

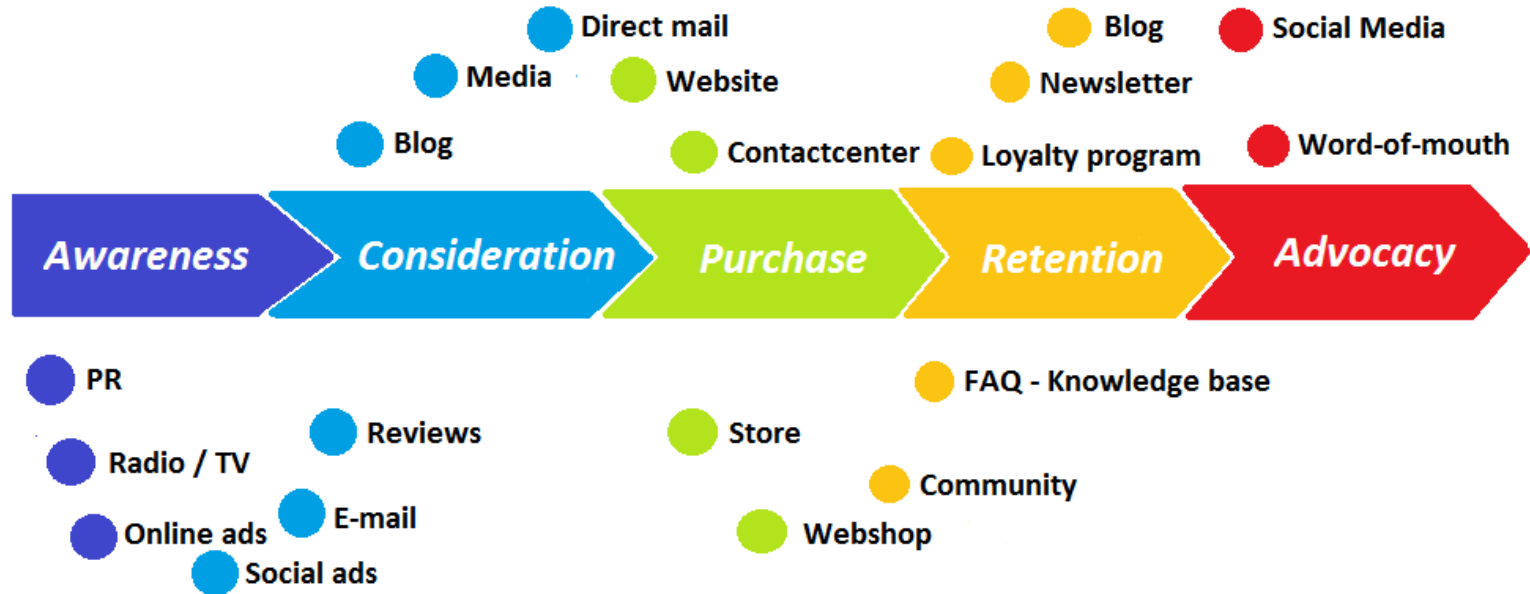


Insights into Customer Journeys using Feedback Analysis

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A typical customer journey



Touchpoints that matter

- Goal:
 - Increase Advocacy
 - Reduce Churn
- Factors:
 - Reward / delighters → advocacy
 - Penalty / hygiene → churn
- Relational Net Promoter Score

Example:
Swiss Business School

Results of NPS survey

Would you recommend studying at this school?

Why?

- **Promoters:** interesting courses, good education, good teachers
- **Detractors:** courses, beautiful campus, administration

