

Luminoso Daylight™  
AI

CASE STUDY — CX

# LUMINOSO DAYLIGHT™ GO TO MARKET AI: CREATING BEST-IN-CLASS PRODUCT POSITIONING

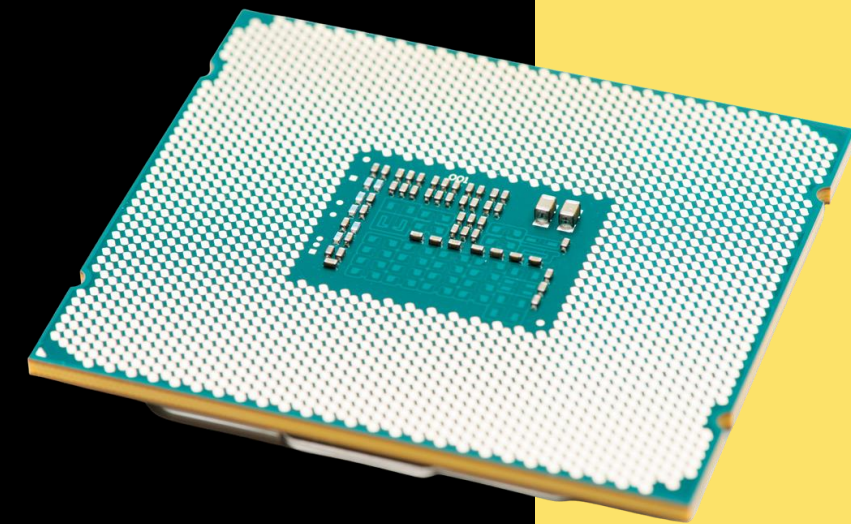
# GO TO MARKET CASE STUDY

In 2022, a renowned semiconductor manufacturer in the gaming sector introduce a new laptop to the market. Following the initial market release, they gather 7870 reviews from diverse platforms like Reddit, Amazon, and YouTube.

Initially, they use analyst firms to sift through and analyze the data. They were skeptical about the results and want an unbiased perspective. That's where Luminoso Daylight™ AI comes into the picture.

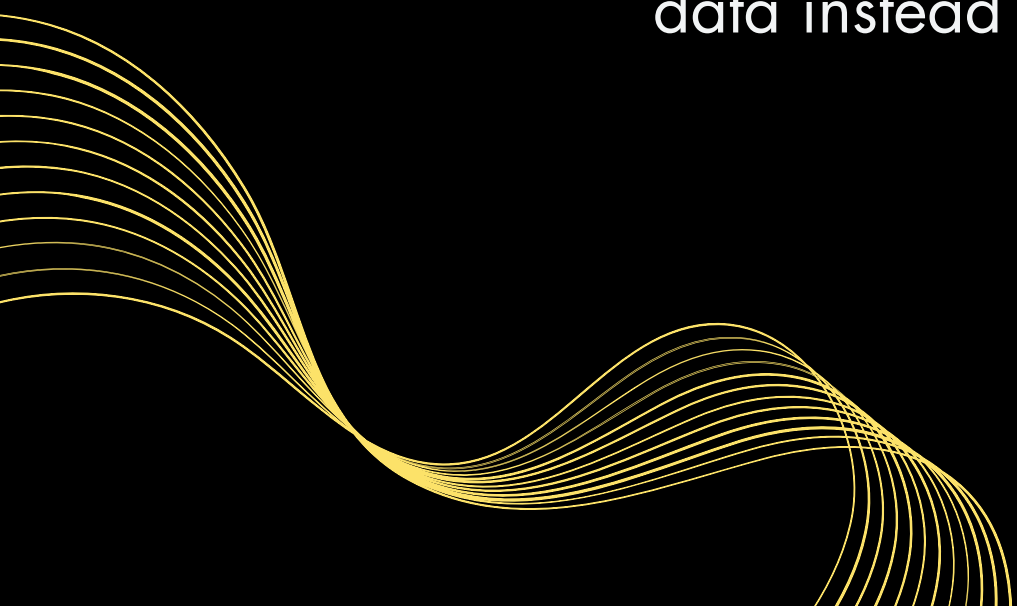
**Luminoso Daylight™ AI allowed them to...**

- **Reduce time and cost for their next GTM strategy**
- **Made their analytics team more effective and efficient**
- **Showed directly where their NPS score was being impacted**



# BUSINESS IMPACT

- **Speed To Market:** Luminoso Daylight™ AI reduced the time it took to see where direct impacts could be made to improve NPS.
- **Reduced Data Analyst Cost:** Luminoso Daylight™ AI's deep learning and auto-tagging functionality allowed their analysts to focus on analyzing data instead of organizing it.
- **Sharper Competitive Edge:** Luminoso Daylight™ AI showed them exactly where they could position themselves against their competitor for maximum impact.
- **Accurate NPS Tracking:** Luminoso Daylight™ AI's ability to track changes in the market showed them exactly where they need to focus their efforts to improve their overall rating.



