underlined
Building Data Driven Customer Experience
• Tekstmining
  – First Insights: Subjects & emotions based on open feedback

• Drivermodel
  – Changing & Measuring: What customer characteristics (drivers) have an influence on your KPI?

• Impactmodel
  – Impacting KPI’s: How much impact do other KPI’s have on your KPI’s?
TEXTMINING

Customers Feedback

Tekst Mining

Organisation
Verdieping NPS score

NPS score
- Promoter: 6.0%
- Passive: 31.0%
- Detractor: 63.1%

Trend NPS score

Prioriteitenmatrix

Toelichting NPS - Textmining rubriek
- Houding & Gedrag medewerker
- Algemene ervaring
- Informatievoorziening
- Kennis & Vaardigheden medewerker
- Prijs & Kwaliteit
- Afhandeling
- Processen

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IN THE ACADEMIC LAB

- Over the past years Underlined did continuous academic research on different aspects of the relation between NPS and customer behaviour.
- Our next step, starting-up academic research to detect emotions with A.I. techniques in behavioural data.
- **WHY?**
  - Create an alternative for questionnaire based research.
  - Stronger prediction of both loyalty / value as well as most likely customer next steps.