

cleo.

Meet Cleo.  
Here to change your  
relationship with  
your money.

Barney Hussey-Yeo

CEO

“Chattermill allows us to solve customer problems faster.  
It puts customer feedback at the heart of what we do.  
Allowing us to analyse, synthesise and act on hundreds of  
thousands of pieces of individual feedback.”



cleo.



Operating in  
UK & US



Over 2.5 million  
users



Over 50 employees

## Why cleo. values CX

“Chattermill lets us see the big picture when it comes to customer feedback. It makes it easier to quickly identify what customers are saying about each of our features and sets the scene for any research we conduct. We want to radically improve people’s relationship with money - listening to feedback from our customers is at the core of how we do this.”

Anju Gaston  
User Researcher

## Meet cleo.



### Project

Cleo is like your bank if they actually cared. With her distinct tone of voice, she helps people understand their spending habits and manage their money. In September 2018, we had fewer than 20 people in the team and a user base of around 560,000. We had an alpha version of the product in the US but the majority of our customers were in the UK. Cleo lived in Facebook Messenger – there was no mobile app.



### Challenge

Nuances in language are of paramount importance for Cleo. With a rapidly growing user base in two different countries, with cultural differences in slang and speech, we needed a way to understand customer feedback at a granular level and how to evolve our product at scale.

We also wanted to determine factors that were driving our NPS in the UK and the US.



### Solution

We implemented Chattermill to help us analyse in-app customer feedback. From the start Chattermill has been great for identifying high level feedback on different areas of the product.

- Chattermill has helped us measure the success of new features. One of our most popular features – Roast Mode – was inspired by spending time listening to the feedback from our Cleo Community group. Chattermill let us know it was a hit when “Tone of Voice” and “Levels of Engagement” came out as two of our most popular tags!
- Chattermill was also showing us that there was strong demand for a dedicated app. As a result, we went away and built one!



### Success

We built one of our most popular features to date as a result of feedback from our community. You just type ‘Roast Me’ to Cleo and she will give you all sorts of grief for your spending habits. We know from Chattermill that it’s our most popular feature to date – based on positive net sentiment – and it’s confirmed the case for building out and developing our distinctive tone of voice.

Since we began this work of understanding our customers more deeply:

- we’ve hit 2.5 million users
- grown our team to over 50 people
- doubled our NPS in the US

## 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 inclass customer experiences.

For more information please contact [textanalytics@chattermill.io](mailto:textanalytics@chattermill.io) or visit our website [chattermill.io](http://chattermill.io).



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