Measuring success of touchpoints

Focus groups

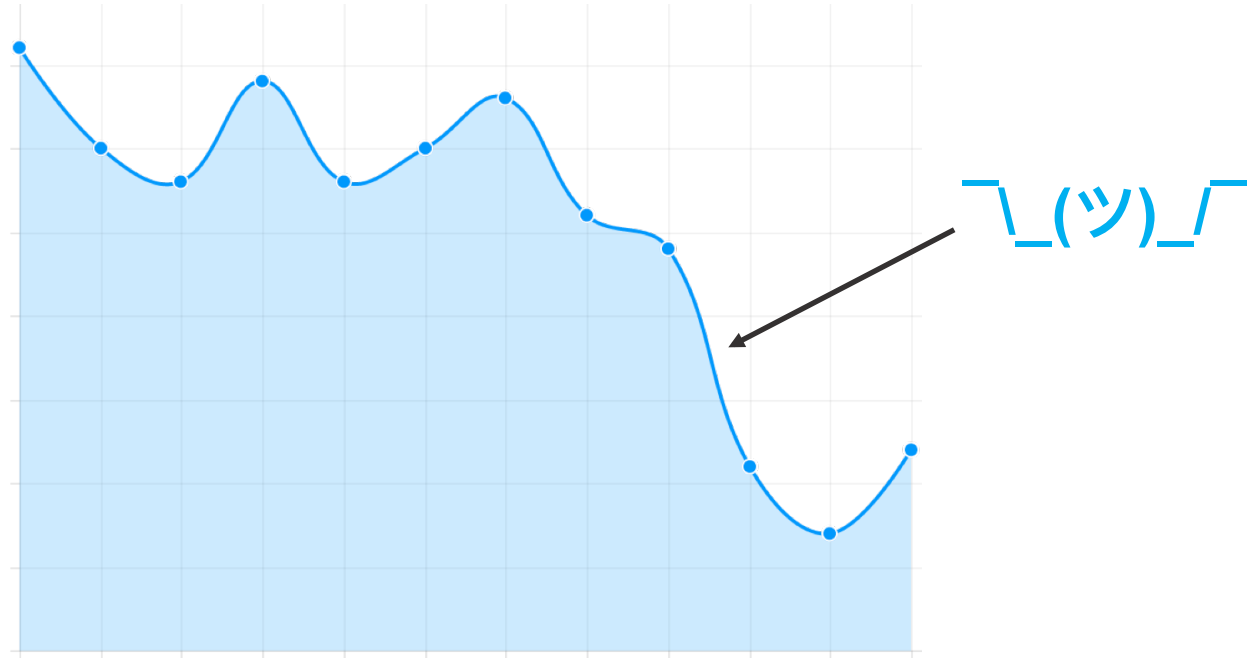
One-on-one interviews

Analytics, e.g. AB tests

Customer surveys

- CSAT
- Transactional Net Promoter Score
- Customer Effort Score
- ...

Any metric needs an explanation



Example:
Facebook





By analyzing people's reviews on App Store
Facebook found Candi Crash Saga causes low scores

Three Steps for Measuring Touchpoints

1. Ask customers to leave a score and explain it
2. Use text analytics to find themes in customer comments
3. Apply statistics to understand which themes impact the score

Finding themes in customer comments

Finding themes in customer comments

What's a theme?

- single or multi-word concept
- meaningful in context of the survey

How to find them?

- find core words in responses
- find phrase boundaries to find themes
- link up similar phrases

