



Microsoft Conquers a Macro Survey Challenge

Company

Microsoft

Industry

Diversified software and technology solutions

Size

124,000 employees

Revenue

\$89.95 billion



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Background

Microsoft is a \$90 billion/year diversified software and technology company providing productivity, business and entertainment solutions for individuals, small businesses and enterprises. In fact, this section is probably unnecessary so let's move on.



Challenge

A significant part of the work, effort and budget of Microsoft's Customer Market Research (CMR) team is dedicated to the design, deployment and analysis of customer surveys. In addition to regularly scheduled surveys of existing users, they frequently conduct high-volume market surveys of students, professionals, and researchers.

As part of its optimization and continuous improvement strategy, the team has been working on developing the best practices of integrating a different type of voice-of-customer data: social media content. They needed to:

1. Extract as much relevant information from social content as possible
2. "True up" social data with survey responses, allowing for the use of substantially less-expensive data to explore feasibility of reducing some of their substantial survey spend
3. Flexibly and easily configure one-off analyses, as well as establish and validate long-term trends



"Natural Language Processing is hard. Filtering in an environment with so much ambiguity is hard. Analyzing and making sense of billions of words is - wait for it - hard. Lexalytics puts this all together in a way that makes it possible to maintain, collaborate, and distribute results that help our senior leadership teams make better decisions."

Csaba Dancshazy

Senior Market Research Manager



Solution

The Customer Market Research team starts with a question, such as, “What are people saying about the Surface Pro’s reliability in the last 3 months?” Based on the products, brands, and themes they’re interested in, the CMR team extracts subsets of social comments from a Lexalytics-built data warehouse.

Next, they use the new Semantria Storage & Visualization platform to analyze this data and generate context-rich insights into how people feel. The team validates those results using Semantria’s sophisticated reporting tools, and then compares the net sentiment score to quantitative Likert™ Scale survey data.

Using this solution, the Customer Market Research team can compare how people talk about products and brands on social media, versus what they say in survey responses. Once they identify common discussion themes and topics, the team aggregates this information to use as a reliable, immediately-actionable proxy for survey responses, weeks ahead of receiving the actual results.



Results

Where traditional social listening tools fall short, Lexalytics provides necessary scalability, with functionality that can be optimally tailored to the Microsoft team’s unique needs. The end solution monitors activity and commentary across the 1000’s of products and brands in Microsoft’s and its competitor’s portfolios.

This information helps Microsoft reduce survey spend by substituting social signals where possible, run better surveys by identifying gaps, and help other marketing and product teams make better-informed decisions.

Semantria API, Semantria Storage & Visualization

10 million

documents analyzed per day

1,000+

products and brands tracked

3 weeks

Actionable insights gathered 3 weeks ahead of survey responses



“Lexalytics is the only vendor we’ve seen that can offer the flexibility that is required to support our complex product line. We’re working closely with both their technology and services organizations to push the bounds of what can be accomplished with social data. They have contributed to methodology with their expertise, and have been creative and responsive in the development of features to meet our needs.”

Csaba Dancshazy
Senior Market Research Manager