

Automated Coding Plus Visualization

Bitext, the specialist in customer analytics for the automotive sector, increases ROI and achieves up to 65% savings



Customer & Problem

Automotive brands that trust Bitext

Volkswagen, Renault, Audi, Dacia, Skoda and Seat.

Task

Analyze in real time millions of answers to customer satisfaction and brand recommendation surveys.

- > Over 4 million open-ended survey responses per year.
- > Customized coding plans per client, covering Sales and Service topics: from Customer Experience to Brand Recommendation.
- > Work natively with over 21 different languages.
- > One-third of the cost of hand coding.
- > 90% contractual quality commitment.



Results

Clear savings in a multiyear project:

- > Manual analysis: approx. 0.50 €/open answer: Millions of answers = Millions of €.
- > Automatic analysis: 1/3 of the cost.

Short cycles of analysis and high levels

of precision:

- > After set up, data is analyzed in hours – not weeks.
- > Out-of-the-box accuracy at 70%.
- > 90% accuracy for all languages after Bitext's periodical fine tuning.
- > Fully automated process.
- > Flexible and customizable visualization.



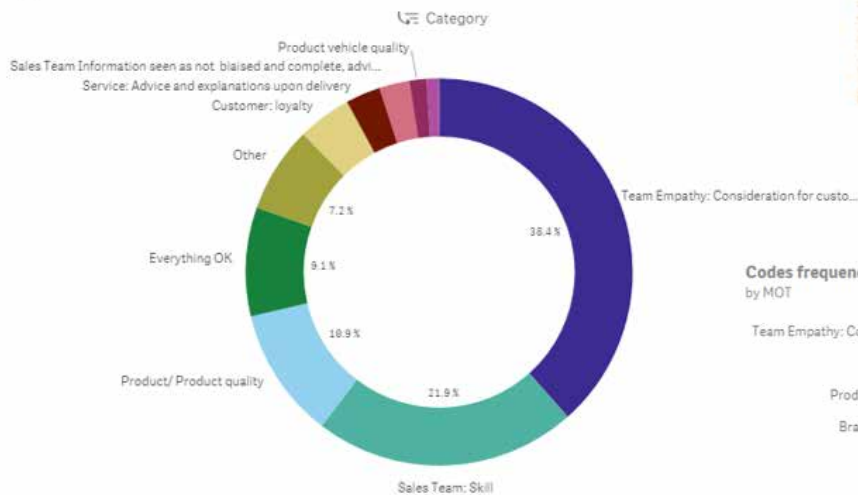
Visualization

Benefits

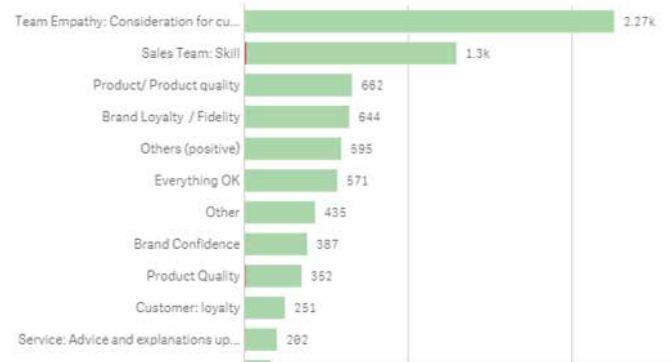
- > Flexible and customizable environment at user level.
- > Mix the results of text analysis and structured data of customer surveys.
- > Automatic reporting.
- > Best in class technology powered by Qlik.



Top 10 Codes



Codes frequency - Customer Exp. by MOT



Previous Approach

How did the work get done before Bitext?

- > Work done manually by experts in 20 countries. Slow, complex processes that were hard to manage.
- > Taggers necessary in all 21 languages, including all European languages, as well as Arabic, Hindi, Russian and Turkish, etc.
- > Rich code schemas (720 codes).
- > High monetary and labor costs.
- > Inconsistent results due to tagger subjectivity and different cultural contexts.

Challenge: automate and improve processes

- > Match the accuracy of manual processing (as much as 90%) while increasing consistency and reducing time and costs.