



case study

data coding & visualization

Deluxe Corporation capitalizes on tools and training to drive productivity for its digital data.



situation at a glance

- DELUXE CORPORATION, a top provider of checks in North America, sought to increase speed to insights, improve productivity of data, and support website UX
- Early attempts to streamline proved disappointing
- Ascribe Coder and Ascribe Illustrator provided the right answer with affordable ease of use, retained control, and adaptive training and innovation
- Deluxe now sees optimized productivity and quick, accurate, valuable insights

challenge

Deluxe Corporation and its industry-leading brands, including NEBS[®], McBee[®] and Checks Unlimited[®], offer thousands of products to help four million-plus small business customers run their business day to day, and is one of the top providers of checks in North America.

To optimize user experience on its mission-critical website, Deluxe collects data from three types of surveys on an ongoing basis:

- **Intercept Survey:** Visitors are invited to participate in a survey upon arrival to site. In the first, and most important question, visitors rate customer satisfaction experience, and provide a verbatim reason for their rating.
- **Feedback Button:** This allows site visitors to submit info directly on the page they are viewing at the time they decide to provide feedback, which generates highly specific and actionable information.
- **CSR Input Survey:** When Customer Service Representatives (CSRs) receive website feedback directly, they enter the information on a custom survey that allows timely and accurate data analysis.

Formerly aggregated manually along with critical information from other data fields to provide demographic and technology context, the process became complex, labor-intensive and difficult to validate. Early attempts to streamline proved disappointing. Offshore outsourced coding failed them in both productivity and quality. Pricy all-in bundled technology and services set them back with virtually no results after a year of complex learning curve.

solution

Using a combination of Ascribe Coder (semi-automated coding and classification) and Ascribe Illustrator (data visualization) to

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solution (cont.)

shorten time to insights while retaining quality and control, Deluxe Corporation ultimately hit on the right solution.

“We were able to strike an important balance between automation and manual precision, partnership and in-house efforts,” explains Kristi Olson, Senior Customer Experience (CX) / User Experience (UX) Analyst at Deluxe Corporation. “With Ascribe, we have been able to drive efficiencies and VOC into our CX/UX initiatives with user-friendly, high quality, adaptive and responsive technology enablement, and a deep understanding of our data.”

approach

Deluxe Corporation’s website Intercept survey allows site users to provide free-form comments, arming Deluxe with a rich source of unfettered insights. The focus on unstructured data drives the need for especially smart coding to handle the unexpected, the unusual, and the uninhibited. She explains, “with such variations in the kinds of feedback we receive, we wanted to be hands on, even though we needed to streamline our efforts, which led us to the concept of facilitated manual coding.”

Ascribe’s Connector automates data import directly from the Qualtrics API survey platform, and positions it for processing alongside other critical demographic data fields for additional segmentation and important insight nuance.

Additionally, Deluxe conducts monthly analysis on the first intercept question plus the other two surveys, and needed an adaptive system that could handle multiple inputs, cross-tabulation and filtering. With a combination of Ascribe Coder and Ascribe Illustrator, Deluxe was able to replace manual spreadsheet work with aggregated view, and technology-enabled coding plus data visualization to analyze trending data.

“Ascribe’s products have been incredibly simple to integrate



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approach (cont.)

into our process, and have helped our team streamline while improving the quality of our insights,” Olson asserts. “The other component that makes all the difference is Ascribe’s team. The training and support are unmatched, and any issue or request we have not only gets resolved, but also gets integrated into continuous product improvement, so we are not just seeing results, we are seeing the product evolve to our needs.”

results

- Improved productivity and reduced manual processing time
- Speed of processing automation with precision and control of manual oversight
- Improved visibility and sharing of valuable insights
- Continuous improvement in processing capability and results

Olson concludes, “partnering with Ascribe makes it possible, easy and valuable to generate insights across unstructured and structured data from our websites so that we can improve user experience, and ultimately the productivity of our digital assets to the organization.”

about ascribe

Ascribe is the leading provider of verbatim text analytics solutions for the world’s most recognizable brands and research firms. Clients spanning 57 countries depend on Ascribe to gain real-time, accurate and actionable insights into the feelings and experiences of their customers. Ascribe analyzes more than 300 million open-ended customer comments per year, captured across a broad range of channels and in a myriad of languages.