KPMG Nunwood Drives a New Approach to Customer Experience Management with Semantria

Company
KPMG Nunwood

Industry
Customer Experience Management

Products and Services
CEM strategy, design and journey mapping, strategic insight and investment analytics, NPS measurement, Fizz: Voice of the Customer Software

Website
www.nunwood.com

Social
@nunwood

Background

Where other agencies define customer service very narrowly, KPMG Nunwood understands that customer experiences cover a wide range of interactions. KPMG's pioneering Customer Experience Management (CEM) system, including The Six Pillars™, is proven to unlock enormous benefits for businesses across all industries, such as long-term shareholder value. Freed from the constraints of traditional surveys, KPMG Nunwood helps their clients uncover and act on customer concerns and complaints.

Objective

Giving consumers the chance to tell stories in their own words can yield rich and important insights. KPMG Nunwood are experts in which survey questions elicit the richest responses, whilst also deploying unstructured data from multiple sources to drive actionable insight. But without a powerful analysis tool, all this text forms an enormous mass of unrelated words. KPMG Nunwood came to Lexalytics with a twofold request: help structure and dissect this information to get to the story more quickly, and work with their digital platforms to deliver those insights to clients at speed.

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Products and Features Used

Semantria for Excel, Semantria API, sentiment analysis, categorization, query topics

3 months
Integration Time

100,000+
Documents Processed per Month

Solution

KPMG Nunwood uses Semantria for Excel to identify and understand customer pain points on an intimate level. Queries, one of Semantria's powerful categorization tools, capture and reveal specific experiences expressed in customer comments and reviews. Semantria then allows KPMG Nunwood to quantify these experiences, establish their emotional consequences e.g. via sentiment analysis, and hence the precise effect they are having on the overall customer relationship. This insight provides blue-chip organisations with the hard evidence needed to design and deliver transformational change.

KPMG Nunwood relies on Semantria API to power verbatim content within their rapid-response Voice of the Customer Software, Fizz. It can take years to gain new customers, but only seconds to lose them. Thanks to Semantria's speed and efficiency, Fizz can instantly report on important details of an experience and mobilize an organization's customer service team to act on the issue. Fizz aggregates all the information it gathers to reveal the larger picture and uncover trends spanning minutes to years.

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