

BUSINESSOBJECTS

TEXT ANALYSIS – VOICE OF THE CUSTOMER

Why Business Objects? BusinessObjects Text Analysis enables a voice of the customer solution that structures text data – giving enterprises new perspective into customers.

LISTENING TO YOUR CUSTOMERS

To gain competitive advantage and increase market share, your enterprise needs to better understand its customers. This includes understanding how your existing customers feel about your products, why they make purchasing decisions, how partners like working with your products and company, and how the market and potential customers perceive your product brands.

Thanks to the increase in inexpensive storage capacity, there is now an overwhelming amount of information about customer opinions available on the Web and in enterprise repositories. Online forums, Really Simple Syndication (RSS) feeds, blogs, call-center logs, customer relationship management (CRM) systems, email archives, and survey data all contain valuable information about your existing and potential customers – if you can access and utilize this data. The volumes of unstructured content remain worthless until they are accessed, analyzed, and quantified in a way that your decision-makers can digest. However, short of manual review, until now there was no efficient way to access and analyze the unstructured text in these sources.

The BusinessObjects™ Text Analysis voice of the customer (VOC) solution from Business Objects, an SAP company, structures text data to give your enterprise new perspective into your customers. Once you've normalized and incorporated text into a data warehouse, it can be correlated with data from structured sources, making it available for existing business intelligence (BI) tools to use in analysis and display. For instance, you can correlate customer sentiment, desires, and problems with structured data – such as location and market segment – to do trending and root-cause analysis. Leveraging your text data in this way allows you to:

- Show how market buzz changes over time in response to market events
- Quantify customer pain points related to different areas of the business, such as product quality, customer service, and so on
- Chart customer satisfaction against location, market segment, or product issues
- Correlate customer desires with market segment

With better customer understanding, your enterprise can evaluate and target marketing campaigns, drive product quality or business process improvement, and increase market share. VOC is a horizontal solution relevant to your company's line of business users in customer-facing roles. VOC is relevant in a wide range of industries, such as telecommunications, media, retail and consumer-packaged goods (CPG), financial services, healthcare, and others.

USE CASES

Consider how the following use cases may apply to your organization.

The **director of public relations** and **marketing analysts** at your company use the BusinessObjects Text Analysis VOC solution to better understand online content regarding consumer perception of brand, competition, and the market in general – such as what consumers like and dislike about your organization's brand, product, or service, what they like about the competition, and what consumers want that's not currently available. The director

and analysts also use this data to determine whether the current marketing campaign has generated the anticipated buzz. As your marketing team stores the results of their buzz-tracking solution, they can monitor how the buzz changes over time to see trends – such as how the market reacts to campaigns and market events.

Using our VOC solution, your **marketing director** analyzes customer feedback contained in the CRM system or call-center logs, as well in customer survey logs and the .com feedback channel, to evaluate marketing campaigns and to plan future campaigns. VOC illuminates how well the needs of particular market segments are being met, what your existing customers like about you and the competition, and why a campaign did or didn't generate the expected revenue targets. Over time, these results are used for trending and monitoring.

BusinessObjects Text Analysis also enables your **customer assurance director** to analyze customer feedback from various sources to identify problems with ease of doing business and areas for business process improvement. Such information lets you define strategic customer service improvement programs for various internal groups.

The **customer loyalty director** uses BusinessObjects Text Analysis to analyze freeform text comments from surveys – explaining customer satisfaction statistics and answering questions that reveal what customers are most unhappy about and why customers are being lost.

The **VP of quality, VP of product, and product managers** all use BusinessObjects Text Analysis VOC to get reports of product usage, when products fail, most frequent customer enhancement requests, and high-priority suggestions for quality improvements. Tracking such detail over time gives insight into the evolution of your organization's product issues and quality.

Your **sales managers** use BusinessObjects Text Analysis VOC to mine CRM systems for up-sell and cross-sell opportunities – such as when an existing customer mentions wanting an additional service, determining whether individuals at strategic accounts are having issues that may stand in the way of important deals, and understanding who the top performers are.

ANSWERING BUSINESS-CRITICAL QUESTIONS WITH THE VOICE OF YOUR CUSTOMER

Our VOC application encompasses much more than just positive and negative sentiments – in addition, it provides a broad perspective on your customers' experiences with your products, relating to quality, brand, and the business in general. The BusinessObjects Text Analysis VOC solution helps you answer the following types of business-critical questions, which have a direct impact on your organization's costs and revenue.

