

The essential guide to text analytics for CX pros

[best practice guide]



service
management
group®



What's inside

At SMG we designed our text analytics technology for top-tier accuracy, powerful reporting, and next-level insights—because we know that's what CX pros need most from their open-ended feedback.

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Rich input

2

Top-tier accuracy

3

Powerful reporting

4

Next-level insights



Why you should care about text analytics

When it's your job to listen to customers and act on their feedback, you absolutely have to be using text analytics. The world's most successful brands know: it's the surest way to glean rich insights from the words of the customer, and the only way to get quantitative data from qualitative input.

We'll follow the text analytics process—from the input, to the engine, to the reporting, to the insights—so you can understand what's essential, what's not, and how the right text analytics technology makes it easier to understand what customers really want.



1

Rich input

Yes, customer responses to open-ended questions from your in-store survey should be included in text analytics. But that's just the beginning. All open-ended CX feedback—across all touchpoints—should be evaluated. That includes comments from:



Location



Online



Contact center



Social



Third-party sources
(Salesforce, ServiceCheck,
ZenDesk, Ziosk, etc.)

This is by far the **best location** to get in and out of. And the employees are always super friendly. But today it **took FOREVER to get my order**. I swear I sat at the window after I paid for close to **5 minutes**.



I had a **coupon for 20% off** that expired last week, when I was on vacation and **couldn't use it**. So I called to see if it could be applied to the order I placed online today, and the gal I talked to on the phone **took care of it right away!**

Ummmm... **do not** let **Valerie** give you a makeover. I was hoping for some makeup inspo, but she was honestly **better** at showing me what **NOT** to do. I went home looking crazy. #makeupfail **#neveragain** #thanksVal



Take note:

When you put it all together, you're able to understand how it all lines up—or doesn't. And then you know exactly how to act at each touchpoint.

2

Top-tier accuracy

Once you have the input, you need to know you're set in terms of technology. For most brands, that means ensuring you're equipped for accurate and user-friendly delivery.



Customized libraries

You need libraries built for your specific industry, so the text analytics engine will look for relevant categories and terms.

The SMG approach: We start with pre-built industry libraries. And our machine-learning technology allows our engine to get smarter as it processes more data.



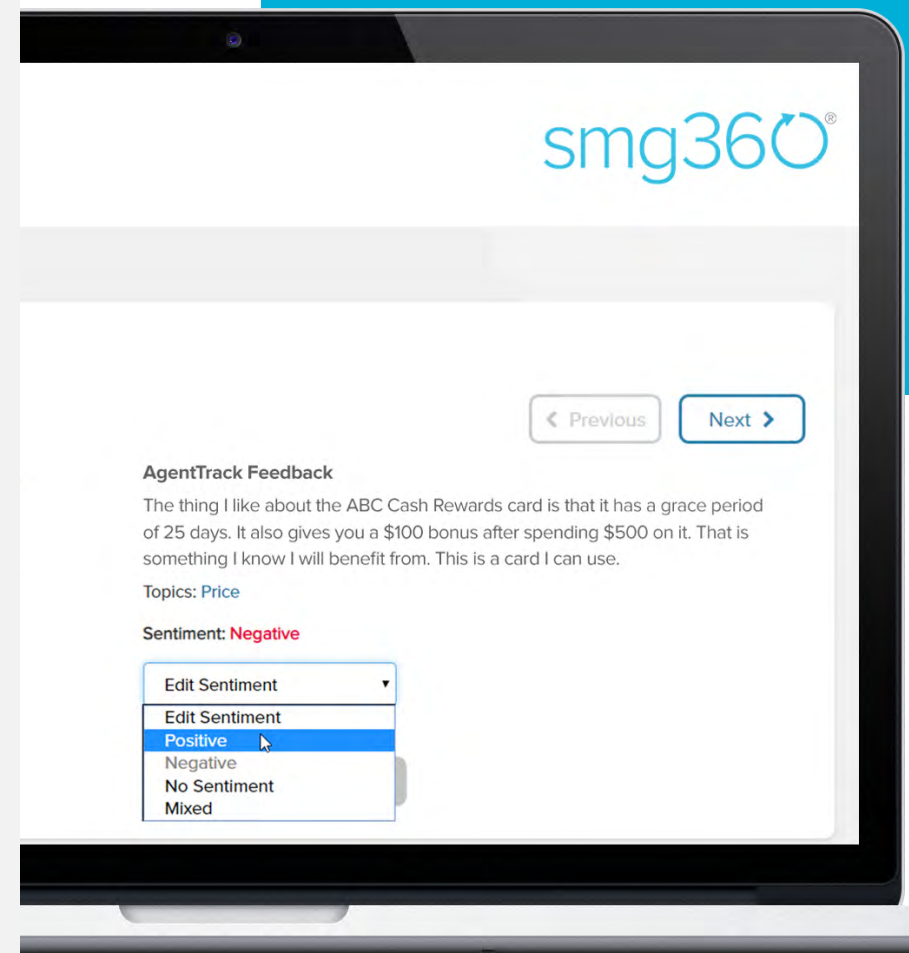
Data science

In the world of big data, manual coding just won't cut it—which is why you need human-assisted machine learning to keep up.

