

ANZ BANK TURNS TO SYNTHESIO

FOR A COMPLETE ANALYSIS OF ONLINE/OFFLINE CUSTOMER SATISFICATION DATA

THE CHALLENGE

In 2016, ANZ bank came to Synthesio with a need to fully understand and improve customer experience and satisfaction in Australia. The popular APAC bank wanted to develop stronger relationships with their customers and drive positive customer experience. They needed a Social Listening solution with strong global capabilities in Natural Language Processing (NLP) and superb data quality.

Originally relying on more traditional market research methods, ANZ wanted to understand if customer satisfaction results from paid surveys about Financial Services brands corresponded to the sentiment that consumers express online. While both consumer survey data and social media conversations provide unique and meaningful insights to businesses, the two are not frequently intertwined to leverage their combined power. The bank chose Synthesio, the leader in global Social Media Intelligence, to help them answer this question and additionally help the bank achieve their customer experience goals.

THE SOLUTION

To find out if customer satisfaction results from paid surveys about Financial Services brands correspond to the sentiment that consumers express online, Synthesio aligned the traditional survey metric, Net Promoter Score (NPS) to their proprietary social metric, Social Reputation Score (SRS).

To improve customer experience and satisfaction, Synthesio analyzed customer sentiment around ANZ bank specifically related to their core products and services, Synthesio particularly focused on identifying trends and better understanding the types of messages that potentially cause shifts in sentiment.



"Social Listening data can help us identify the "why" behind how customers experience our services."

- **Wing Cheung**, Head of Customer Insights and Digital Strategy at ANZ

THE RESULTS

One major difference between the two metrics was glaring. Brand advocates and detractors typically post “in-the-moment”, as an emotional response to their brand experience. Survey responses are not as impacted by emotional cues - as they generally take place after respondents have a chance to cool down and view things more objectively. In addition, social media users are not limited in their range of language and sentiment, however, survey respondents are locked into predetermined choices that might not fully capture their thoughts and feelings.

Synthesio’s analysts formulated a strategy that was driven by three key pillars designed to smash the silos between datasets:

Lag Time: Determine an approximated lag-time to more accurately layer collected survey responses onto a social media mention timeline.

Keywords: Determine which target keywords from survey verbatim would be “matched” to social listening queries so topics could be more accurately correlated.

KPIs: Synthesio’s Social Reputation Score (SRS) naturally matched to Net Promoter Score (NPS), but could additional KPIs be layered into the results to provide context beyond sentiment?

In conclusion, Synthesio’s analysis demonstrated how the Net Promoter Score calculated from the online survey results had many similarities and which aligned with Synthesio's Social Reputation Score (SRS). Correlations were further validated using qualitative conversations to pinpoint trends to the ebbs and flows of the bank’s NPS score.

A boost in both scores was achieved when ANZ launched digital promotions and sponsorships and similarly, negative press mentions caused declines in both scores. Additionally, there were keywords found in online conversations that revealed linkages to survey questions related to brand reputation, purchase intent, and customer satisfaction.

In addition to determining the correlation between datasets, Synthesio helped ANZ achieve their goals of understanding customer feedback and improving and optimizing customer service programs. They did so by focusing on identifying trends and better understanding the types of messages that potentially cause shifts in customer sentiment.

About Synthesio

Synthesio, named the **Global Leader** by an independent analyst in two reports in Q1 2016 and an Editor's Choice by PC Mag, is a global Social Intelligence platform used by some of the world's top brands and the agencies that support them. Synthesio is the framework for building social intelligence that provides real business results.

Whether an organization's social team is built within Marketing or crosses multiple departments, business units or geographies, Synthesio helps teams listen to, and analyze, consumer conversations across social and mainstream media within one platform. Founded in 2006, Synthesio has offices in New York, Paris, London and Singapore.

Talk to an expert and learn more about how Social Intelligence can help your business to optimize campaigns and drive ROI.

CONTACT US TODAY

Social Media Intelligence for the Enterprise

LISTEN



Find, track and harvest conversations online that matter to your brand

ENRICH



Map your traditional target audience panels on social

MEASURE



Tie traditional business metrics to social and turn data into insights

CONNECT



Educate and distribute insights across the organization

LEARN MORE ABOUT SOCIAL INTELLIGENCE