Resonate Solutions Builds Leading Australian CEM Platform with Help from Lexalytics

BACKGROUND
Among Australia’s largest Customer Experience Management (CXM) platforms, Resonate Solutions has been pioneering the CX space in that country since the late aughts. Resonate helps medium-to-large enterprises across multiple industries — from financial services to retail and healthcare — understand its customers better and empower their teams by specializing in Voice of the Customer (VoC), Net Promoter Score (NPS), Employee Engagement and by driving customer centricity.

CHALLENGE
When Resonate created its CEM platform in 2009, it primarily relied on traditional surveys involving customer interviews with basic analytics run on the back end. As Resonate’s platform grew to include more than a hundred different data streams, and as social media became critical in understanding the customer journey, the company needed to go beyond providing a basic Net Promoter Score... it needed to find a way to manage the deluge of unstructured text data and leverage it to help its customers build more customer-centric businesses.

Resonate needed to reliably mine all of the incoming text and understand what customers were talking about without reading every piece of content, and not just a few thousand documents in English. One of Resonate’s global customers had a project that required it to process almost a million documents...
Resonate Solutions + Lexalytics

documents in a dozen languages... and fast. Text analytics and natural language processing were the obvious answer for the team, but the question was, “Do we build, or do we buy?” Realizing that the engineering team was already stretched with building out some of Australia’s leading CEM technologies, Resonate searched for the best fit for its needs. After researching products from IBM, Microsoft and Amazon, it found the partner that resonated best with them — Lexalytics.

SOLUTION

In 2016 under intense time pressure, Resonate was able to integrate the Lexalytics Semantria API into its platform in under a month. In less than 30 days, Resonate was able to elevate its platform to keep track of customer metrics and compare different segments in its leaderboards; use automated ML and AI to surface the most significant issues without manual analysis; automatically understand customers’ emotions, intent and sentiment; and combine CX metrics with text analytics to understand the “what” and “why” to increase metrics. And with Lexalytics it was able to do all of that in languages as varied as English, Portuguese, and Russian.

RESULTS

Resonate has grown to be one of Australia’s largest CEM providers. It helps its customers achieve less churn, decrease their growth in spend, and increase their customer base and revenues.

More specifically, with Lexalytics, Resonate is able to pinpoint specific issues it wouldn’t otherwise be able to. For example, one of Resonate’s largest retail customers realized it was consistently getting lower scores from a couple of its stores. When it did a deep dive and looked at what customers in these stores were saying, two different themes surfaced. Customers pointed to unfriendly, but otherwise experienced and knowledgeable team members. In others, customers were happy with the friendliness of the team, but the product knowledge was lacking. The customer’s key takeaway? Having a good mix of customer service and product knowledge is where to target to move the scores higher.