B2B Industrials: Using Advanced Text Analytics to Provide a Detailed Map of Customer Associations

Input

Open-ended survey responses and complains data (i.e. Please give us your reason for this rating in as much detail as possible).

Application

We enriched our driver analysis with a detailed map of word association, showing which mentions form clusters and what are the larger themes respondents take into account. The findings gave rich insights on key problem areas that the company could directly address.

Output

- Word frequency

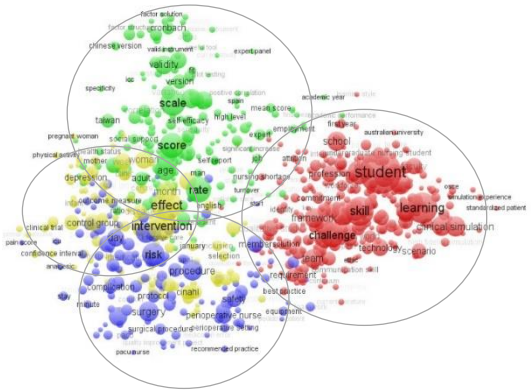
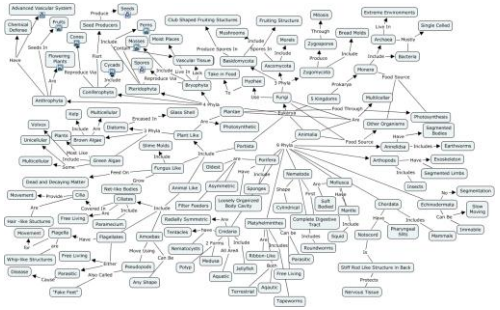
Examining the number of words present in a set of quotes allows for distinguishing the most pressing topics for customers.

- Word association

Understanding how commonly used terms in the quotes are associated with other terms.

- Word distance

Provide in-depth insights on how closely certain mentions are associated with others.

- Word maps

Combining word association and distance to provide a detailed visual analysis of the relations between individual mentions and larger themes. Word maps also offer means to extract entities and concepts from the verbal responses.