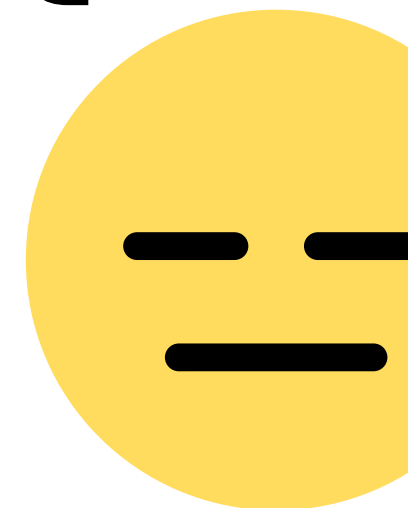NAME IN PROGRESS

Customer Success Co-pilot

WITTY TAG LINE IN PROGRESS

MATTHEW BATCHELOR
FEBRUARY 2024

The problem

- In today's economic environment of cash-strapped businesses, **customer success managers** are faced with the challenge of **delivering efficiency gains** so that businesses can achieve **more with less**

The problem

- In today's economic environment of cash-strapped businesses, **customer success managers** are faced with the challenge of **delivering efficiency gains** so that businesses can achieve **more with less**

- There is an **abundance of 'noise'** (text-based input from customers):
  - Email
  - NPS survey comments
  - In-app feedback
  - Google Reviews

The problem

- In today's economic environment of cash-strapped businesses, **customer success managers** are faced with the challenge of **delivering efficiency gains** so that businesses can achieve **more with less**

- There is an **abundance of 'noise'** (text-based input from customers):
  - Email
  - NPS survey comments
  - In-app feedback
  - Google Reviews

This leaves customer success managers feeling overwhelmed and asking themselves: '**How do I prioritize my work and plan my day effectively?**'

The problem expanded

In today's economic environment of cash–strapped businesses, ~~customer success managers~~ **people in many types of roles** are faced with the challenge of **delivering efficiency gains** so that businesses can achieve **more with less**

Other possible user personas:

- HR managers
- Product Managers
- Social media managers
- PR managers
- …

The solution

The Customer Success Co-pilot is a revolutionary tool that leverages cutting-edge technologies such as **Natural Language Processing (NLP)** and **Machine Learning** to empower customer success managers to **cut out the noise** and **target only high priority customers**

The Customer Success Co-pilot **predicts the sentiment of any text-based input** and labels it as positive, negative or neutral

How the magic happens

Dataset:

40 000 instances from tweets, each tagged with a sentiment label

Source: Kaggle

Models to apply:

- Random Forest
- Naive Bayes
- Neural Networks