Brand Management (Marketing Scenario)

- What are people saying about my brand, product, or service?
- What are people saying about my competition?
- What do consumers want that's not available today?
- Where must we do damage control?

Marketing Campaign Direction (Marketing Scenario)

- How well are we meeting the needs of particular market segments?
- Should we change our marketing or product offering strategy for a segment?
- How successful is our current marketing campaign – that is, how much buzz has it generated?
- What do existing customers like about us – and what do potential customers like about our competition?
- Why didn't the campaign generate the expected revenue targets?

Business Process Improvement (Customer Assurance Scenario)

- How easy is it to do business with us?
- What are our customers' pain points in doing business with us?
- Where can we improve our process?

Customer Retention (Marketing Scenario)

- How satisfied are my customers?
- What are customers most unhappy about?
- What corrective action would make up for delay or disruption of service?
- How can we improve our service and product to avoid these issues?
- Why are we losing customers?

Performance Evaluation and Improvement (Operations, Support, Assurance)

- What percentage of my customers had issues that were (not) satisfactorily resolved by a customer representative?
- When were we able to make an irate customer happy?
- How can we improve the performance of our customer representatives?

Product Offering Enhancements (Customer Support, Product Groups, Marketing)

- What defects are customers most upset about?
- What immediate corrective action is required to handle serious defects?
- What enhancements do customers want most?
- Are there any paradigm-shifting opportunities waiting to be seized upon? That is, what do potential customers want that currently is not available?

Up-Sell, Cross-Sell, and Account Management (Sales)

- What existing products should I tell this customer about?
- What issues are my strategic accounts facing?
- Which representatives are performing best as perceived by customers?

WHAT OUR VOICE OF THE CUSTOMER SOLUTION CAN DO FOR YOUR BUSINESS

Tracking Sentiments, Requests, Problems, and Mentions

The range of use cases described above illustrates the many facets of VOC. Just as there is not a single customer goal or data source for a VOC application, the capabilities that comprise the VOC solution are varied. Each type of information to be mined is detected by a discrete mini-module (rule set) designed to generate metadata to identify and extract answers to the questions posed above.

Required capabilities include:

- Sentiments – positive and negative opinions and judgments, and likes and dislikes
- Requests – what your customer wants in terms of product features or service
- Problems – what problems do customers have with your product or company; for example, timing of delivery, availability of product, unpleasant experiences with sales or support staff, product quality, or similar

- Mentions – mentions of the entities relevant to your business, including the topic of the customer sentiment, problem, or request; for instance, mentions detect the names of competitors, products, services, and people

Simple customization of the entity mentions to be detected is supported, so the VOC relates to your products, services, and competitors.

The extraction categories described above enable you to drill down within a query and analysis tool along various channels. For example:

- Product managers filter the results by product, and then sort them by sentiment, requests, or problems, depending on their particular analytical goals.
- Marketing analysts start with all of the positive and negative sentiments and from there narrow the results to those that apply to the product delivery channel or market segment they are analyzing. In a different task, the marketing analyst retrieves only those results that mention specific competitors and sorts these by sentiment and/or product mentions.
- A director of customer loyalty starts with the customer problems and filters these by services to determine improvement initiatives for specific business units.
- A sales manager retrieves all comments about a particular strategic customer, or a set of them, and sorts the results to hone in on the negative sentiments. To evaluate top performers, the manager begins with the positive sentiments and correlates them with the people mentioned.

Characteristics of Customers who Benefit from BusinessObjects Text Analysis

Customers who can benefit from a BI solution that relies on text analytics share the following characteristics:

- Information critical to decision-making is hidden in text documents
- Utilizing that information would require someone to read the documents – a lengthy, expensive, and error-prone process
- The volume of text content is overwhelming for available resources
- Accessing text information in a timely fashion would give a competitive advantage
- They can describe what they are looking to understand from within their content and they can provide sample documents

Related Applications

Several application areas are related to VOC, but different enough that they require a separate solution. Some examples include a “Know Your Customer” solution for fraud analytics, credit companies, and insurance, where analysts need to assess the risk related to customers. The goal here is similar to an intelligence solution (know your enemy) but differs in domain. Voice of the employee, as expressed in employee satisfaction surveys, overlaps more with the VOC capabilities.

