

inspecting net promoter score

Safelite® links Net Promoter Score® with comment and sentiment analysis to improve customer satisfaction



situation at a glance

- America's leading auto glass company sought to optimize the value of NPS through comment and sentiment analysis
- Extensive efforts with standard text analytics methods had previously failed to deliver the desired results
- Ascribe Inspector was applied to the challenge and provided actionable insights within a week of launch
- Safelite now sees what's driving its NPS and the 500,000 annual survey responses that comprise it

challenge

Safelite® AutoGlass provides vehicle glass repair and replacement services, serving around 4.3 million customers annually across the United States.



Among the 500,000 survey responses Safelite collects annually in its customer satisfaction survey were verbatim comments from customers, explaining why they had given a high or a low score.

The challenge was to interpret these textual comments and to link them to other data, such as Net Promoter Scores® (NPS). Solving this issue would give Safelite an understanding of exactly how to make customers delighted. An initial attempt to use standard text analytics software produced inconsistent information.

solution

Within a week of obtaining Ascribe Inspector™, the natural language processing tool was delivering the results Safelite wanted. Kellan Williams, Customer & Quality Analytics Manager, comments, "The tool fits in perfectly out of the box, extracting key insights without spending an inordinate amount of time figuring out how to use it."

Williams applies Ascribe™ to comments in survey data and customer feedback, and also uses it extensively on social media data. He says, "The shift from not having a strategic way of analyzing the verbatim comments, to where we now leverage all this data, trust it and make decisions on it has been a huge change in how we do business."

approach

Ascribe allows Safelite to perform regular sentiment analysis, using Safelite's own standard set of analytical frameworks that the firm can carry over from one data source to the next.

Ascribe also fulfills an important supplementary role in providing what Williams describes as 'context.' It allows him to identify the most relevant comments that lie behind these sentiment scores, expressed in

customers' own words. These, combined with the sentiment scores, offer the narrative on what needs to be done, in terms that managers across the business can easily understand.

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approach (cont.)

Fast turnaround is essential for Safelite. Williams reports, “I can take any set of data and do the same type of analysis in hours, versus taking days or weeks to model it in another platform.”

For Safelite, where Ascribe really wins out is in the way it relates to NPS data.

“NPS is a score, and you don’t know what is driving that score,” says Williams. “But when you can see how it aligns with sentiment then that informs you as to what may be moving that NPS needle. In every instance where I compared Ascribe Inspector output with NPS, it was spot on directionally, so it gives us a lot of confidence in it – and that also helps to validate the NPS.

“Without a text analytical method like Ascribe Inspector, it is extremely difficult to analyze this amount of data. Ascribe provides a way to apply a consistent approach,” says Williams. “This really allows us to add a customer listening perspective to our decision making.”

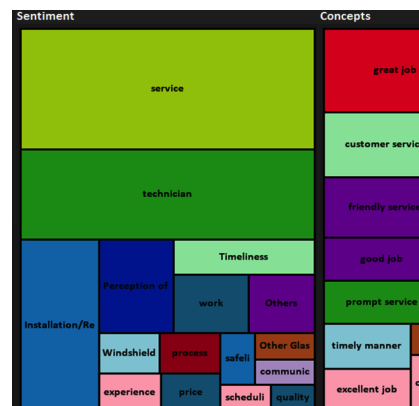
results

- A new text analytic solution implemented, delivering results a week after adoption
- Entire datasets processed and analyzed within hours, rather than days or weeks using other analytical methods
- Sentiment analysis derived from comments aligns perfectly with NPS scores and makes NPS actionable
- One software tool used for both sentiment analysis and comment classification to provide customer insight
- Social media analysis is now comparable with other measures

about ascribe

Ascribe is the leading provider of verbatim text analytics solutions for the world’s most recognizable brands and research firms. Clients spanning 57 countries depend on Ascribe to gain real-time, accurate and actionable insights into the feelings and experiences of their customers. Ascribe analyzes more than 300 million open-ended customer comments per year, captured across a broad range of channels and in a myriad of languages. With Ascribe, companies make better, more-informed decisions through a deeper understanding of their customers and markets.

Sentiment and comment analysis provide context to NPS scores, which aids their interpretation.



Revealing weekly or monthly changes in the sentiment behind each score makes NPS much more actionable.

Overall Sentiment*		1.30	
Sentiment Group	Sentiment	Var to ToCo	%
service	1.51	0.00	→
Other Glass/Product	0.74	0.26	↑
safelite	1.53	0.36	↑
experience	1.61	0.20	↑
results	0.74	0.08	↑
quality	1.41	0.12	↑
work	1.44	0.07	↑
process	1.26	0.06	↑
Perception of Employees	1.45	0.02	→
Installation/Repair Job	1.64	0.01	→