The SMG approach: SMG's talented PhD data scientists oversee machine training and reinforcement, using complex algorithms to continuously fine-tune sentiment accuracy.

Did you know:

SMG's data scientists leverage more than 250 million comments collected each year to achieve a more accurate read on customer sentiment.



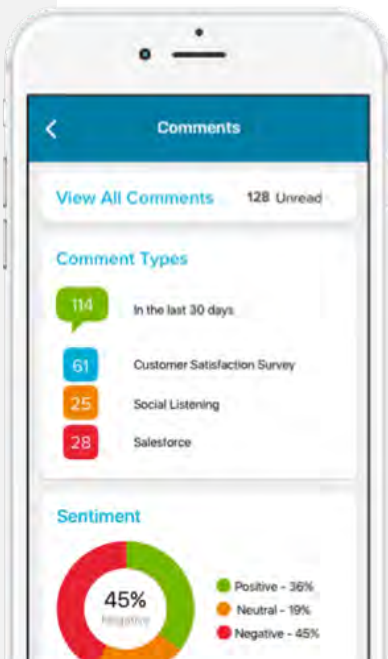
3

Powerful reporting

Your reporting is nearly as important as the technology behind it. Because what good is great data if it's hard to use?

You need to be able to visualize your verbatim feedback—seeing aggregated scores across all feedback sources—so you can understand the data holistically. Plus, you need to be able to slice and dice the data so you can translate that omnichannel feedback into actionable insights.

SMG's text analytics is integrated in our smg360® reporting platform. Whether you're in the app or accessing through a browser, our reporting makes it incredibly easy to spot trends, categories, and sentiment across all of your feedback.

