



A CLARABRIDGE RESEARCH REPORT

# What Your Structured Data Isn't Telling You



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# Overview

## Customer data is Big Data—and it is getting bigger.

Three years ago, the average Clarabridge customer was using 8 sources of data such as call center notes and survey responses, and today they are deriving insights from 25 different sources including call recordings, social media, and online reviews. Projections show that within another 3 years, enterprises will have more than 100 different sources of customer data.

Each of these data sources has its own format and its own unique characteristics, but each falls into one of two major categories: **structured** and **unstructured**.

**Structured data** is information that is clearly defined and easy to report on. It is the kind of data that is generally found in your CRM systems, like name, address, and age. Or it can come from a multiple-choice survey. Examples of structured data about customers include: location, gender, age, email, followers/friends and ratings (3 out of 5 stars, for example, or a 10 for “most satisfied” versus a 1 for “least satisfied”) are examples of structured data.

**Unstructured data** is less easily quantified and harder to interpret. It primarily exists as text, although it also includes other media such as audio, photos, and video. Unstructured data can be captured in an email, the “open ended” questions on a survey, voice recordings of customer interactions, a post on a customer review site, in social media, and dozens of other places.

Currently, only 5% of all customer feedback is structured. However, because structured data is easier to quantify, many organizations focus on analyzing this type of data alone. With 95% of customer feedback data thus unaccounted for, there is clearly great potential to misunderstand or miss out entirely on customer insights using a structured-only approach. Clarabridge studies have shown that:

- Unstructured feedback in a survey (in the form of write-in text boxes) provides 10-25 data points about overall performance.
- A single TripAdvisor® review reveals 10 insights.
- One individual Tweet yields anywhere from 1.5 to 2 insights.

By looking only at structured data, then, it is clear that organizations miss a large number of insights. But what kinds of insights are these? Are they significant to the customer experience or the bottom line?

To demonstrate the danger in looking only at structured data, Clarabridge examined the data of three of our customers to identify the kinds of insights that businesses miss when they neglect unstructured data. These real case studies demonstrate that there are some things that structured data just can't tell you.



## **CASE 1:** **Consumer Packaged Goods**

*Organization: A global provider of consumer packaged goods. The enterprise boasts dozens of brands spanning dental care, personal hygiene, and home care products.*

### **STRUCTURED DATA: PRODUCT FEEDBACK**

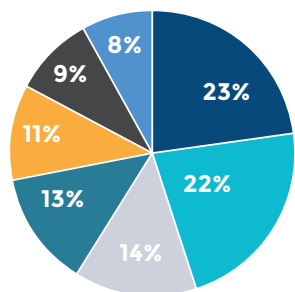
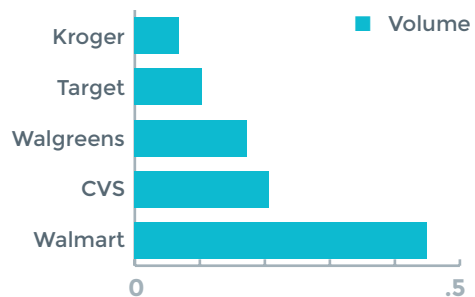
Clarabridge reviewed data captured by the CPG provider's call center regarding one dental care package, which included both a tooth-whitening product and a toothbrush. The call center agents logged the following structured data about each call:

- Gender of call (82% female)
- Shopping location
- Issue code

The call center agents were manually assigning an issue code to each call. Although the system could support multiple codes for each call record, only 22% of calls were tagged with more than one code.



### The call issue breakdown looked like this:



- Complaint: Never Worked
- Praise: Fragrance
- Inquiry: Expire Date
- Inquiry: How Product Works
- Praise: Convenience
- Complaint: Stopped Working
- Complaint: Wants different size

The manual coding provided little actionable information. A full 50% of the data showed that the product didn't work (had never worked or had stopped working), but there was no detail available.

The two Praise categories ("Convenience" and "Whitens Well") similarly lacked any actionable detail.

While the structured data gave reliable information about the target demographic (women shopping at Walmart), it could not provide any insights that could be used for product improvements, ad messaging, building campaigns and promotions, or anything else.

### UNSTRUCTURED DATA: BUYER PREFERENCES

To expand their view of the customer feedback, the organization decided to add three different sources of unstructured feedback: text analysis of the entirety of the agent notes, transcripts of the actual call center calls, and online reviews from a web-based retailer's site.

Clarabridge's text and sentiment analysis detects Associated Words (that is, pairs of words that are linguistically connected in sentences within the feedback). The Associated Words that occur frequently point to the specific complaints and suggestions that customers are making.

