LEXALYTICS

Lexalytics Automates Customer Experience Management for Major Outdoor Equipment Retailer

PRODUCTS USED

Semantria API

Semantria Storage & Visualization

Retail/eCommerce Industry Pack

BACKGROUND This retailer and eCommerce company is one of America's biggest sellers of outdoor clothing, equipment, and services.

CHALLENGE A **positive customer experience** is the lifeblood of any company, especially in retail, and a great way to understand how a customer feels about a brand is through survey verbatims — or the open-ended responses consumers give to a list of questions. Since this retailer **conducts thousands of surveys per month**, whether post-sale, digital, in-store, or commissioned via a third party — they needed a solution that could address the following challenges:

- **Siloed data sources** hand-categorized into different taxonomies;

- **Requirement to get granular with the taxonomies** — while still a large, physical-store brand, the company's eCommerce arm has exploded since the pandemic, so they needed to differentiate between the online and physical experiences and the multiple, disparate categories that fall under each;

- **Keep data in-house** to analyze with other internal BI tools, alongside other aspects of their data, so they needed an API.

As the retailer began to try to tackle the NLP challenge internally, the **project lead quickly determined that building a solution in-house would be too time-consuming and expensive**. After a thorough evaluation of text analytics vendors, this outdoor retailer narrowed its options to Lexalytics and another well-known customer experience platform provider.

SOLUTION

In the end, the **retailer chose Lexalytics and its Lexalytics Intelligence Platform**, and it's obvious why. Lexalytics offered more generous access to crucial engineering and customer success talent within the company and a superior feature set to the competing vendor at about half the price.

Lexalytics was also able to assist with the internal selling to get the **company's decision-makers to believe in the power of AI-backed text analysis**. With the Lexalytics Intelligence Platform, the retailer now has an API plus a visualization and management tool. They can do their own tuning (or turn to Lexalytics for help, if they'd like) while also integrating with existing BI tools that the CEM team already uses.

1 million
DOCUMENTS ANALYZED PER MONTH

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INDUSTRY
Customer Experience Management in Major Outdoor Equipment Retail

TYPE AND SOURCE OF TEXT BEING ANALYZED
Reviews, social media, news articles, forums/communities, surveys, chat/IM conversations, phone logs, or email

RESULTS
Lexalytics has helped the business unify their various taxonomies across business units while processing multiple customer data streams in the same platform, giving them **a 360° view of what their customers are saying**.

After a seamless integration process, **the retailer now plans to integrate other text data streams**, including product reviews and social media content, to get an even more holistic view of their customer beyond just surveys.
With Lexalytics, the **retailer's CEM team now has a true partner to solve their business problems** instead of only an off-the-shelf software product.

HIGHLIGHTED ROI

SIGNIFICANT COST SAVINGS
Compared to the next-best competitor (half the cost!) or to the cost of developing the tool in-house
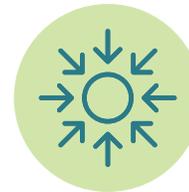
OPTIMIZED DATA
Siloed data combined by funneling it into the same system and creating 100+ granular categories for use across business units

SEAMLESS INTEGRATION
Lexalytics integrated with existing BI tools used by the CX team for a truly 360° view of the customer