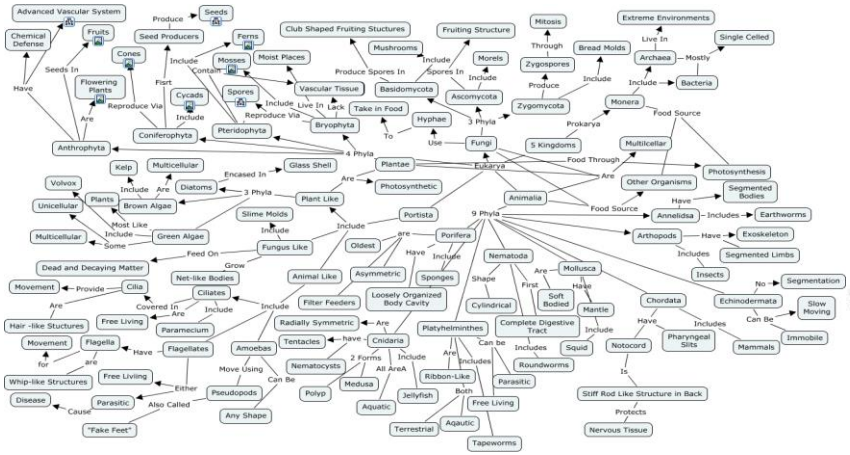
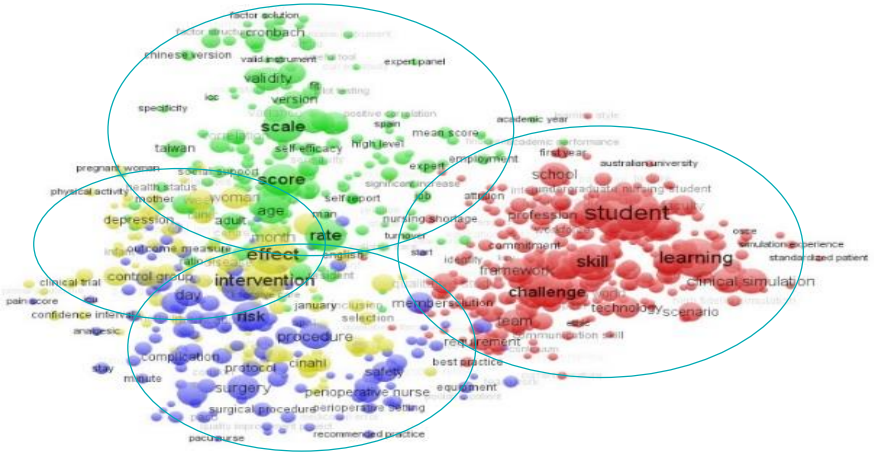
Customer Mapping through Advanced Text Analytics

The Client Challenge

Our client, B2B Industrials, provided us with open-ended survey responses and complaints data in order to better understand their customers' experience and specific pain points encountered during the customer journey.

The GemSeek Approach

We enriched our driver analysis with a detailed map of word associations, showing which mentions form clusters and what are the larger themes respondents take into account. The findings gave rich insights on key problem areas that the company could directly address.

The Deliverables

- **Word frequency** - Examining the number of words present in a set of quotes allows for distinguishing the most pressing topics for customers.
- **Word association** - Understanding how commonly used terms in the quotes are associated with other terms.
- **Word distance** - Provide in-depth insights on how closely certain mentions are associated with others.
- **Word maps** - Combining word association and distance to provide a detailed visual analysis of the relation between individual mentions and larger themes. Word maps also offer means to extract entities and concepts from the verbal responses.