Stratifyd *Signals*^{TM} for Business Intelligence

> *""I felt that the team at Stratifyd went above and beyond to help me out."*
>
> *- Director of Innovation and New Product Development*

Executive Summary

Stratifyd Signals^{TM} was recently selected as the business intelligence platform by a large painting and coating company. The company has 60 manufacturing facilities in the United States and over 20 in other parts of the world. The company is one of the largest suppliers of paint, primers, stains and surface finish products. The company is dedicated to meeting the coating and color needs of architectural and design professionals, as well as DIYers.

Business Intelligence Challenges

The company conducted in-depth customer research through long interviews of customers and prospects. The live interviews were recorded and transcribed into text, resulting in hundreds of pages of voice-of-the-customer feedback. Their first challenge was to gain insights from this massive volume of unstructured textual data.

A second challenge was in the area of social media analysis. The company had been working with a different platform for social media research, but it required trained researchers to do the analysis. When they wanted additional analysis and reports, it required another engagement to analyze the data and present another report. The users preferred a self-service tool to conduct additional deep dives into the data on a regular basis. This was not available from the research company. Both of these projects prompted the selection of Stratifyd as a business intelligence partner.

The company leveraged Stratifyd *Signals*^{TM} platform to identify common themes in the interview transcriptions, pointing them in the right direction for customer needs, and areas for product development. They also used *Signals* to figure out what was happening in the social data, drawing insights from online conversations. The textual analysis capabilities within Signals made the process much faster than the previous method. Having access to the platform for continued analysis was important to the coatings company, as it enabled them to look further into relationships in the data.

Both projects were voice-of-the-customer research, and the company wanted to an easy way to extract themes and get relevant points as quickly as possible. It was also important that *Signals* is an operational tool that they can use on a regular basis for additional insights.

How Signals Helped

Signals enabled the Coatings Product Development organization to take a deep dive into the unstructured text of their customer feedback. The large volume of transcribed interviews processed in minutes. An interactive, easy to read visualization greeted the user. By clicking on a category, theme, timeframe, or location, they could dive deeper into the data to see the 'why' behind the data. You do not have to be a researcher or data scientist to use the platform. *Signals* also made fast work of the social media conversations, highlighting the most important topics of conversations.

- **The Stratifyd *Signals*™ platform** processes large volumes of unstructured and structured textual data. It produces quick and actionable insights in seconds by incorporating predictive modeling, machine learning, and robust statistical Natural Language Processing (NLP) algorithms to create visualizations of behavior communities, trends, patterns and outlying themes.

- **Key aspects** of the solution include no complex integration, an intuitive dashboard, and advanced functionality. The Signals dashboard offers drag-and-drop data importing and drill-down options – such as temporal trends, category overview, or buzzword and

geospatial analysis. No data scientist required.

- **Interview/Survey Data**: *Signals* processes structured, semi-structured, and unstructured data, making it a powerful tool to analyze voice-of-customer data. From tens of thousands of social media mentions, to dozens of interview transcriptions, to surveys, the platform supports any data source.

Results, Return on Investment, and Future Plans

Using the *Signals* platform, the company:
- Discovered there was a large amount of conversation from consumers talking about a specific product attribute. They were aware of the feature of the product, but did not realize its importance, and the volume of social conversation it drove. *Signals* highlighted this specific feature attribute, making them aware of the importance of it in their product.
- Gained customer insights in the areas of product development, ideation, and process improvement ideas.
- Identified a new tool to gain insights that were invisible before. The alternative was to pay someone to read and assess all the long transcriptions.
- Made it possible to probe into the "why" in the data.
- Utilize the platform on an operational basis to dig deeper into relationships within the data.

The company utilizes *Signals* as part of their product development processes, providing business intelligence on customer needs and wants, and how customer voices trend over time and geography. "We have a large sales force, talking to consumers on a daily basis. I'd love to record and transcribe every one of those conversations!"

*"With the Stratifyd Signals™ platform, w*e identified a new tool to gain insights that were completely invisible before.*"*

 - Director of Innovation and New Product Development