LUMINOSO

Enhancing Customer Feedback Analysis For A Global Cloud-Based Healthcare & Service Provider

CHALLENGE

Managing and analyzing extensive feedback from surveys and forms was overwhelming due to the volume and complexity, preventing timely and effective responses.

SOLUTION

- The handling of unique terminologies provided insights from both structured scores and unstructured text feedback.
- The feedback data ingested included around 20,000 survey responses, rich in industry-specific jargon and varied feedback expressions.

RESULT

- Quick identification of specific issues allowed for immediate improvements in training programs and product functionalities.

- Key insights included identifying primary concerns affecting customer satisfaction, such as training deficiencies and product issues, leading to a structured approach to prioritizing solutions.

- The use of Luminoso led to a notable increase in Net Promoter Scores (NPS) by pinpointing and addressing the root causes of dissatisfaction.

- **This effort resulted in a Gold 2022 Stevie Award for Sales & Customer Service!**

DETAILS

- **Data Volume:** 20,000 survey responses

- **Data Sources:** Customer feedback collected from product feedback forms and various survey types, including post-training and product usage surveys.

- **Findings:** The analysis revealed major pain points in training and product functionality that directly impacted customer satisfaction. A hierarchy of needs was established to prioritize these pain points.

- **Impact:** Enhanced ability to address customer issues quickly, improved training modules based on direct feedback, and better product changes leading to higher customer satisfaction scores and a Stevie Award.

GOLD
2022 STEVIE® WINNER
FOR SALES & CUSTOMER SERVICE