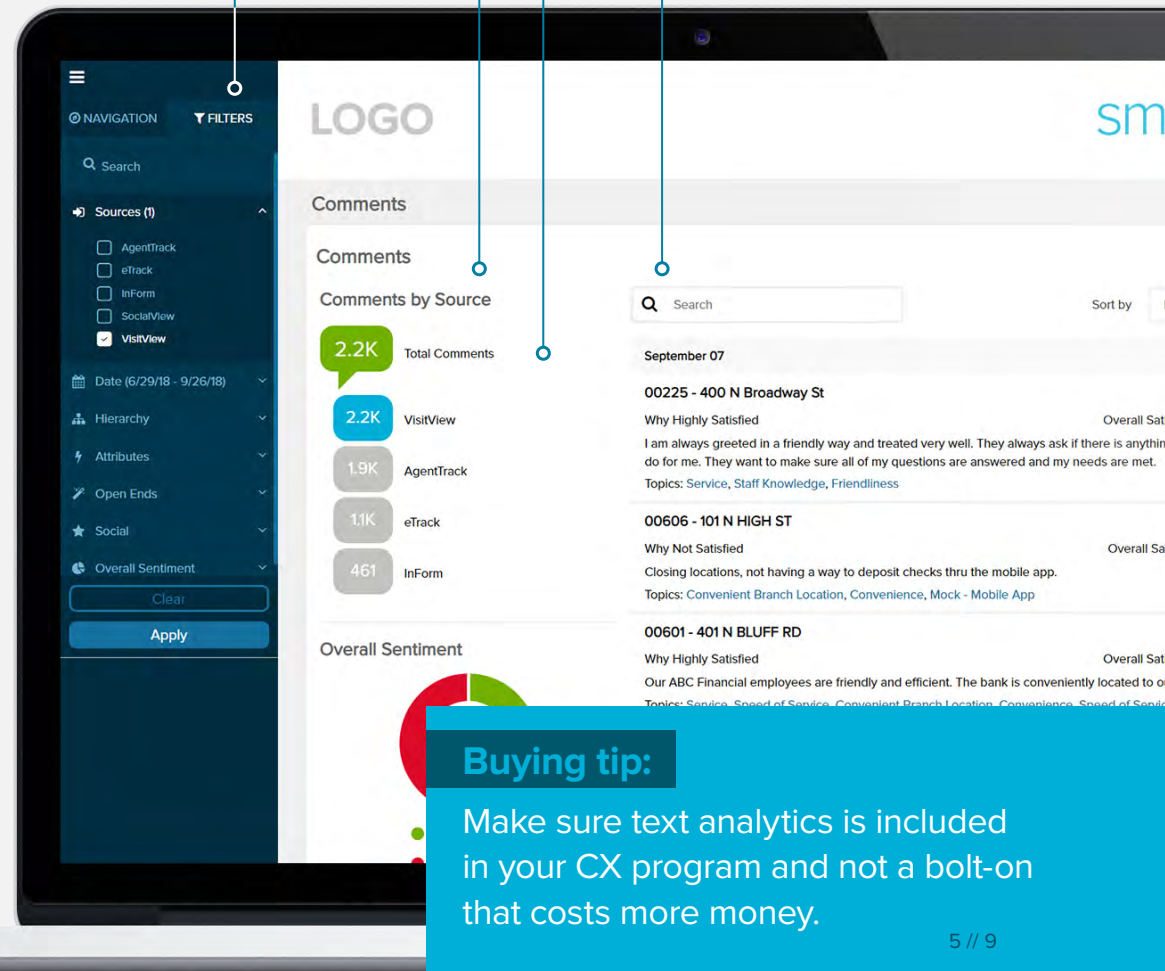


Multi-source reporting
for a holistic view of CX across touchpoints

Advanced filters
that enable users to drill deep into the data

Unlimited, real-time data
offering instant visibility to the brand experience

Elasticsearch
the industry's fastest, most sophisticated search technology



Buying tip:

Make sure text analytics is included in your CX program and not a bolt-on that costs more money.

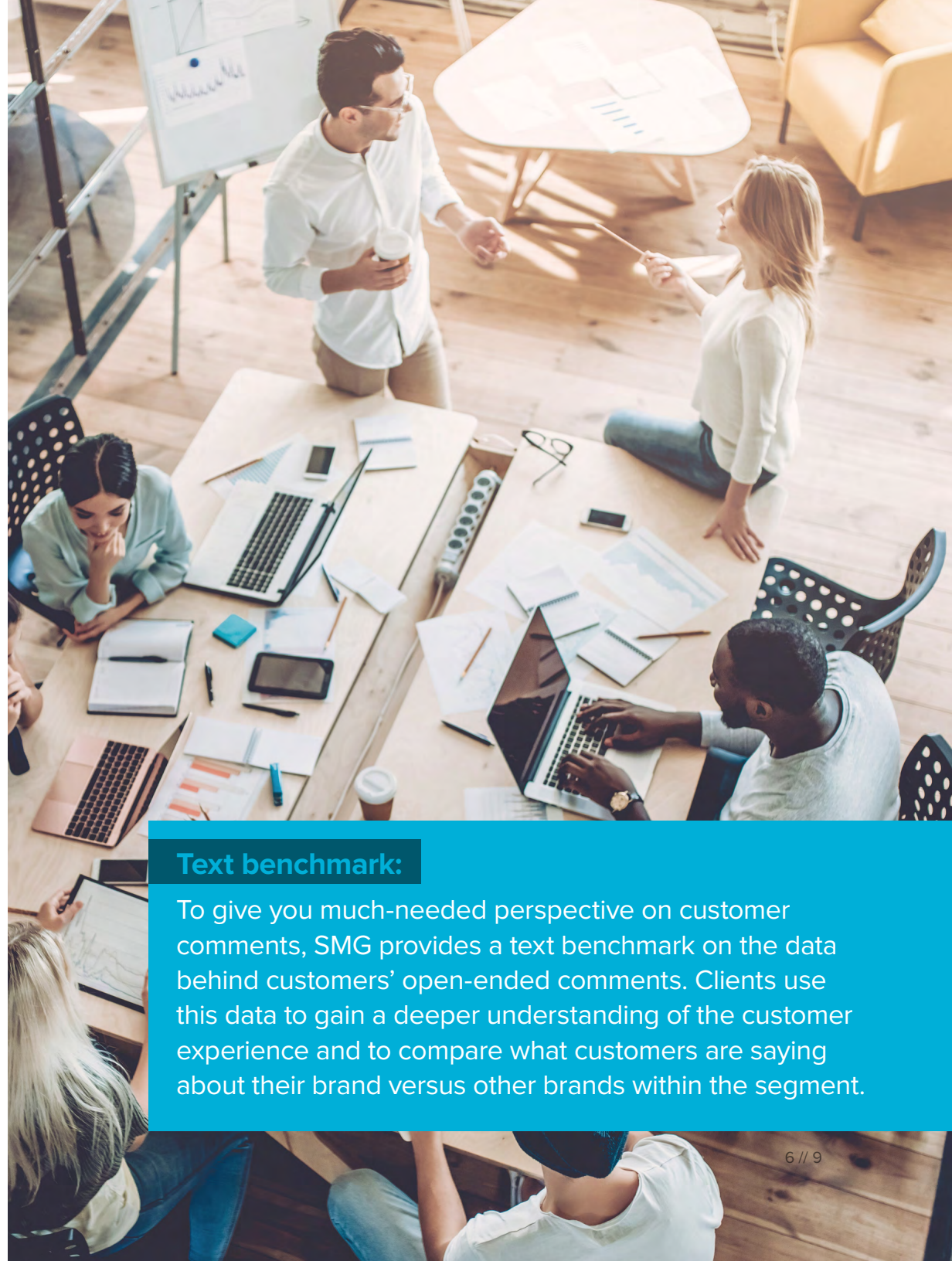
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Next-level insights

