

## Three ways text analytics gives a greater ROI from customer satisfaction surveys.

**It is generally accepted that a customer's own words in surveys are more valuable than their answers to the structured (tick-box) questions. Their comments give colour to why they scored you how they did, the particular words or phrasing reveal deep-seated beliefs, and their choice of subject matter indicates what's important to them (not just what you asked.)**

**Skilled analysis of the text can therefore suggest what the team can do to 'fix' the customer's experience, where the focus of attention should move to next, and (by using linguistic analysis) discover what the customer really meant... all of this is only possible, though, if the text analytics is done in a timely, cost effective way and the insights it produces are actionable.**

These days, collection and ingestion of the text isn't the challenge. Many different software providers exist and there is increasing commoditisation. Instead, the value comes from interpreting the output of the software and being able to produce usable solutions.

At Verbal Identity we specialise in producing actionable insights, derived from linguistic analysis. We are free to recommend the most cost-effective software as we are not invested in this area. By being 'Language In-Language Out' we are able to help our clients achieve a greater understanding of the Customer Survey, produce more significant change and help them realise a greater ROI on their customer survey investment.

### **Case Study: Girl or Genius?**

- A Big 4 UK supermarket knows that staff interaction is the biggest single cause of customer dis-/satisfaction.
- Our linguistic analysis of customer comments revealed for the first time that the big driver was not staff behaviour, it was the customer's preconception of what the staff member could or should do.
- Our solution? We identified the language which would reposition in the mind of the customer, the role and training of the staff.
- This project was completed in 3 weeks.

### **Case Study: Spotting the Fear of Price Creep**

- A multinational online clothing retailer asked us how flexible their pricing could be.
- Our text analytics revealed that the dominant belief amongst customers was that the pricing was 'fair'.

- Our linguistic analysis revealed that 'fair' represents 'begrudgingly accepted.'
- In particular, we were able to track how customers had noticed the brand's competitors increasing their prices and now feared prices would go up for this retailer's own-label.
- Deeper analysis of customer comments revealed a lack of belief in the own-label's fashion creds: there was no genuine story, so why wasn't the product cheap?
- Our solution? We were able to recommend language which would reveal true fashion creds, an engaging story and give the own-label its own story.
- The project was completed in 2 weeks.

In both cases, our work was judged to be effective, to have given statistical support to previously assumed beliefs and was able to spot unknown trends 'coming up fast on the outside.' In addition, we were able to work with our client to assess the commercial impact of these issues (e.g. churn rate, lack of upsell, lifetime value) and recommend how language could quickly start to address the issues and provide 'best practice' for the organisation.

**For more details** on these case studies, our range of work in text analytics, verbal brand guidelines and the creation of engaging brand language, please contact

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