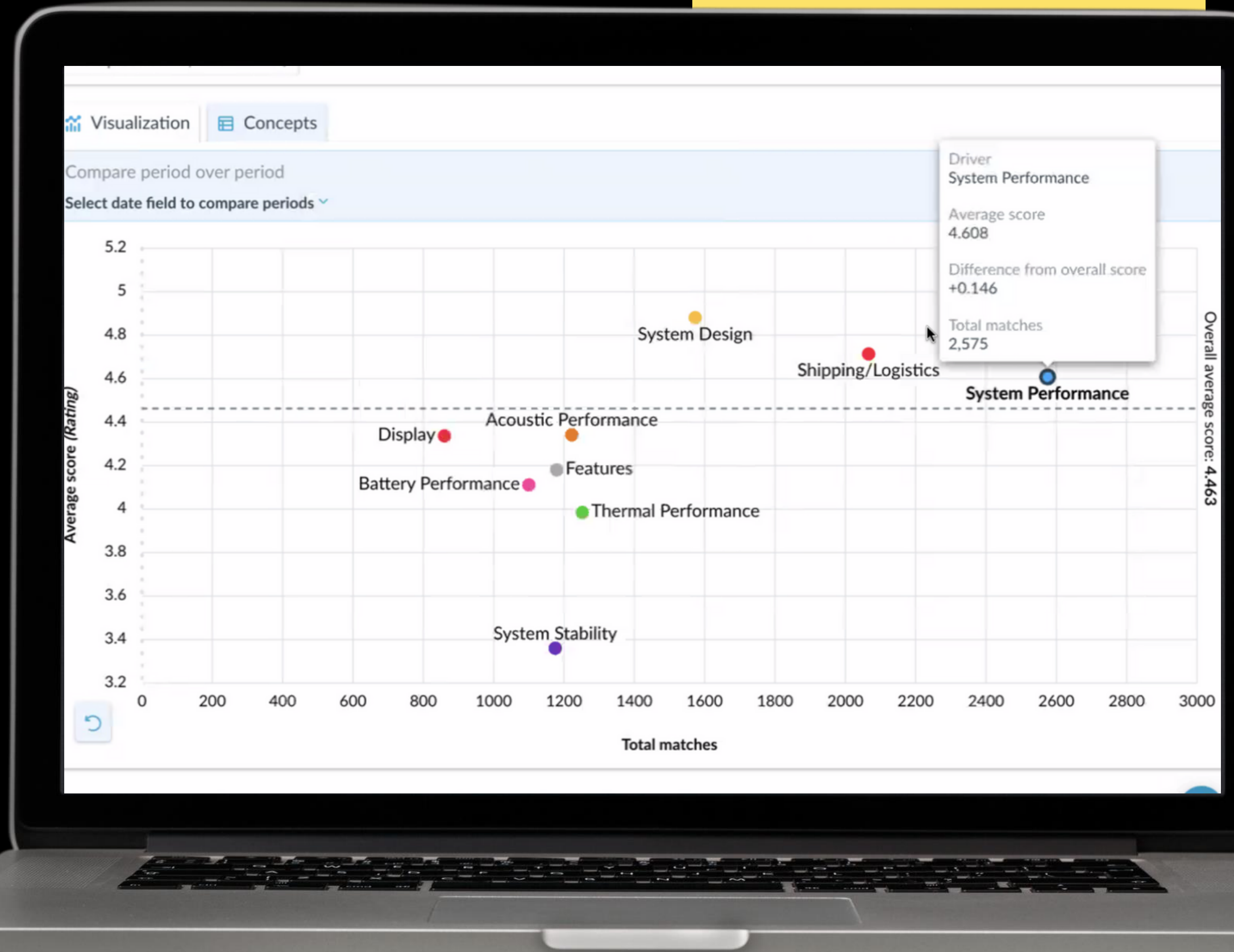
# BUSINESS IMPACT, cont'd.

- **Quick Comprehension of Product Insights:** Data visualization and integration ensures the internal team is equipped with accurate insights for faster decision-making.
  - **Deep Dive into CSAT Scores:** Grants the ability to delve into how each specific driver influences the CSAT score and understand their interrelations for a more nuanced strategy approach.
  - **Informed, Bias-Free Decision Making:** The non-biased nature of analytics instills a sense of confidence in decision-making processes, ensuring resources are managed and allocated with pinpoint accuracy.
  - **Strategic Vendor Negotiations:** Facilitates renegotiation of vendor contracts with a grounded understanding of customer experience (CX) performance metrics.
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# SEE THE ENTIRE EXPERIENCE

Luminoso Daylight™ AI pinpointed crucial areas like battery life and system stability that were influencing customer satisfaction (CSAT) scores. It also shed light on often-overlooked aspects like shipping logistics, showcasing an interconnection of elements that were affecting the customer's overall experience.

