



10

Ways to Get More from Text Analytics

According to Gartner*, only 20% of text analytics solutions deliver business outcomes.

It's time for a change.

We can help you meet business goals and unlock a world of insights from unstructured feedback. From technical capabilities to internal preparedness, here are 10 tips for deriving greater success from your text analytics investments

Based on Gartner's Data and Analytics Predictions for 2020-2023



Agent

Is there anything else I can help you with today?

Amber Campbell

Nope, that's all I needed.

Agent

Great, thank you and enjoy the rest of your day!

1

CONSIDER ALL FEEDBACK SOURCES, BUT LOCK-IN ON PRIORITIES

In today's multi-channel landscape, CX is assessed based on how customers perceive you as a whole – not within a single channel or moment of truth. Invest in text analytics technology that can analyze multiple sources of unstructured feedback including surveys, social media, conversational transcripts and more. But, don't fall prey to the theory that aggregating all unstructured data sources is the answer. Prioritize your text analytics efforts against data sources that are most meaningful to your business and where your customers are interacting most.

2

SET THE RIGHT EXPECTATIONS FOR AUTOMATION

Striving for 100% accuracy with text analytics categorization is a valiant goal, but impossible to achieve. There is a point with categorization efforts where further tuning can start to degrade accuracy. The very best category models can achieve approximately 92% accuracy and can maintain that level of accuracy through regular adjustments.

3

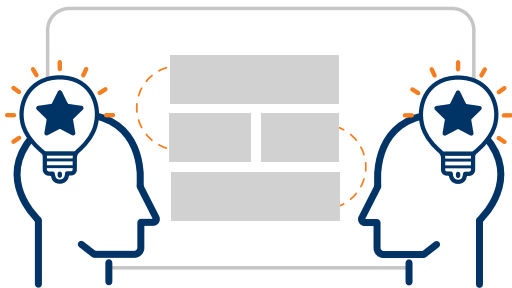
TEXT ANALYTICS IS NOT A ONE-TIME EXERCISE

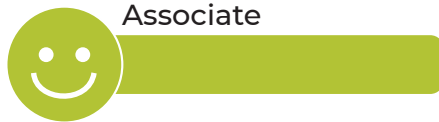
Successful text analytics programs rely on ongoing validation and regular tuning to ensure they are capturing evolving trends in the customer experience and are identifying emerging issues quickly. Don't expect to "set it and forget it". Instead, evaluate taxonomies minimally on a quarterly basis.

4

FIND A PARTNER THAT BLENDS TECH + TALENT

Machine learning (ML) and artificial intelligence (AI) are very powerful but do not completely replace the need for experts. ML and AI provide a great starting point for understanding unstructured feedback, but the best and most accurate taxonomies are built uniquely by experts based on the data being analyzed and tuned.





Associate



Customer at Risk



Alerts



5

LEVERAGE MACHINE TRANSLATION

Machine translation is not perfect but is accurate enough for finding insights in non-English text. Most keywords and phrases are translated properly, making it easy to understand and interpret. Plus, machine translation is consistent so taxonomies built can result in accuracies that are near the same level of accuracy to native English taxonomies.

6

ALIGN TEXT ANALYTICS CATEGORIES WITH CLOSED-LOOP DISPOSITIONS

Use your text analytics categories to guide the design of closed-loop dispositions. This enables synergy with root-cause reporting across the enterprise.

7

USE COMMENTARY ALONGSIDE TEXT ANALYTICS RESULTS

Results showing quantified text analytics output are helpful, but customer stories resonate deeper with employees. Quantified text analytics outputs should include a combination of both structured and unstructured results, further explaining why there are upticks and downshifts in sentiment scores, category mentions, etc.

8

ASSIST EXECUTIVES IN RECOGNIZING EMPLOYEES

Recognition is a significant employee motivator. When customer feedback is received that's directly associated with an employee, use text analytics to identify and elevate the most positive remarks to executives, making it easy for them to send kudos and recognize team members.

Customer Alert



I see you're not happy.
Let's fix this.

9

TEXT ANALYTICS IS ONE PIECE OF THE PUZZLE

Combining text analysis with other structured data about experiences and interactions – from survey scores to web analytics statistics – leads to the most actionable insights. For example, segmenting your text analytics output with Net Promoter Score® helps organizations identify major improvement opportunities amongst detractors.

10

CLOSE THE LOOP WITH AT-RISK CUSTOMERS

Customers convey disappointment in a multitude of ways – especially through unstructured comments. Use text analytics technology to flag customers who are at risk and follow-up with them to prevent risk.

Don't just measure experiences,
transform them.

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