

How to turn Unstructured NPS Data Into Actionable Insight

Semantria LLC, founded in 2011, is a software-as-a-service and services company specializing in cloud-based text and sentiment analysis. Semantria is a joint venture, co-founded by the leading text analytics technology provider Lexalytics (Boston, MA), amongst other investors.

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KARA O'BRIEN,
Schwan's Consultant:

“ The huge benefit of Semantria is it captures the richness of comments and provides us with qualitative, actionable data we can work with. ”

Schwan's sends out weekly national NPS surveys to their customer base for feedback on products, service, quality of goods, and other criteria. However, with thousands of survey responses coming in per month, there isn't enough manpower to process them all. Until recently, Schwan's had no efficient way to monitor the qualitative data coming in; especially since the most valuable survey information lay in the comments section. They were lacking a service that could provide them with reliable, real-time insights into direct customer feedback.

Initially, Schwan's team read each comment one by one, manually coded them, and tried to determine trending themes. Most of the information they extracted seemed to fall under broad categories, such as "this product is great!" or "I'm very pleased with the service." Nice compliments, but terrible in terms of actionable data.

As such, the insights remained uncovered, and still they had no way of hearing the voice of the customer. To remedy this, Schwan's turned to Semantria's Excel Add-In for a solution.



Presently, the Schwan's team exports their open-ended survey data from their survey systems, and then opens it in Microsoft Excel with the Semantria Add-In installed. With a few clicks, the Add-In processes Schwan's data, categorizes all of the comments according to a custom taxonomy (set of categories), singles out the main themes and ideas therein, and detects the sentiment signals around trending customer issues. Semantria turns their unstructured, open-ended responses into actionable data in a matter of seconds.

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SCHWAN'S HOME SERVICE, INC., a business unit of The Schwan Food Company,

markets and distributes approximately 400 fine frozen foods under the Schwan's® brand through home-delivery and mailorder services. Featured product lines include the company's signature ice cream, pizza, choice meats, seafood, ethnic specialties, breakfast items and desserts. Schwan's Home Service, headquartered in Marshall, Minn., has nearly 500 local sales and distribution centers located across the 48 contiguous United States. For more information, visit www.schwans.com or call 1-888-SCHWANS.

Nathan M., Schwan's Market Research Analyst, explains:

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Schwan's originally used Semantria to analyze their content that had low NPS scores, with the intention of extracting the most common customer complaints, tracking these complaints to their source, and then remedying the issue at the point of origin.

With the assistance of Semantria's Data Analysis team, Schwan's built a set of categories custom-fit for their needs in a matter of hours. Using this taxonomy, all of Schwan's open-ended responses are now quickly categorized and grouped. Furthermore, using Excel's basic VLOOKUP function in conjunction with Semantria's Queries, Schwan's is able to pull in sentiment scores, important keywords, and other text analytics data, group it by problem type, and associate it back to the original customer and delivery ID within minutes.

In less than a month of working with Semantria, the Schwan's team received insights and sentiment scores from customers regarding their products and service, giving them concrete data to act on, as opposed to bare NPS scores. They are presently working on a communication plan with their senior managers to pass information along through their warehouse locations, assisted by the results of Semantria queries around keywords such as "delivery".

Nathan M., Schwan's Market Research Analyst, explains: "We have statistical software that pulls customer data every week for client demographics; location, delivery driver and customer number. We utilize Semantria, in combination with survey results from our clients rating our products and services, to better understand what our customers think about our business. We take that knowledge, connect it to client verbatims, tie them back to customers, and find out where the problems exist."

Schwan's expects Semantria to allow them to improve upon their customer service and respond quicker to "general" customer concerns. The Schwan's team is also using the program to identify positive and problematic areas of other parts of the business. They expect their use of Semantria to drive productive growth.