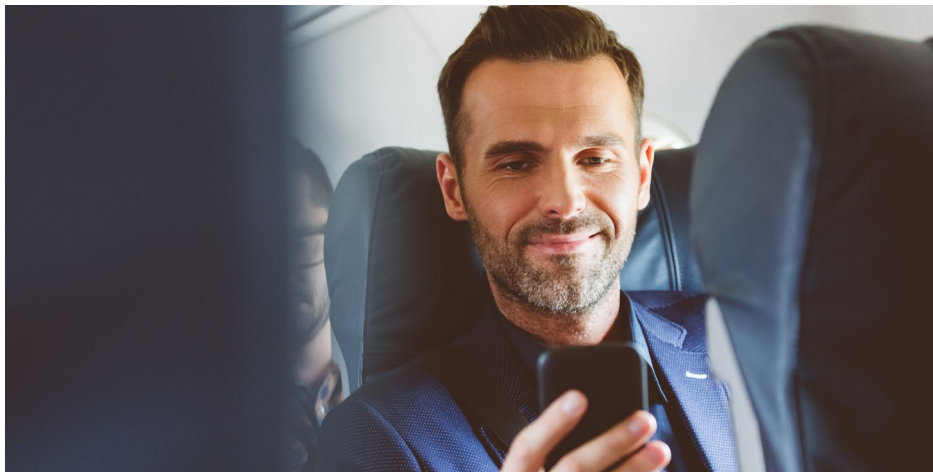# profusion

Voice of the consumer

Natural language processing (NLP)

Data influenced journeys

Voice of
the consumer

Challenge

What do your consumers think about your products and services? Through text mining and natural language processing (NLP), we can analyse all your customer feedback; reviews, texts, survey responses, online and social media.

Provide you with concrete examples of where we can help you improve the customer journey or overcome any pain points.

Find out how and where you can best engage with your customers to build loyalty, while supporting them in the decision making process.

Discover where to attract more customers and increase your conversation rates.

**Data
influenced
journeys**

Challenge

Dixons Carphone introduced live web chat for its sales team and wanted to:

- Understand the impact of high volume events such as Black Friday and Cyber Monday on online trade

- Identify consumers' pain points for each product

- Evaluate the performance of contact centre agents

- Semi-automate evaluation of large volumes of web chats

- Demonstrate the value of live chat to the wider business

Solution

We designed an NLP model to analyse over 40,000 chat logs and 500,000 lines of text evaluating:

- Chat transcripts

- Customer and agent survey data

- Transactional data

Impact

Real-time feedback on contact centre performance was relayed to senior management. The impact of Dixons Black Tag event could be understood immediately

Identified that 'positive sentiment' adds 30% of weight to the final consumer conversion of sales

One page evaluation sheets created for contact centre staff to improve performance

Produced a detailed report with key findings and suggested solutions

profusion

Wired to
solve problems

We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

Stay connected to discover more inspiring guides and stories within our 'knowledge think tank'.

**Data
influenced
journeys**

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Winning together

Our client partners

HSBC

first direct

Rolls-Royce

TRADE POINT
Trade Building Supplies

SCREWFIX

M&S BANK

COTY

FAB

Data influenced journeys