

# Tough Mudder and Lexalytics team up to conquer an analytics obstacle.



## Company

Tough Mudder

## Industry

Corporate development

## Products and Services

Obstacle course-based events to foster corporate leadership and teamwork development

## Website

[www.toughmudder.com](http://www.toughmudder.com)


## Social

 Twitter

 Facebook

 Instagram

 Google+

 YouTube

## Objective

Founded in 2010 with the launch of the Tough Mudder event series of 10-12 mile obstacle courses, Tough Mudder Inc. has grown to become the leading active lifestyle brand and endurance event company with more than 2.5 million global participants. The Net Promoter Score, a measure of customer satisfaction, is an important KPI for the company, which sends out post-event surveys to all participants. However, due to the volume of participants and the qualitative format of the surveys, it is difficult to read every response and take participants' feedback into consideration. Tough Mudder needed a solution that could quickly analyze high volumes of data to identify key themes and capture participant feedback without a large outlay.

## Solution

Tough Mudder chose Lexalytics to get a sentiment analysis system up and running quickly and easily, and to reduce the time needed to read, review and code participant responses. Using the Semantria for Excel Add-In and English and German dictionaries, Tough Mudder and Lexalytics worked together to design custom queries to identify trends. For example, the customizable dictionaries identify "challenging" and "fear" as having positive rather than negative sentiment in the context of Tough Mudder events, where participants "overcome fear" and "conquer challenges".

Tough Mudder uses Lexalytics to process 2,000 surveys for each of the company's 78 events per season, some 156,000 surveys total. The company can now report on Net Promoter Scores within a week of every event, providing more feedback to its tactical teams more quickly.

Lexalytics reduced manual coding by **90%**

"Tough Mudder is committed to continuously enhancing the participant event experience. By teaming with Lexalytics, Tough Mudder is able to report Net Promoter Scores and review participant feedback within a week of every event. The company's ability to make strategic adjustments based on customer insights is invaluable to providing the ultimate event experience. Tough Mudder's dedication to innovation is one of many reasons the brand is a global leader in the active lifestyle and endurance sports categories."

**Sydney Friedkin**

Tough Mudder