wet
dripping
soaking
soaked
damp
drenched

+

paper
papers
newspaper
news paper
newspapers
news papers



Hundreds of
possible variations
of the same theme

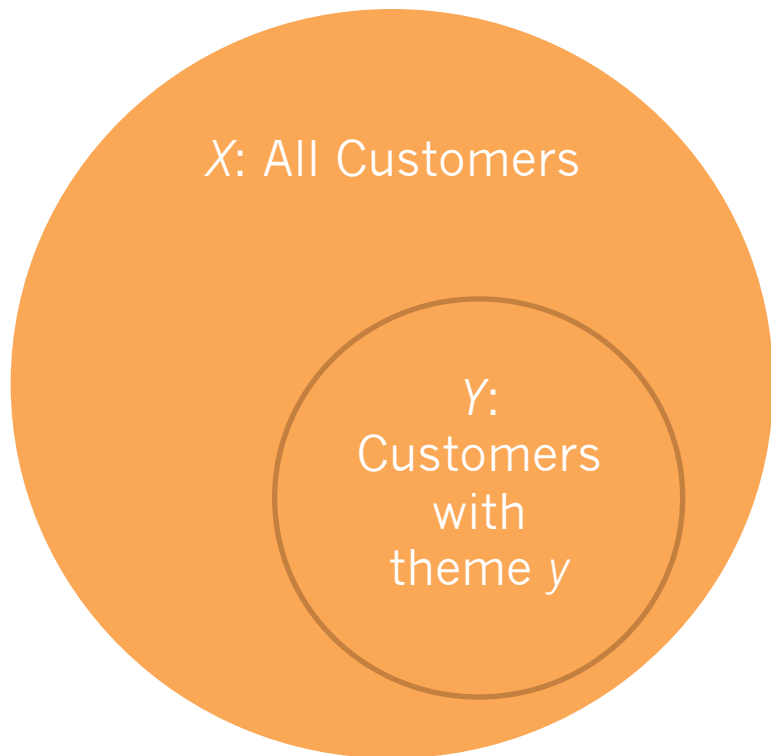




The “delivery” touchpoint

Calculating Impact on NPS

Calculate Impact



1. Calculate NPS

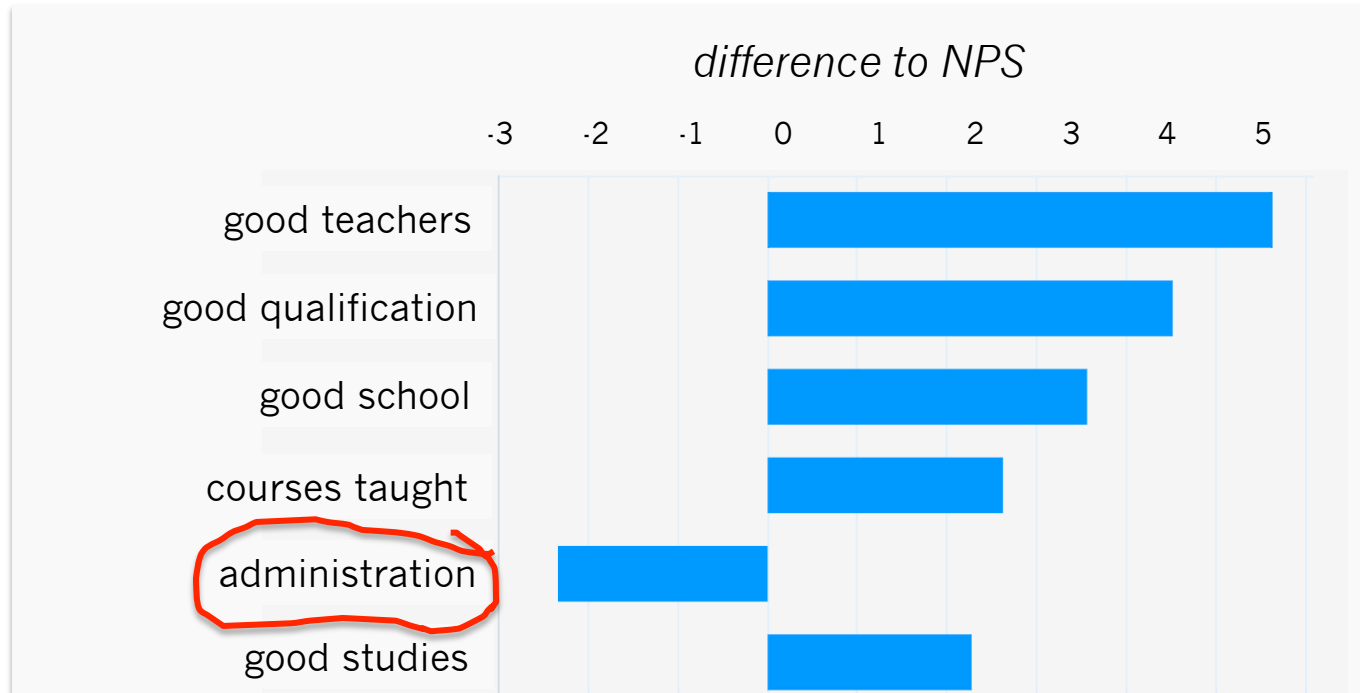
$A = \text{NPS in set } X$

$C = \text{NPS in set } X \cap Y$

2. Calculate Impact of theme y

$\text{Impact} = A - B$

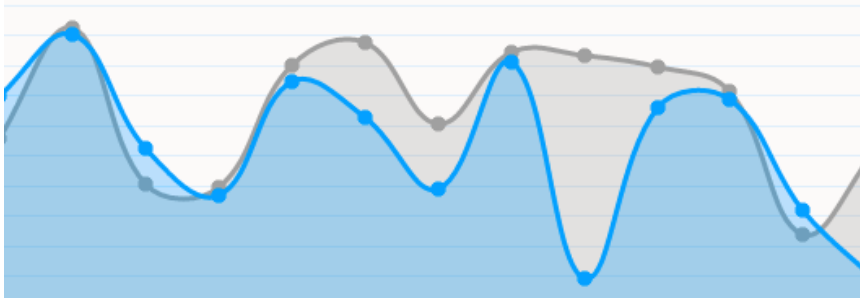
