or negative manner.

Identifying themes and tagging feedback by sentiment is near impossible at scale when humans do the work. A single agent can only process 1,000 pieces of feedback a day consistently. For this reason, forward-thinking customer experience teams are embracing ML-powered text analytic tools built to handle massive unstructured data sets. Adding neural network algorithms that can pull accurate business insights at scale with human-level accuracy into their strategic planning.

Text analytics models can help you analyze open-ended

responses (unstructured data) such as NPS responses, customer surveys and product reviews, automatically.

Let's say you receive a batch of NPS responses, where the first question in your survey asked customers to rate your product on a scale of 1-10. The quantifying answers to this question are easily analyzed, and customers are categorized as promoter (9-10), passive (7-8) or detractor (<6). However, it's the following question, where the customer is invited to explain that score they have given, that is the most valuable data. Frustratingly, that also happens to be the most difficult to analyse.

Imagine a customer leaving a score of 4, providing the following explanation:

“The app is easy to sign up to, but the cost is out of proportion for startups.”

This is solely one piece of feedback that covers more than one topic. In the comment above, both price and ease of use are covered. But the analysis gets way more complicated when you have thousands of comments like these above, varying in positive and negative sentiment, with some of them covering north of 4 topics per comment.

I can sense you getting a headache now, just thinking about processing all these open-ended responses manually. Trust me, I get it.

Luckily, we know there is a better way. Using AI and text analytics help you more systematically organise and categorise customer data to understand sentiment. The benefits go beyond saving you time. It drastically improves your analysis by allowing you to better understand the topics that your customers are talking about and value the most.

Final Remarks

After reading through these examples and explanations, it's clear that the best insights for your company will come from AI-backed text analytics that can combine these features.

You need to be able to find out what your customers are talking about, how they feel about it, and what they want from you, quickly and at scale.

Not only will the AI detect the topic, such as a specific product or subscription service, but it will also track the intent of the message, such as returns, cancellations, changing a shipping address, purely informational, etc. It is this combination between flexibility and granularity that the technology provides us today that makes for such a powerful practice in assisting business owners to make accurate decisions about their business based on actual data.

AI allows companies to focus on building their competitive advantages, which interestingly, always begins by servicing their customers well at all times.



Chattermill Lite

We have recently launched a new product, **Chattermill Lite**, which is designed for smaller teams and companies who need a real-time view of their CX as they grow.

Get up to 15,000 pieces of feedback analysed and full free access to Chattermill and all its features for three months.

Just email us at **maddy@chattermill.io** including the **promo code: STARTER KIT**

