Featured Success Story

Automated feedback collection reduces 90% of FMCG company’s manual work

Client: A multinational fast-moving consumer goods (FMCG) company
Challenges

• Steep increases in the costs of customer feedback analysis
• Lack of resources to consolidate feedback in a timely manner
• Promotional campaigns that aren’t personalized
• Significant delays in gathering customer insights across sales and research and development (R&D) teams
• Decreased customer satisfaction (CSAT) for six months
Solutions

• An automated analytics solution that provides real-time consumer feedback

• Employed natural language processing (NLP) to quickly aggregate feedback and extract unstructured texts, such as interactions and communication preferences

• Fully customizable dashboard for tracking KPIs and CSAT scores across the customer journey
Value Delivered

• Saved hundreds of hours per month and reduced 90% of resources that were previously spent on manually reading and labeling messages
• Uncovered insights, like new customer pain points, that helped in marketing communication optimization
• Developed alerting systems that enabled real-time marketing
All things data

contact@lingarogroup.com
lingarogroup.com