

CASE STUDY

Microsoft Gains More Value from Social and Survey Data with Lexalytics

Company: Microsoft

Founded: 1975

Employees: 144,000+

Industry: Technology and Electronics

Division: Customer Market Research

Mission: To improve Microsoft's products and services through rich Voice of Customer insights

Website: www.microsoft.com

Integrating Social and Survey Data

Microsoft's Customer Market Research (CMR) team helps managers across the company make better decisions regarding product and market strategy. Before, the CMR team used to listen to Voice of Customer by designing, distributing and analyzing a wide range of surveys. But as part of a push towards optimization and continuous improvement, the team began working to integrate a new type of customer data: **social media content**.

TO DEMONSTRATE VALUE FROM THE PROJECT, THE CMR TEAM NEEDED TO:

- 1 Effectively filter social content to only extract relevant data
- 2 Easily configure flexible one-off analyses, while also establishing and validating long-term trends
- 3 "True up" social data with survey responses to explore the feasibility of reducing their survey spend

Traditional social listening tools didn't offer the **customizability** and **scalability** the Microsoft team needed to achieve their goals. So, they turned to Lexalytics for a "semi-custom" solution.

“ Lexalytics is the only vendor we've seen that can offer the flexibility that is required to support our complex product line.”

Csaba Dancshazy Senior Market Research Manager, Microsoft

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Gaining More Value From Social Data, Reducing Survey Spend

First, the Customer Market Research team extracts a subset of social comments from a **Lexalytics-built data warehouse**, based on the products and brands they want to know more about. Then they use **Spotlight** to analyze this data and understand what people are saying, how they feel, and why they feel that way. Next, the CMR team validates the results and then **relates** the net sentiment score to quantitative Likert™ Scale survey data. This approach allows them to **compare and contrast** what people say in structured surveys, versus what they say in the unstructured environment of social media.

Finally, the team identifies **common themes, topics and correlations** in the social data, and then aggregates the information to use as a reliable, immediately actionable proxy for customer survey responses, weeks ahead of receiving the actual survey results.

Using this Lexalytics solution helps Microsoft to **reduce survey spend** by substituting social signals where possible; **run better surveys** by identifying insight gaps; and help leadership teams make **better-informed decisions** around marketing and product strategy.

“ Filtering in an environment with so much ambiguity is 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, Microsoft



10 Million

Documents Analyzed Per Day

1,000+ Products

And Brands Tracked

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