



## Fuel Product Innovation with Customer Insights

*Huntington National Bank leverages new text analytics tool to generate actionable insights from customer feedback.*



### situation at a glance

- Product team wanted to uncover insights within customers' verbatim comments quickly and easily.
- Other text analytics offerings proved unsuccessful due to the complexity of building taxonomies and writing rules.
- Ascribe CX Snapshot significantly reduced time and improved insights.
- Huntington expanded CX Snapshot usage to multiple departments and channels (i.e. social, web and call centers).

### challenge

A regional bank sought a way to gain actionable insights within customer feedback to enhance their customer experience. The team was looking for a simple and dynamic text analytics solution that would allow them to process the thousands of comments they received each month. For years, product managers spent a large amount of their time reading, categorizing, and analyzing comments. Without a tool to help, it was difficult to determine the most important themes and sentiment. The manual process also made it nearly impossible to create a consistent method which would show trends over time.



### solution

The technology needed to be easy to use for anyone involved in the project. Ascribe's CX Snapshot was a perfect fit. It enabled the team to transform a manual, tedious process into a streamlined and effective solution for uncovering insights from customer feedback automatically.

According to Kellan Williams, a Sr. Data Scientist at Huntington Bank, *"Snapshot is exactly the tool needed to allow our business to gain actual insights from large amounts of verbatim comments. The ease of use and powerful visuals generate rapid insights unlike any other text analytics tool on the market."*

### approach

The product team took a year of customer feedback coming from all channels and processed it using CX Snapshot. The near-instant feedback and ease of use allowed the team to start finding trends that were simply impossible to unlock with manual classification. This new methodology allowed the product managers to separate noise from insights and gave them a way to quickly understand changes that could be made to improve the customer experience.

*"For years the individual teams spent much of their time reading through comments and manually categorizing them to the best of their abilities. This approach allowed little time for true understanding of the voice of the*

customer and was not repeatable month to month,” continued Williams. “This new approach is repeatable, powerful, and it expedites the ability to act on the voice of the customer.”

## results

The results are simply amazing. CX Snapshot can analyze and process a year’s worth of customer feedback, including monthly trends, in minutes. The dashboard visualizes the insights, allowing the team to share them across the organization. Leveraging the technology reduced the many hours spent every week reading, classifying and grouping concepts down to minutes.

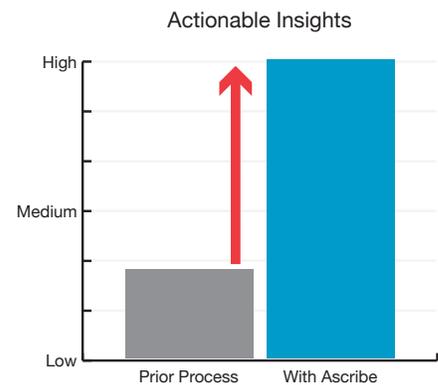
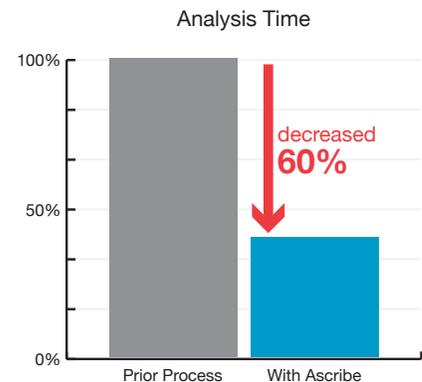
Not only did CX Snapshot reduce the time spent reading, but it also gave the team the ability to have a repeatable methodology to analyze customer feedback in a consistent manner.

The results are remarkable. It allows Huntington to gain and act confidently on customer feedback in real time.

- 60% reduction in analysis time (going from taking weeks to just hours to analyze).
- Provided context and a deeper understanding of the voice of the customer with sentiment analysis.
- Increased Huntington’s ability to react to feedback and improve their customer experience.

“This new tool has applications in nearly every area of the business. Every department has this type of unstructured data that can now be used to enhance the experience for our customers,” Williams concluded.

Ascribe’s CX Snapshot is now being rolled out in HR Analytics and Fraud teams and across channels like social, web and call centers.



## about ascribe

Founded in 1999, Ascribe helps the world’s largest market research firms, corporate researchers and customer experience professionals make confident decisions based on rich, real-time insights using a world-leading verbatim analytics platform. Ascribe’s comprehensive and flexible SaaS-based technologies enable accurate and fast analysis of verbatim comments regardless of channel or language.

To learn more or request a demo, please visit [goascribe.com](http://goascribe.com).