

TEXT ANALYTICS

THE CLIENT CHALLENGE

A large media multinational had purchased a global license for a CEM platform with advanced text analytics functionalities, but lacked the text analytics programming capabilities and resources with the right language skills to implement Text Analytics across their markets of operation.

THE GEMSEEK APPROACH

GemSeek's text analysts reviewed a large sample size of open ended survey answers to create a framework of 200+ themes that customers were mentioning in their comments. GemSeek developed a text analytics ruleset and coded these in local language for each market implementation of the TA Software. These rulesets ensure the accurate tagging of phrases in customer comments and therefore allows for deep dive text analytics. Working closely with over 20 local CEM stakeholders, we further localized the rule sets for each market, ensuring that local language and market specifics are captured.

THE DELIVERABLES

During the project, GemSeek developed over 200 topics, 1200 individual rules, and manually tagged over 40,000 comments to ensure accuracy of over 90%. As a result, the client was able to fully exploit the capabilities of the CEM software and receive live, actionable, and granular insights from its research programs.

The screenshot displays the GemSeek text analytics interface. On the left, a list of rules is shown under the heading 'PRICING Pricing'. Each rule includes a name and the number of comments it captures. On the right, a detailed view of a rule is shown, including a 'Total Matches' count of 39300, a 'Captured' count of 463 (with 39300 blue and 44 red icons), and a 'Remove' button. Below this, there are buttons for 'Update', 'Precise', and 'Add new rules'. A 'Group' dropdown menu is set to 'Pricing', and a 'Delete' button is visible. At the bottom, there are two summary boxes: '9171 Unique 4 Rules' and '2741 Unique 8 Rules'. The background shows several customer comments that have been tagged with the pricing rule.

Rule Name	Captures
Pricing - Affordability/Value of Service for the P	20711 comments
Pricing - Availability and Consistency of Promo	1863 comments
Pricing - Competitor Pricing Pricing - Competitor Pricing	7078 comments
Pricing - Cost of Repairs/Tech Support Pricing - Cost	678 comments
Pricing - Price Change/End of Promotional Pric	184 comments
Pricing - Price General Pricing - Price General	23081 comments
Pricing - Price Increases Pricing - Price Increases	12475 comments
Pricing - Promotions/Discounts/Coupons Pricing - Promotions/Discounts/Coupons	3280 comments
Pricing - Rates/Promotions to New vs. Existing Customers Pricing - Rates/Promotions to New vs. Existing Customers	2723 comments
Pricing - Transparency Pricing - Transparency	1712 comments