

Enabling a large service company with a huge amount of customer feedback data to identify the issues contributing to customer churn and resolve them.

— Background



A large transport company who deliver millions of journeys each week with a fleet of over a thousand trains, buses and coaches was struggling to process and analyse their customer feedback on their service. They recognised that customer feedback could provide valuable insights into how the specific emotions customer feel at different stages of the customer journey. All of which aims to help them identify and resolve issues contributing to customer churn.

— Challenge

The company faced three issues:

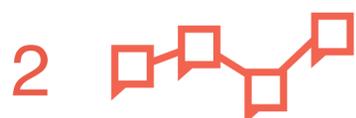
- Traditional approaches such as sentiment analysis fail to identify why customer feel a specific emotion making it not actionable.
- The data was unstructured text, which is more challenging to analyse than structured data like passenger journey times or revenue.
- The sheer volume means that traditional approaches don't scale and retrospective approaches like surveys are more expensive and less actionable.

— Solution

Adoreboard's solution was to map the customer experience based on the emotions felt by customers at each stage of their journey. Social conversations on attributes of the brand were collected, processed, and analysed using Adoreboard's Emotics technology.



The analysis identified that in the after sales process customers experienced rage and anger specific to the issue of WIFI connection.



The insight identified that this had a disproportionate impact on customer experience than any other customer service issue.



The extent of the strength of the emotion linked to this previously unknown issue made it an executive level priority to address.



Emotion analysis also identified by addressing this issue it would lead to a reduction in negative emotions.

— Results

Emotion analysis evidenced the need for change underpinning a \$500,000 investment decision to update the connectivity of its fleet. The business impact of this has been:



Brand affinity has increased by 21 points



Number of brand detractors has decreased by 74%



Number of brand advocates has increased by 500%

“Our analysis was able to pinpoint the specific emotions driving brand detraction based on poor connectivity across its fleet. By zeroing in how access to WIFI was driving rage, Adoreboard provided a decision ready insight for improving operational performance. The decision to invest in a major upgrade has helped to swing customer experience from rage to joy.”

Emma-Louise, Adoreboard Data Scientist

— Get in touch

To find out more about our services and products and how we can help enhance your customer service, talk to us today. We look forward to hearing from you.



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