

MarketTools® CustomerSat™ Text Analysis



Increase Loyalty through Deep Customer Understanding

Companies develop Voice of the Customer programs to better understand customer expectations so they can drive loyalty and build long-term relationships. As customer feedback is collected through surveys, phone calls, social media and other customer interactions, your business can discover a goldmine of rich insights—much of which is provided in an unstructured text format.

The challenge lies in sorting through the mountains of feedback: information is difficult to categorize. It can be hard to infer context and pick up on sarcasm. Often comments provide both positive and negative feedback, such as “I loved the shoes but they were too hard to walk in.” Further complicating the issue is the fact that customer expectations are higher than ever, and whether they provided feedback by answering a survey, writing a blog post or sending out a tweet, customers expect a response.

MarketTools CustomerSat Text Analysis, powered by text-mining leader Clarabridge, makes it easy to sort through text-based feedback to quickly identify your customers’ top issues and sentiment. Text Analysis provides the “why” behind the “what” by consolidating structured and unstructured data from ALL of your feedback channels. MarketTools CustomerSat allows you to deliver these insights across your enterprise to pinpoint the ways you can drive increased loyalty.

How MarketTools CustomerSat Text Analysis Works

Feedback Collection

MarketTools CustomerSat Text Analysis collects feedback data solicited through surveys, call center notes, transcribed calls, and chat/email exchanges as well as unsolicited sources such as social media and other consumer-generated content. This powerful solution then extracts linguistic content, categorizes it and assigns sentiment scores to distinguish the who, what, how, and why of any customer experience. Categorization and sentiment is based on Clarabridge’s industry-leading Natural Language Processing (NLP) Engine, which examines the syntax and context of all the elements of the text to ensure comprehensive and accurate analysis.

Pull additional details from internal applications or data warehouses to provide further context about a particular comment, such as using an email address to identify an individual as a gold-level customer. Combine this information with MarketTools CustomerSat’s advanced action management capabilities to set up alerts that assure a quick response when a gold-level customer provides feedback.

Key Benefits of MarketTools CustomerSat Text Analysis

- > Automatically extract actionable insight from large volumes of customer comments
- > Gain insight into the issues and emotions behind customer survey scores
- > Analyze survey scores in context with verbatim comments to understand the “why” behind the “what”
- > Gain insight across all sources of unstructured feedback—including open-ended survey questions, social media, communities, transcribed calls, call center notes, websites, and emails
- > Fine-tune your surveys to include issues previously covered only in open-ended comments
- > Make survey results more impactful internally by providing detail and color with real customer comments

Get More Value from Customer Feedback

LISTEN

Gain greater visibility into verbatim customer comments.

ANALYZE

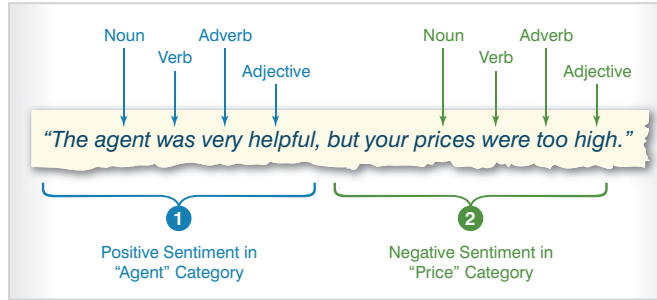
Automatically sort through comments and categorize by sentiment.

ACT

Make improvements in the customer experience more impactful by understanding the “why” behind the “what”.

Data Analysis

MarketTools CustomerSat Text Analysis includes advanced sentiment scoring to automatically understand negation, conditional sentiment, and other linguistic nuances and provide accurate context for tremendous insight about attitudes expressed in customer feedback. You can even adjust sentiment analysis for concepts specific to your organization or industry—for instance, “thin” is a positive concept for cell phones, but a negative one for hotel sheets.



MarketTools CustomerSat Text Analysis automatically understands nuances and concepts specific to your business to make it easy to quickly sort through and understand customer feedback.

After sentiment analysis, MarketTools CustomerSat Text Analysis processes and classifies the information. Machine learning is built into the process so the software learns and refines your model over time to create an optimum level of precision and recall with the least amount of effort.

Reporting

MarketTools CustomerSat Text Analysis allows users to move seamlessly from basic ad-hoc data review to advanced statistical analysis using a wide variety of reporting options and dashboards. Anyone in your organization, regardless of role or department, can receive critical Voice of the Customer intelligence, when and how they need it.



Text analytics dashboards provide quick insight into hot topics and key trends. Easily drill down to understand sentiment for any topic.

The dashboard view in MarketTools CustomerSat Text Analytics offers charts, graphs, and tabular views of aggregated data, and a single click drills down to expose detailed data elements such as verbatims specific to a category or time period. Reports are searchable

About MarketTools CustomerSat

MarketTools CustomerSat is a Web-based enterprise feedback management (EFM) solution used by the world's leading businesses to capture, analyze, and act on feedback from customers, employees, and partners. Through the use of comprehensive analytic tools, action management technology, and the expert knowledge of EFM consultants, MarketTools helps clients optimize satisfaction and loyalty programs that deliver high-value business impact.

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and automatically highlight the relevant portion of the verbatim data. New reports are easy to create for both non-technical and power users, making it simple to perform ad-hoc analysis and to quickly spot emerging issues, praises or experiences that are relevant and actionable.

How to Get Started

MarketTools CustomerSat's enterprise feedback management solution empowers you to transform customer feedback into a strategic asset for prioritizing business investments, aligning resources, and driving competitive advantage. MarketTools CustomerSat Text Analysis combines the power of market-leading text analytics with CustomerSat's advanced action management capabilities to provide the kind of comprehensive understanding of customer needs that gives your company a competitive advantage.

To learn more about MarketTools CustomerSat Text Analysis, contact a sales specialist at 800-372-7772 (U.S. and Canada) or +44 (0) 207-440-8500 (Europe).

About MarketTools, Inc.

MarketTools is the leading provider of software and services for enterprise feedback management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. For more information, please visit www.markettools.com.

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