

Turning thousands of pieces of customer feedback into a good thing

Christina Cooper

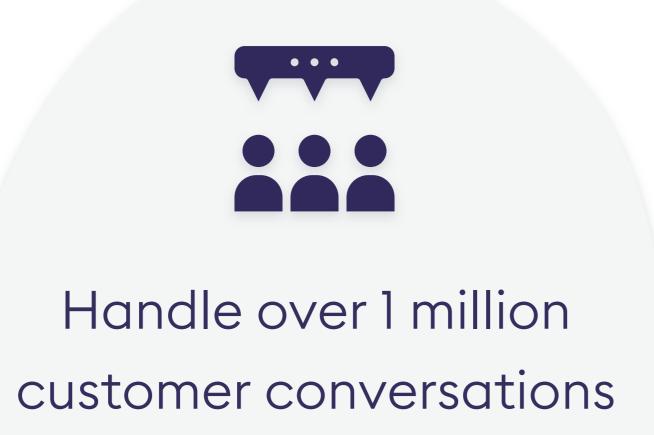
Voice of the Customer Programme Manager

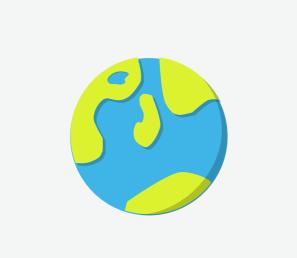
"Integrating Chattermill into ManoMano's business has been a game changer in helping our business shift towards user-centric strategy."





The online leader for DIY, gardening and home improvement in Europe

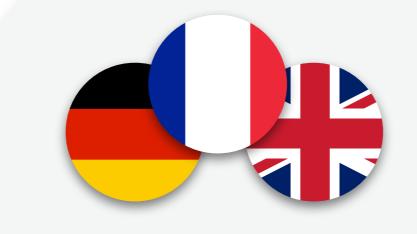




570+ employees across more than 16

a year (without chatbots)

nationalities



Customers across 6 markets and languages



Over 4 million referenced products and 3000 partner sellers



One of Europe's fastest growing eCommerce businesses



"The most powerful thing about Chattermill for our company is actually that we can put quantitative terms on qualitative data to speak the same language as the rest of the tech company to help make the necessary pro-CX changes"

> **Christina Cooper** Voice of the Customer Programme Manager





Project

ManoMano started working with Chattermill in 2019 as they shifted their product level acquisition strategy toward user-centricity and began to understand their customer experience by segmenting and understanding the increasing volumes of NPS feedback.



• Integrating emotional customer feedback into a highly data driven tech company.

• Analysing massive quantities of unstructured feedback at scale in near real-time.

• Build a single source of truth to empower each team to take action based off of insights.



Solution

• Custom built and trained AI model to analyse what customers are saying in the most granular way possible.

 Analyse our customer feedback in near real-time to detect theme and sentiment

- within each piece of customer feedback.
- Company-wide tracking and reporting of customer experience trends and movements to understand the 'why' behind survey scores.

Results

- Internal culture shift toward customer centricity throughout the organisation.
- Deeper understanding of our customers' point of view and the ability to identify underlying root causes of customer challenges.
- Determine strategic priorities based on evolving and dynamic real customer experience needs.

About Chattermill

Chattermill is a leading provider of customer experience and text analytics solution. Our platform integrates topic and sentiment text analytics, customer segmentation and customer experience prioritisation in real time and connected to all your customer touchpoints, creating a single view of the customer. From optimising touchpoints to sharing customer insights throughout your organisations, we bring sentiment to life. Chattermill helps some of the fastest growing brands, including HelloFresh, Just Eat, Spotify and Uber build best in class customer experiences.

For more information please contact <u>textanalytics@chattermill.com</u> or visit out website <u>chattermill.com</u>.