When you combine real human brains—we're talking ridiculously smart researchers—with text analytics, you'll get next-level insights.

SMG's research team uses text analytics alongside other datasets to answer clients' most complex questions. For example, if we see a particular topic trending in the text analytics data, we can dig deeper to uncover meaningful context around that problem. And then guide you in how to fix it.

[See an example of that in practice on the next page.](#)



Text benchmark:

To give you much-needed perspective on customer comments, SMG provides a text benchmark on the data behind customers' open-ended comments. Clients use this data to gain a deeper understanding of the customer experience and to compare what customers are saying about their brand versus other brands within the segment.

Text analytics finding leads to \$3M annual savings

Situation

Busy consumers expect to pump and buy their gas with ease, then go about their day. If it's not a seamless process, the customer gets frustrated, and the brand quickly falls behind competitors.

Unfortunately, many customers were experiencing problems at the pump, which led to a negative experience and declining repeat business.

Insight

Text analytics revealed dissatisfied customers often mentioned credit cards negatively. And when they did, it had a massive negative effect on overall satisfaction: 51%-points lower than customers who didn't mention credit cards.

A deeper dive revealed a full 20% of customers were having trouble with credit card readers.

Action

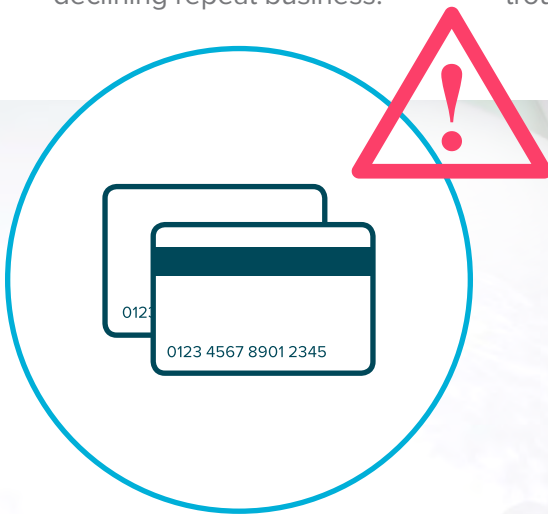
This insight led to changes in the call center:

- ▶ Call center agents were trained to troubleshoot credit card reader issues
- ▶ Store personnel were trained to change or repair credit card readers on the spot
- ▶ The brand dispatched fewer technicians which led to a quicker fix as a result of training sessions

Results

60%
reduction in time to resolve issues

\$3M
annual savings in maintenance fees



Does your text analytics measure up?

You have a lot of choices.
And it's up to you to decide
what your brand really needs.

SMG's text analytics is designed
to be accurate, powerful, and
deliver next-level insights—and
it **checks all of these boxes.**

Rich, multi-source input
Customized, industry-specific
libraries

Top-tier accuracy driven by
data science

Dashboard + app reporting that
includes:

- Multi-source feedback

- Unlimited, real-time data

- Advanced filters

- Elasticsearch

Researchers who analyze the data

Text benchmarks

Next-level insights

About SMG

SMG (Service Management Group) partners with more than 450 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform competitors. Strategic solutions include omniCX™, Brand Research, and Employee Engagement. SMG evaluates 200 million surveys annually, across 130 countries.

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Want to know more about
what best-in-class text
analytics looks like?
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