PrediCX

Case Study

Leading Airline uses PrediCX as an early warning system for Voice of Customer

Background

The airline industry is ever-evolving with the launch of new services, evolving customer expectations and competitive operational challenges.

One specific airline was in the process of launching several new services as well as conducting customer research in order to improve the touchpoints that mattered most to improve customer satisfaction, loyalty and advocacy.

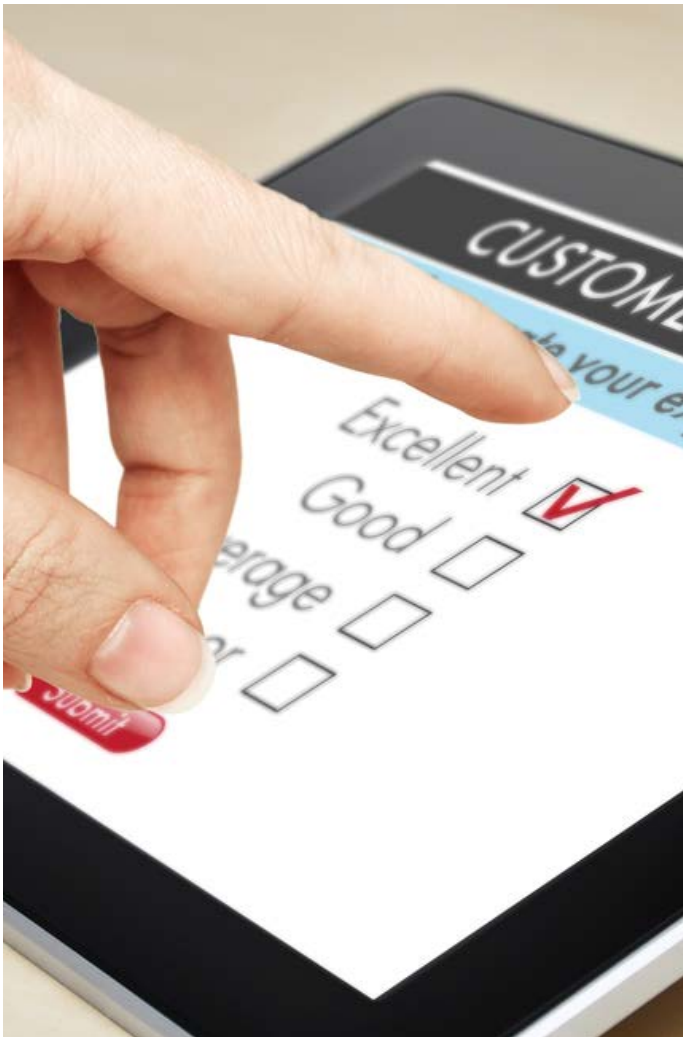
The airline's Voice of Customer (VoC) data were extensive. Tens of thousands of surveys were issued every month and as with any large customer facing organisation, a significant volume of complaints was also received. There were also data from its CRM, transcripted calls, chat, email enquiries, reviews and other social media.

There was valuable Voice of the Staff data also, such as engineering, pilots and crew notes, all of which contained rich operational information.

The company had an internal data science and analysis team who was using text analytics to classify some of the

VoC data. There were many challenges to this however. Firstly, the task itself was overwhelming and required a lot of skilled, manual labour to generate clusters of topics and then use that to manually classify enough data to develop training sets for predictive models. Secondly it was hard to validate and maintain the accuracy of these models given that new services, keywords and contexts appeared over time. Thirdly, the operationalisation of the models was not a straightforward task, needing a platform for analysis and moving the results to the operational data warehouses.

> "It has given us the level of insight we haven't been able to extract before with text analytics, all in near real time."



Solution

By using PrediCX, the airline was able to demonstrate that the VoC data could be more easily and more accurately classified with a dramatic reduction in the manual work required.

PrediCX uses a proprietary technology called Optimized Learning to inform users on an ongoing basis which records need classifying with new terminology and context in order to minimise the human input but maximise the accuracy and performance.

PrediCX enabled the airline to:

- **Generate an early warning system, showing the hotspots of issues within the customer journey map;**
- **Predictive analytics can be run on these issues e.g. to find out if they are driven by different airline routes, customer segments or other factors;**
- **Predictive analytics can also be run showing the predicted financial effect of the issues and to drive investment appraisal to recommend the 'next best action' as well as the best Service Recovery tactics**
- **Complaints can also be better triaged, routed and queued as well as recommending solutions to the complaints handlers to improve the turnaround times and therefore improving the customer satisfaction**

Furthermore, the operational and engineering data could also be added and analysed.

The net result was to show how the technology could be used to drive improvements in all of these capabilities with a huge corresponding increase in value and competitiveness.

"PrediCX is seriously hot off the press technology that has given us the level of insight we haven't been able to extract before with text analytics, all in near real time. We have been able to make improvements in our customer experience processes, turn complaints into positive advocacy and make savings by carrying out the analysis more efficiently." Head of Customer Experience.

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