

SageCX (Voice Of Customer) Pitch Deck

Tredence's 3-steps process to Voice of Customer analysis: automate data pipelines, process data, generate & publish insights



Data Sources



Email



Case Notes



Chats

Sample Verbatim

Had a great stay. Check in was smooth and the room was very comfortable, although the kitchen was not well stocked (no dishes, silverware, pots, etc.). Parking was convenient (only could have been better if it were attached and indoors). Breakfast was just ok but convenient, and considering covid restrictions, it was satisfactory.



Data processing & Insights generation

Feature extraction:

- Enriching the metadata information by extracting features such as Brand, Loyalty and geography from the text

Text pre-processing:

- cleaning of that content before modelling

Modelling:

- Generating themes & subthemes from the text corpus. **Ex: Room, Parking**

Standardization:

- Modify output structure and break it down into different identity and mapping tables



Insights Delivery

Visualization:

- An intuitive UI with expandable tree visualization summarizing top themes & subthemes

Operationalization:

- Process is scheduled to run daily. The pipeline fetches the daily data, carries out processing in python and writes output to a SQL schema



Kitchen theme

- ⊖ Not stocked
- ⊖ No dishes, Silverware, pots



Room theme

- ⊕ Comfortable room
- ⊕ Smooth checkin
- ⊕ Great stay

Parking theme

- ⊕ Convenient service

Identify emerging themes and sub-themes using multiple customer engagement touchpoints across different attributes: Brands, Geography, Loyalty levels



Insights across the customer journey

Voice of Customer (VoC) analysis across the customer journey – Pre-stay, During stay and post-stay



Highlighting Key Themes and sub-themes

- Derived 100+ themes and 800+ subthemes across Business, Leisure stays and their sentiments.
- During the pandemic, “room clean” was the frequently occurred topic



Customer Sentiments by different attributes

Proportion of complaints by loyalty status, region, brand. Flagged negative customer sentiments such as usage of drugs & smoke caused by other guests or hotel staffs



Visualizing Emerging Trends over time

- Trend of frequency/ sentiment of a topic over time.
- Topics and their associations over time

Thank You