Visualize Impact



NPS can be improved by at least 2 points
by fixing issues with administration

Calculating Key Drivers Analysis

Calculate Key Drivers

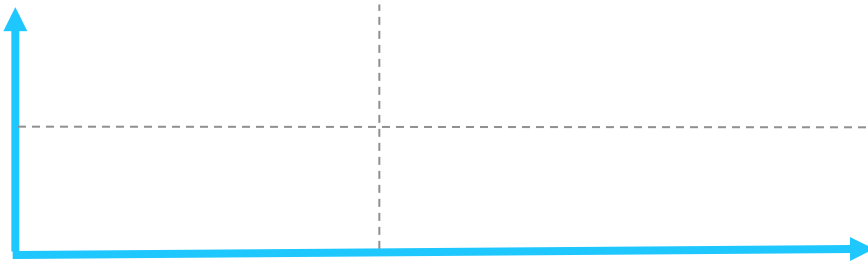


1. Calculate Correlation

A1:A10 – NPS over time

B1:B10 – Theme frequency over time

`CORREL(A1:A10, B1:B10)`

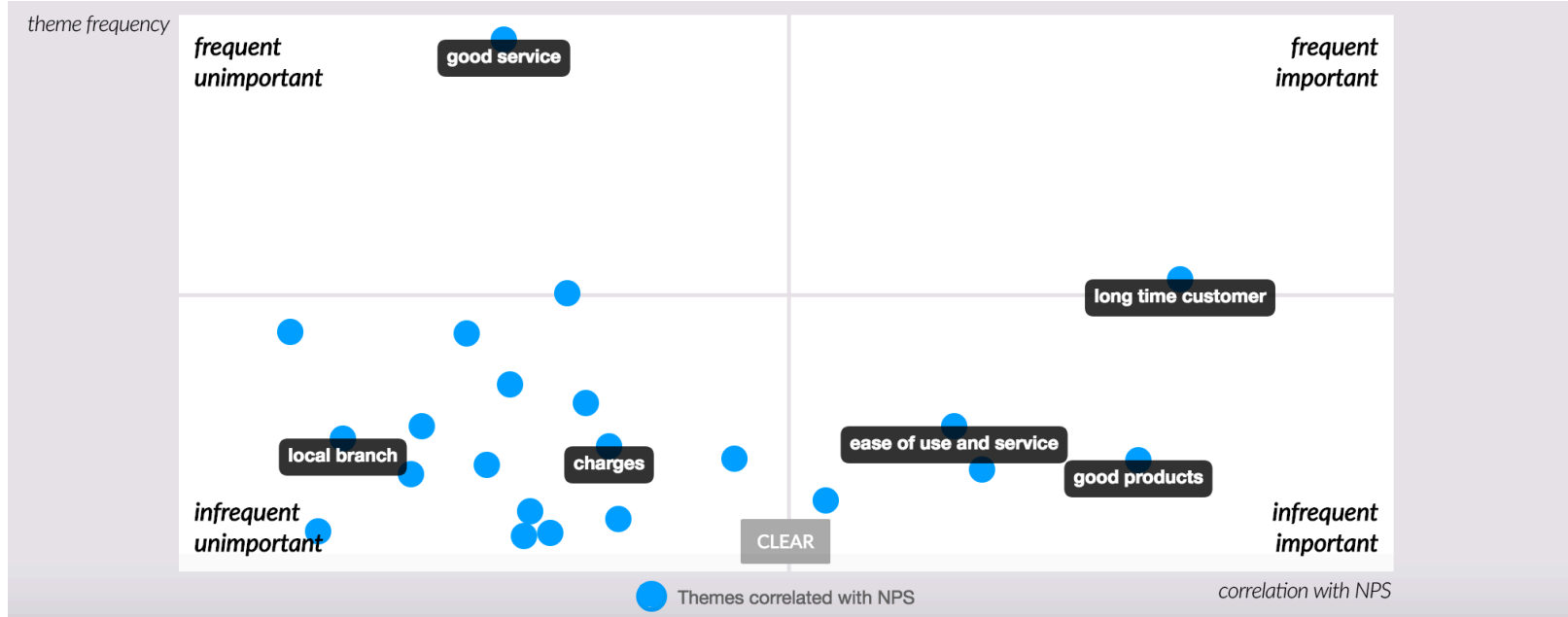


2. Plot Correlation vs. Frequency

X = Low vs. High correlation

Y = Low vs. High theme Frequency

Visualize Key Drivers