**Luminoso Daylight™ AI's deep learning and data visualization made comprehending the holistic customer experience much easier for all stakeholders.**



# ORGANIZING THE FEEDBACK

Categories set by the customer to instruct Luminoso Daylight™ AI on how to organize the 7870 customer reviews *(real life impact: this only took our customer 2 hours to train the model.)*

**Features** (USB, ports, HDMI, USB-C, jack, USB-A, webcam, camera, Bluetooth, speakers)

**System Stability** (driver, bios, update, crash, black screen, blue screen, restart, freezes, firmware, windows update)

**Display** (display, panel, refresh rate, response time, monitor)

**Battery Performance** (battery, charging, charger, power supply)

**Shipping/Logistics** (packaging, logistics, delivery, delivery is fast)

**Acoustic Performance** (fan noise, noise, fan sound, sound of the fan, loud, sound, quiet)

**System Design** (handsome, beautiful, exquisite, really handsome, elegant, attractive, gorgeous, stylish)

**Thermal Performance** (temps, temperature, degrees, CPU temperature, thermal, overheating, throttling, not hot)

**System Performance** (performance, performs, ability, CPU, GPU, frames, smooth)

# ROADMAP TO INNOVATION

The visualization of data became their roadmap to innovation, allowing them to target specific development zones with precision. Management could now evaluate, with certainty, where to channel their investments for maximum impact.

**Luminoso Daylight™ AI made their analysis team more effective and efficient.**



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Showing:  Exact  Conceptual

- ...Wi-Fi card sometimes drops outOccasional driver instabilityExhaust blows heat on screenGets fairly hot under...
- ...it.As for the bad, my first issue was four blue screen crashes after I finished setting up Windows and logging in....
- ...nt keyboard backlightWi-Fi periodically crashes and shows no networking restartFingerprint scanner usually takes...
- ...to make sure to install all the available Windows updates. Then use MyASUS to make sure your drivers are all up-to-date....
- ...blow loudly whenever the system is applying Windows updates. Bluetooth works well and I haven't had any issues with...
- ...pre-installed". I would advise running all the window updates first as there were quite a few to

# THE RESULTS

Luminoso Daylight™ AI debunked several findings of previous analysts, presenting a bias-free narrative. It revealed clear paths to delivering a product experience that meets and exceed customer and internal team expectations. The Go To Market learnings advanced our ability to help our client reposition strongly against their competition.

