Ember
A Davies Company

Case Study

Voice of the Customer Text & Sentiment Analytics

A prominent life insurance company has two market leading survey and text analytics solutions but were not maximising the benefits from the customer data being generated. The existing solutions require expertise to manage the different elements, including the configuration of the survey questions and the text analytics lexicon. However, the company lacked some of the expertise and asked Ember to fill that gap with analytical resource and appropriate internal training.

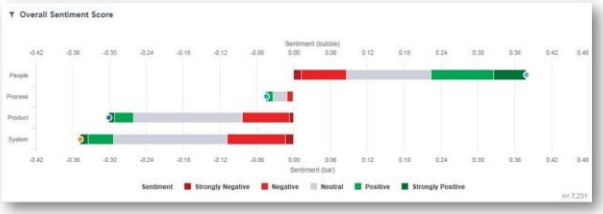
How we helped

The Analytics Insight team at Ember, who have extensive experience in this space, started to work on getting the most out of the available technologies This focused on the lexicon coding work to build the language packs and root cause analysis reporting structure.

The team developed a 3 tier analytics topics lexicon (including sentiment). Best practice suggests that between 15 - 20 level 2 topic's is about right as with a manageable number of topics; you can understand the drivers of good and bad customer experience and then drill deeper into the areas of concern. 88 topics were built at level 3 to help determine root cause.

Our client has quite ambitious Transactional NPS targets to achieve, so the Ember Analytics team are helping them develop the insight reporting to enable them to take the right actions to give them every chance of hitting their target!

The expectations are to move NPS by around 20 points within the next 12 months to bring the organisation to the top of their class.



Are you maximizing the value from the VOC programme technologies? Do you need an injection of enthusiasm and insight to invigorate your initiative? If so, we'd love to help.

Get in touch

Get in touch with our analytics experts today

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