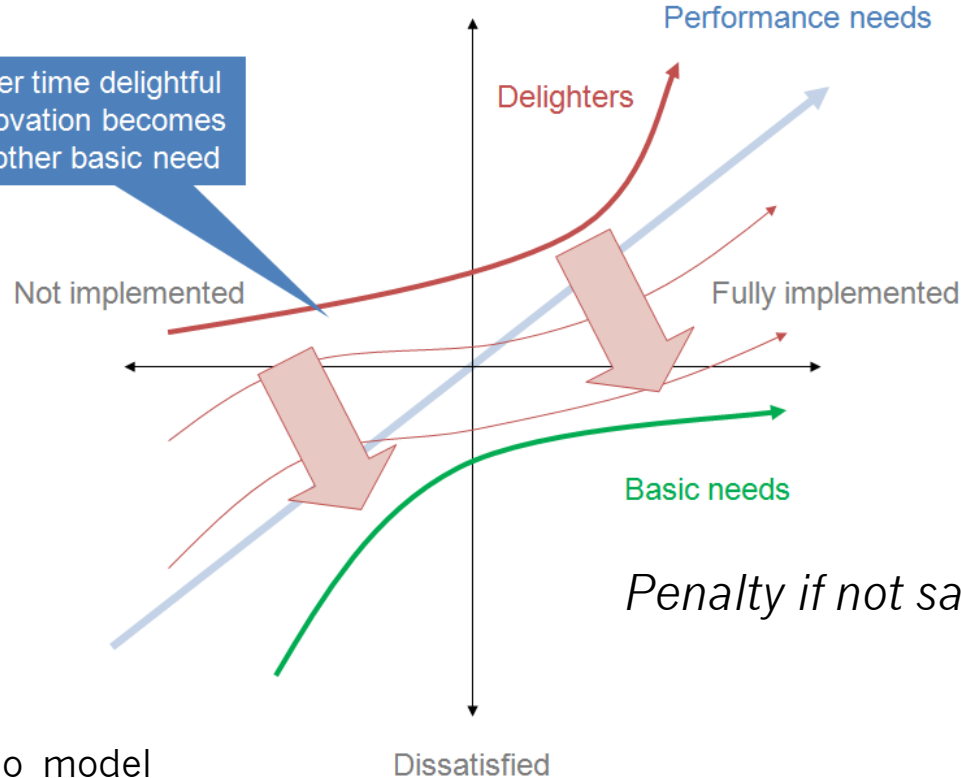


Calculating Reward and Penalty

Kano Model

Reward if satisfied

Over time delightful innovation becomes another basic need



Penalty if not satisfied

Traditional way of calculating Reward / Penalty

1. Use focus group to identify attributes
2. Let people rate importance and satisfaction of each attribute
3. Let people rate overall satisfaction
4. Regression analysis to link attributes to overall satisfaction
5. Compare to self-reported satisfaction