**And the product experience manager only needed 2 hours of training to train the respective models.**

## HIGH-LEVEL OVERVIEW:

System Stability was the lowest rated sentiment

System Design was the highest rated sentiment

7870 total reviews analysed

2 hours of total training

4.463 CSAT score overall average

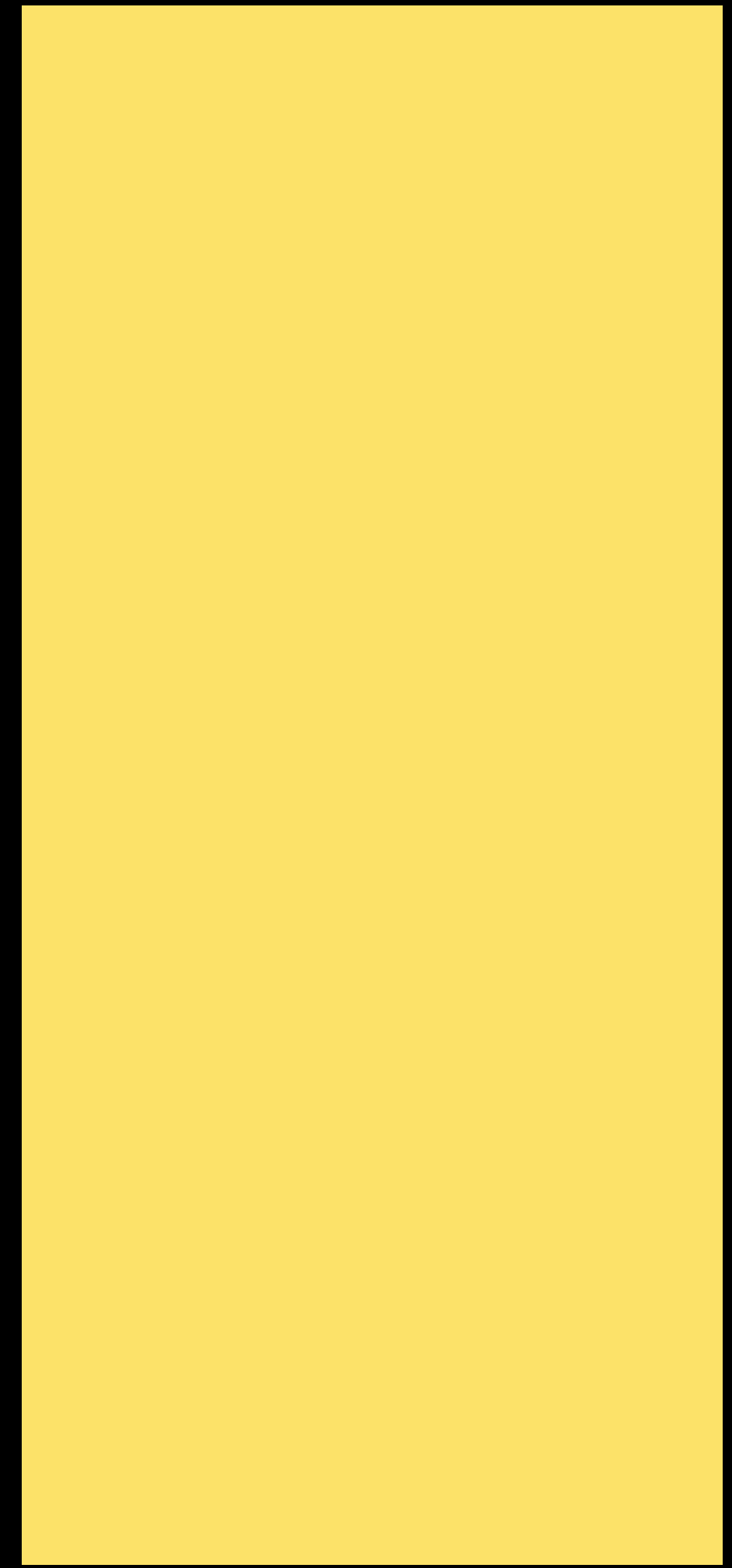
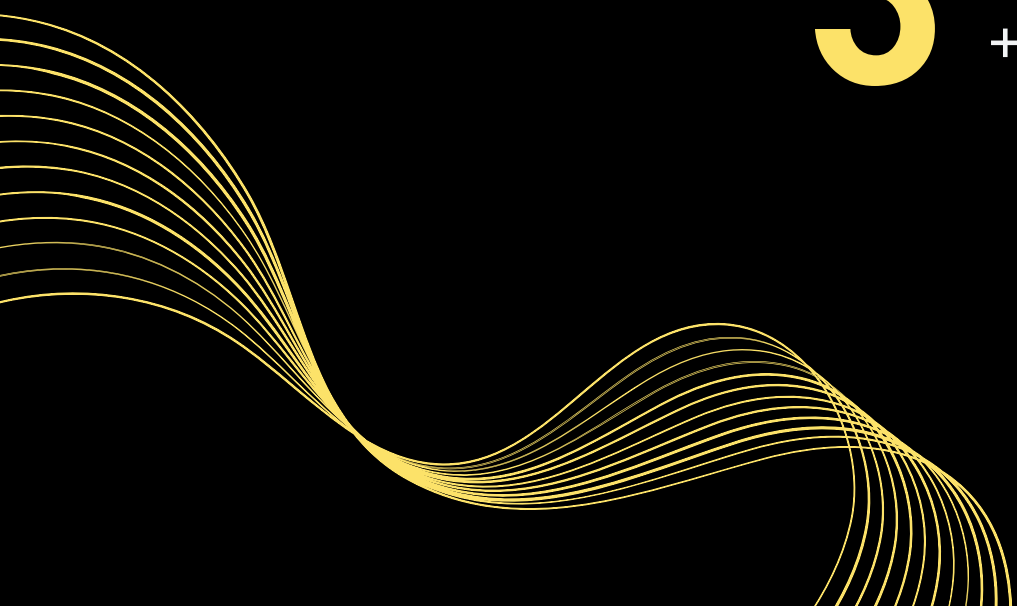


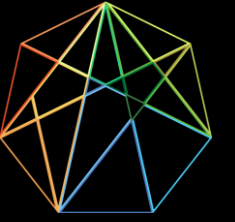
# TANGIBLE ROI

**1** Increased percentage of features released that tie back to customer feedback, from 10% to 20% in one year.

**2** Impact of data in speed to market. As the velocity of features released increased, we saw 15% YoY reduction in negative NPS commentary about the product experience.

**3** Deepened customer engagement in feedback. We saw a +9-point increase in NPS YTD.





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THAT'S THE LUMINOSO DIFFERENCE

**We are the AI solution you're looking for...**  
and we've been learning from human-created  
data since before it was cool.

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