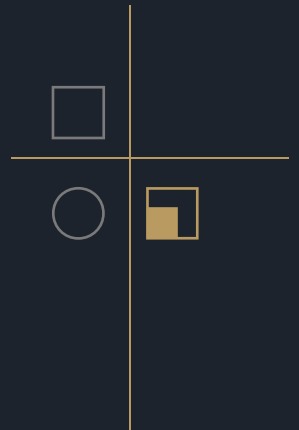
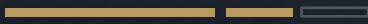


TEXT MINING TO COMPREHENSIVELY ANALYSE CRM DATA



THE CLIENT PROBLEM

Our client, a **major global investment organization**, had the following challenges. There was a large amount of transcript data available but **analysing the unstructured data was time and effort intensive**. The client also needed to **map customer requirements to product recommendations** made by their advisors.

THE AQ SOLUTION

AQ followed a four step process.



CLASSIFY CONVERSATIONS

The conversations were scanned for mentions of certain products by name. They were then separated into product specific buckets and the sentiment of each conversation was evaluated.



IDENTIFY KEY THEMES

Words within each product corpus were analysed for salience using word clouds. Positive and negative words were identified by associated sentiments.



PRODUCTS DEEP DIVE

Hierarchical cluster analysis was used to summarize what people said around key themes and to identify representative conversations. Words were grouped into a tree structure.



PRODUCTS AND THEMES MAP

Correspondence maps were created to identify linkages among products and themes associated with them. Latent semantic analysis was used to map similar products and understand the relationship between products and words occurring together.

THE CLIENT BENEFIT

AQ processed and analysed a huge quantum of qualitative data. The insights from this analysis helped our client identify the relationships between customer sentiment and product performance and helped their team address product concerns. The analysis also helped client advisors target and cross-sell products accurately to customers.



Thank You

For any queries, get in touch with us.

connect@aqinsights.com