

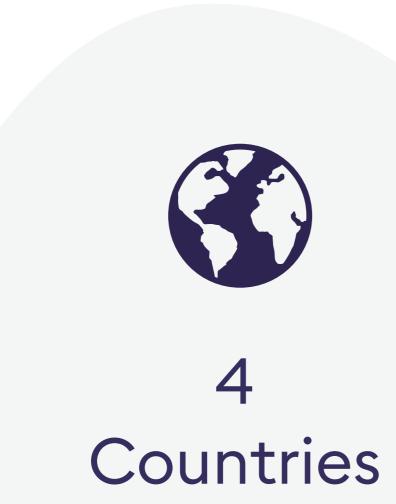
Delivering insights throughout the customer journey to build a truly customer centric organisation

Kirsty Macdonald

Head of Customer Experience

"Chattermill enables us to truly connect with our customers and identify complex pain points in multiple areas based on direct feedback for each and every team to act upon"

BLOOMEWILD





UK's Top Rated

Online Florist





Why BLOOM&WILD values CX

"We're really excited to be working with Chattermill, the platform allows us to access the hard reach touchpoints of our customer's journey across multiple channels and focus on the elements that create unique customer experiences that drive our growth.

Kirsty Macdonald Head of Customer Experience

values, taking the time to connect with customers to ensure a humble focus on how to improve & innovate. Everything from their signature letterbox packaging to the beautiful range is designed to enhance the customer experience. Key to developing this, is their focus on collecting & sharing highly granular insights through customer feedback with the company.

Bloom & Wild really embrace their 'Customer First'

Case Study: BLOOM&WILD

Source for CX insights

97%

Increase in recipient NPS after taking actions from Chattermill insights

Increase in sender NPS



• Enable Bloom & Wild 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 company needed access to a platform that could provide accurate insights on hard to reach

customer's perception of flower quality.

- touchpoints of the customer journey.
 Bloom & Wild knew they could drive better customer experiences and, ultimately, better
- business outcomes with data informed decisions on every step of the customer journey.



one easily accessible source of customer experience insights. Provide a complete picture of the user journey and customer perception. It's

now easy to understand how customers

feel about different steps of the

customer journey, and importantly where the areas of high impact are.

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 textanalytics@chattermill.io or visit out website chattermill.io.

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

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Uber



Chattermill





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