



Using Text Analytics to Improve Customer Loyalty

Dan Moross

Director of Customer Experience

“One of our goals at MOO is to build a truly customer-centric organisation. Chattermill has been a great tool in our customer voice arsenal, helping us to empower people in Product, Technology and eCommerce. It has helped us to identify and understand not only pain points in the customer experience, but also which ‘Wow’ moments we should work to amplify.”



Millions of business cards printed monthly



Net Promoter Score rating of over 65



Hundreds of thousands of customers in over 190 countries



6 locations across the UK and US

Why MOO values CX

“Chattermill has played a pivotal role in swiftly spotting operational issues, such as regional and carrier specific delivery issues, as well as longer term opportunities to enhance our physical product and the online experience.”

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From design to production to shipping, MOO promises to “move heaven and earth so you’re happy with your order.” Happy customers are repeat customers, so fostering loyalty and understanding what makes customers return is key to MOO’s success.

Case Study: MOO



Project

MOO had been getting strong NPS and customer feedback and wanted to improve the quantity and quality of insight they were capturing and improve the speed at which they responded to and recovered detractors.



Solution

Chattermill were ready to wow MOO with their powerful text analytics and simple but effective reporting tools to:

- Design & deploy bespoke theme structure to interpret theme & sentiment analysis across feedback.
- Add multiple datasources to enrich MOO’s online reporting.
- Customer experience in the company vernacular.
- Push tickets to Zendesk to close the loop with detractors quick enough to have a good impact.



Results

Chattermill identified & validated problems to improve the customer experience at MOO by:

- Customer experience insights, charts & feedback reports with over 25% of the company.
- Enabling each NPS survey to be collected and analysed. Changing how MOO collected tax from Canadian users, resulting in a 20-point increase in MOO’s Canadian NPS.
- Improving the manufacturing for gold-foil business cards, resulting in a 200% NPS increase for a specific product.



Success

After more than two years of partnership, Chattermill has streamlined NPS reporting at MOO, allowing MOO to:

- Empower colleagues to create their own reports and effortlessly track customer sentiment in the areas they are responsible for.
- Increase the number of people regularly using customer feedback analytics in business cases, weekly trading meetings and to inform customer research.
- Quickly spot trends and react to address operational issues as well as wider market shifts.

About Chattermill

Chattermill is a leading provider of customer experience and text analytics solution. Our platform integrates topic and sentiment text analytics, customer segmentation and customer experience prioritisation in real time and connected to all your customer touchpoints, creating a single view of the customer. From optimising touchpoints to sharing customer insights throughout your organisations, we bring sentiment to life. Chattermill helps some of the fastest growing brands, including HelloFresh, JustEat, Moo and Uber build best in class customer experiences.

For more information please contact textanalytics@chattermill.io or visit our website chattermill.io.



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