

DATA ANALYTICS SERVICES CASE STUDY

For world's largest QSR, improving customer satisfaction begins with superior text analytics



Limitations in feedback analytics left valuable insights undiscovered

The leading global foodservice retailer wanted to more quickly and accurately interpret customer experience data for improved decision-making. While unstructured text and natural language data can provide actionable insight, data from customer satisfaction surveys and social media comments were analyzed by different text analytics solutions, resulting in disparate outputs. Written comments were processed as a whole, leading to less accurate results than analyzing sub-comments that contain unique sentiments and tones. The QSR's consumer Insights and social listening teams sought a more robust and flexible text analytics solution to effectively uncover sentiment and context at scale.

Digging deeper required an integrated approach for data capture, sentiment analysis, and powerful visualization

Wavicle implemented ActiveInsights™, a text analytics solution that integrates raw data from multiple sources, such as real-time social listening and customer satisfaction surveys, in an Amazon Redshift database. ActiveInsights™ captured the full scope of written feedback by first breaking complex sentences into sub-comments, then assigning a positive, negative, or neutral sentiment to each referenced topic, ensuring consistency across categories and themes. To preserve information and minimize information loss, the data model captured and replaced all previous references and co-references, offering tremendous visibility and insight into millions of surveys and comments already collected.

Approximately 95,000 user comments are processed daily by Talend cloud data integration software and Amazon Comprehend, a natural language processing service that uses machine learning to find insights and relationships in text specific to the QSR's topics and sentiments. The output is transformed into dashboard intelligence and adhoc reporting by Tableau data visualization.

Faster, more accurate text analytics drive enhanced insight and decisions

This solution delivers operational and analytical master data, giving the client more control over creation and maintenance of data and more confidence in the quality of its data and analytics.

From one location, the client can create a customer, update a customer, extend customers from one sales organization to another and from one ERP system to another. Likewise, the portal can be used to create and update material records, manage consistent product hierarchy across ERPs, manage end of life (EOL), and manage the reserve process.

Wavicle's master data management solution:

Supercharging text analytics: sub-comment analysis		
Step 1 Co-referencing	Step 2 Break down sub-comments	Step 3 Sentiment analysis/ topic assignment
"I ordered a burger, it was good, the fries were cold"	"I ordered a burger, it was good, the fries were cold"	"I ordered a burger, it was good, the fries were cold"



About Wavicle Data Solutions

Wavicle Data Solutions specializes in rapid delivery of data and analytics solutions. We help clients leverage cloud-native technologies to capture, analyze, and share growing volumes of data for advanced analytics, machine learning, and artificial intelligence. Our mission is to enable fast access to data by combining automation with deep technical expertise, strong industry knowledge, and flexibility. Our value is helping enterprises imagine new ways to manage costs, increase sales, and become more efficient.

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