TAPPING ALL SOURCES OF INFORMATION

Everywhere Your Customers Are Talking, We Are

Hearing the voice of your customer is a formidable problem to tackle. Your customers don’t speak with a united voice – rather, there are at least as many voices as customers. Moreover, there is more than one way to voice the same opinion, and one single voice may express opinions about several different topics. Finally, the volume of existing unstructured content overwhelms available resources – and it’s growing quickly. The only way you can handle the scale is by automating the process of gathering the data and assigning relevant metadata to it. Individual voices and differences of opinion must be normalized so they can be quantified.

Companies communicate directly or indirectly with existing customers, partners (or power users), potential customers, and the market. There are at least three distinct sources where the voice of the customer can be found – requiring different methods of analysis and providing different types of information.

- **Internet sources** – such as RSS feeds, blogs, Internet forums, news sites, and product review sites – include a wealth of information because market analysts, thought leaders, existing and potential customers all voice opinions to the public at large. This is a very valuable source of information about the competition and marketplace.
- **Customer survey data** is one-sided communication where customers respond to questions that are carefully crafted to elicit specific types of information. In addition to questions on a numeric scale, respondents often have the option to use free text boxes, and here they may write whatever they really think, without restricting themselves to the specific question. Because surveys are not interactive, the respondent can feel free to state their opinions truthfully and completely without reaction.
- **Interactive communication** with existing customers and partners is found in CRM systems and call-center transcripts as well as customer emails and responses to Web forms, with open-ended questions like “Tell us what you think” boxes and unsolicited emails to the company. These are incoming communications from customers who care enough about a topic or problem to initiate a dialog.

WORKFLOW FOR IMPLEMENTING A VOC SOLUTION

Table 1 presents a workflow outline for implementing BusinessObjects Text Analysis with VOC.

Table 1. Workflow Outline for Implementing BusinessObjects Text Analysis with VOC		
Step	Component	Status
1. Ingest source data	Source adapters, crawler, BusinessObjects Data Integrator	Required
2. Filter data to relevant set or sort by business unit	Text Analysis categorization	Optional
3. Extract relevant data	Text Analysis extraction, leveraging predefined language modules, solutions packs, and customer dictionaries	Required
4. Output to database	Oracle, SAP, MySQL, and so on	Required
5. Integrate with structured data	BusinessObjects Enterprise and universes	Optional but recommended
6. Display and analyze	BusinessObjects Web Intelligence®, Xcelsius®, Crystal Reports®, or other dashboards	Required

VOICE OF THE CUSTOMER – A VALUABLE PROPOSITION

In summary, the BusinessObjects Text Analysis VOC solution addresses the following key points.

Critical Business Issues and Goals

- Marketing departments don’t have the bandwidth to manually read the volumes of online content about their brand and competitors found in blogs, Internet forums, and RSS feeds in order to track market buzz.
- Company leaders can’t access the customer opinions hidden in support databases or surveys to guide product development.

- Executives frequently do not have enough customer data to make decisions, such as where their customers' biggest pain points are.
- Customer advocacy departments can't tell how to appease at-risk customers without costly individual communications, even though the data is often available in CRM systems, surveys, or emails.
- Sales managers have no access to the feedback from key accounts housed in surveys, CRM systems, and similar.

Solution

- What if your customer advocacy team could determine the most appropriate corrective action to turn around upset customers rather than risk losing them?
- What if your Product and Quality teams could leverage customer and partner input from survey data in their product planning and development?
- What if your marketing department could understand and quantify opinions expressed online about your product, brand, or executives?
- What if your executives and investor relations group could gauge the opinions of investors and thought influencers about corporate direction?
- What if your company could improve business processes based on the experience of existing customers?

Positioning Statement / Value Proposition

- Improve the effectiveness of marketing campaigns by aligning with the needs of the market.
- Identify product defects and guide product development by discovering the root cause of quality issues.
- Improve customer confidence by hearing and understanding their input.
- Improve customer retention by determining corrective action to be taken.
- Reduce costs of human review and tagging by automating a manual process.
- Leverage feedback from existing customers to improve business processes.
- Guide corporate planning by understanding and measuring the factors behind market confidence in your brand.

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