bitext
when big data means big text

Case Study
Philz Coffee

One of the trendiest hospitality companies on the Western Coast

Customer & Problem

Customer:

Philz Coffee, one of the trendiest hospitality companies on the Western Coast.

End client:

Customer Service Team.

Task:

Accurately analyze all the cross-channel customer feedback at a store and global level. The goal is to be able to leverage ever increasing amounts of customer feedback without compromising resources. The analysis besides from accurate must be consistent and detailed enough to trigger action. All to make sure that every customer's voice is heard and valued.

Previous Approach:
How did the work get done before Bitext?

> With increasing amounts of customer feedback, a manual analysis was becoming impossible.

> Other sentiment analysis tools were tested, but only polarity was not enough to provide insights.

Challenge: Improve Processes and structure the feedback

> Match the accuracy of manual processing, while reducing time and costs

> Being able to consistently compare the performance of different locations.

Bitext Approach

How Bitext solved the challenge?

> Automatic detection of all topics for each response.

> Automatic sentiment detection to enable differentiation between positive, negative and neutral topics.

> Consulting services to create the adequate categories to cover Philz needs.

> Integration of categorization and sentiment analysis.

> Consistency over time.

Why Bitext technology is the right solution:

> Easy to customize.

> Accuracy commitment.

> Expert consultancy services.

> Interactive Visual reporting Interface makes easier to visualize the results and add as many filters as you want to see all the information at a glance.

> The granularity results. All automatization is transparent and backed by data.