Putting the customer at the heart of decision making on the data

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VP of growth

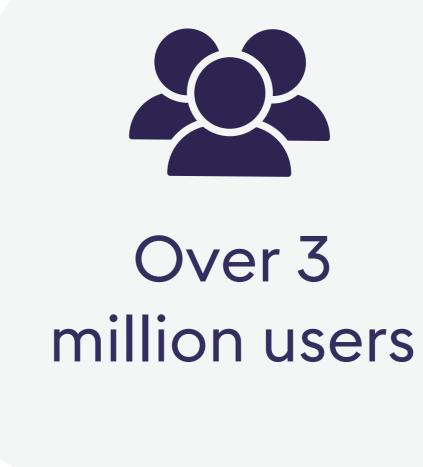
"Chattermill enables our team to take customer insights deeper than ever before and focuus on the key factors that make a difference to our users and drive our growth

²/TransferWise





£2 billion transferred money





Why 7 TransferWise values CX

"Chattermill is part of my monthly cadence as a product manager. Our customers have taken the time to leave their feedback and Chattermill makes it very easy to access."

Product Manager

James Bell

making NPS the best predictor of growth. Determining the key drivers of customer experience allows them to prioritise resource, teams and projects to optimise growth.

60% of revenue growth is word of mouth,

Meet ²⁷TransferWise



By 2015, TransferWise's growth made it impossible to keep manually interpreting

customer feedback. They needed a better way to analyse huge volumes of comments in multiple languages



• Enable TransferWise to analyse feedback in all of the languages

- they recieved customer responses. • Provide near real - time insights with high granularity allowing data-
- driven changes to be made faster. Intergrate with existing tools and systems.



• The volume of customer feedback was too great to analyse manually.

- Customer feedback was directly linked to growth and needed to be
- fully understood. • Feedback was recieved in multiple languages, the copied and pasted

into Google Translate - a slow process



Build new features and prioritise based on what was improving NPS.

- Use NPS to motivate teams and validate their decisions.
- Confrim their understanding of customer experiences and prioritise

how to respond.

 Put customers at the heart of the decision making

Chattermill is a leading provider of customer experience and text analytics solution. Our platform integrates

About Chattermill

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 <u>textanalytics@chattermill.io</u> or visit out website <u>chattermill.io</u>.



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