NPS, plus Text Analytics, for calculating Reward and Penalty

Reward attribute

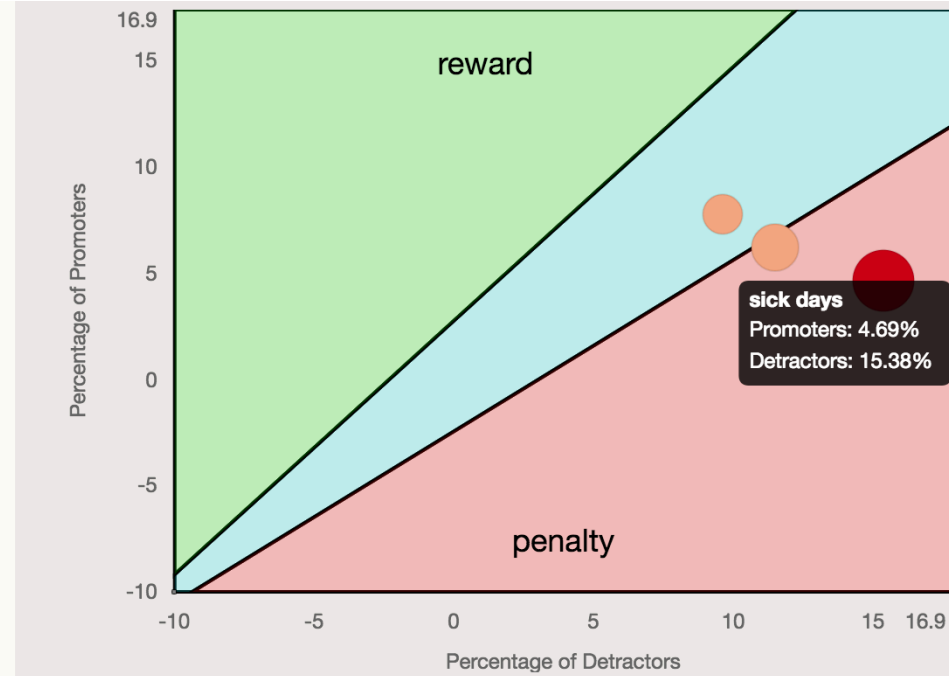
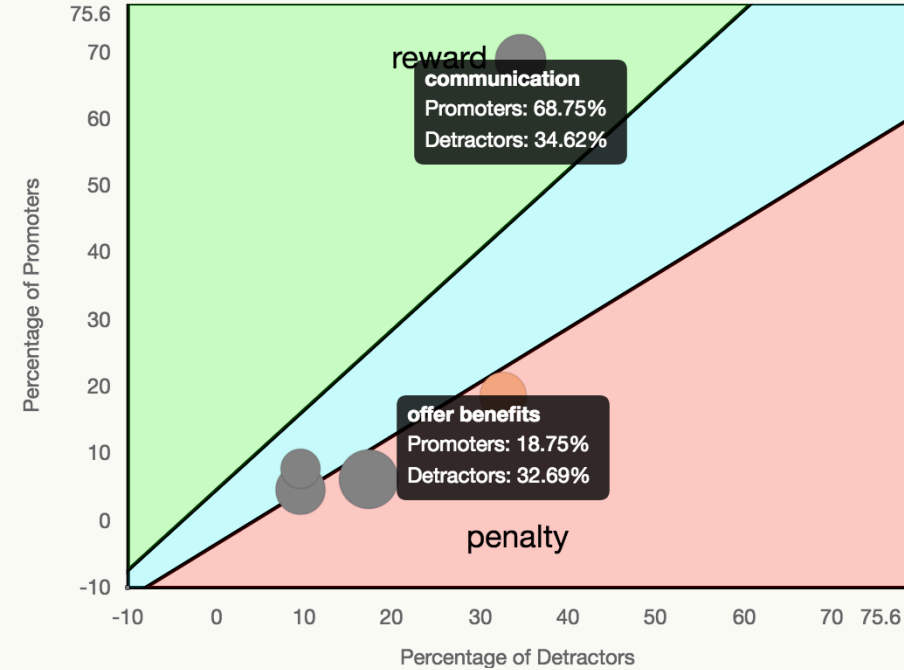
Higher percent of Promoters talk about it

Penalty attribute

Higher percent of Detractors talk about it

Example: Manpower Group

Visualize Reward and Penalty



Refining customer journey touchpoints

Example:
Air New Zealand



Using chat bot interaction to find touchpoints that need refinement

booking reference (2712) check flights (2058) allowance (1884)		
71) membership (1333) seat (1327) lounge (
um	SUB THEMES	COUNT
res:	booking reference	1071
1) p	made a booking	253
airli	add a booking	224
	booking confirmation	193
	find my booking	149
	existing booking	116
	ticket number	112

i booked a flight for my partner last month and I was wondering if you were able to confirm that he is booked for this flight

How are online booking confirmations received

How will I know my booking is confirmed

58) refund (501)

y (290) flexi (229)

Three Steps for Refining Touchpoints

1. Listen to customer's problems
2. Use text analytics to find common themes
3. Refine touchpoints, repeat

Journeys > Touchpoints > Metrics > Data > Text Analytics > Insights



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