#### Actionable Insights:

**Sell pen separately.**

**Give More: Gel should last longer.**

**Use with soft brush.**

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<b>Amazon &amp; Contact Center ASSOCIATED WORDS REPORT</b> Total: 50	<b>Amazon ASSOCIATED WORDS REPORT</b> Total: 19
Pen -> Whiten	Pen -> Gel
Sell -> Pen	Begin -> Small
Put -> Small	Need -> Brush
<b>Refill -&gt; Pen</b>	Say -> Begin
<b>Sell -&gt; Separately</b>	Say -> Pen
Buy -> Product	<b>Sell -&gt; Separately</b>
Last -> Month	Use -> Paste
Like -> Suggest	Use -> Small
Make -> Refill	Alternative -> Inexpensive
Make -> Small	Alternative -> Tooth
Month -> 3	Amount -> Limited
Think -> Really	Amount -> Whitener
Be lb -> Pen	Appearance -> Teeth
<b>Give -&gt; Enough</b>	Area -> Problem
Last -> Gel	Area -> Specific
Last -> Suggest	Avoid -> Small
Last -> Week	Begin -> Notice
Purchase -> Pen	Begin -> Within Two Days
Put -> Toothbrush	<b>Sell -&gt; Separately</b>
Replace -> Gel	Brush -> Scrub
Pen -> Whiten	<b>Brush -&gt; Soft</b>



One insight that became apparent upon looking at the Associated Words report is the desire to buy the tooth whitener separately from the toothbrush. This desire showed up in both the online reviews and the contact center feedback once the text was analyzed.

Customers calling into the call center were also complaining about needing more of the whitening gel, where customers reviewing online complained about the hard bristles. Only analysis of these multiple data sources together revealed a complete view of what customers liked and disliked.

### WHAT THE STRUCTURED DATA WASN'T SAYING

Structured data is limited because it cannot give any information about the why. In addition to the details about the packaging and the quantity, here are other differences between the structured and unstructured data that together give the whole story:

- Overall sentiment about the product was 26% higher in the online reviews, with 33% more praise identified in the topics. This is consistent with other findings, which show that customers calling into a call center tend to do so only to report a problem or ask questions, not to praise a product.
- 86% of the customers leaving online reviews said they would recommend the product—a detail not included in

the structured data captured by call center agents.

The biggest difference, however, came not in comparing a new unstructured source to the data the company was already using, but in looking at the unstructured data they already had. By reviewing the actual call center agent notes and the transcripts of the calls themselves, Clarabridge discovered 6 times as many topics being discussed as the manually assigned codes revealed. This gives the manufacturer several more avenues they can pursue to make operational and product changes that can potentially improve customer loyalty and the bottom line.

#### Quick Take:

**6**  
**times**  
**as many topics revealed in call center agent notes opposed to manually assigned codes.**



## **CASE 2:** **Health Insurance Provider**

*Organization: One of the largest healthcare insurance providers in the nation. They offer a wide variety of health and life insurance products and related services.*

### **STRUCTURED DATA: WEBSITE PROBLEMS**

Customer satisfaction surveys for this large organization showed that customers were unhappy with the website. In fact, customers gave the site a rating of 1.84 out of 5, and 89% of survey respondents indicated that the website did not help them solve their issue.

The structured data clearly showed that there were problems with the website in the areas of usability, design, and content, but with no capacity to analyze write-in data on the survey or to correlate the low scores with any other sources of data, the organization was unable to take specific action to address the web problems.



### UNSTRUCTURED DATA: MEMBER FRUSTRATION

The insurance provider brought in unstructured data from social media sources to find out more about their web problems. The unstructured data corroborated the survey results:

- 8X as many comments were negative vs. positive.
- 700% more negative feedback about finding information.

Quick Take:

# 89%

say the Website did not help!

Overall, the top areas of dissatisfaction were issues with not finding information, general website performance, and user-friendliness. Digging into the conversations in these areas, the main problems became evident. Customers were frustrated by their lack of ability to find plan-specific information.

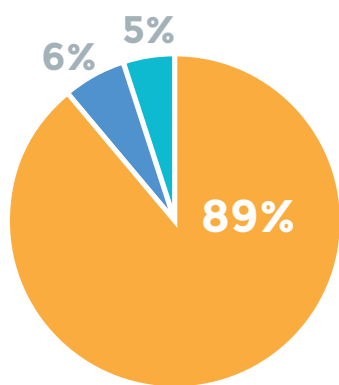
### WHAT THE STRUCTURED DATA WASN'T SAYING

The many complaints about the website were not a surprise to the organization in light of the low satisfaction scores, but they did reveal which problems were upsetting customers the most: finding plan information. In addition, combining data sources allowed the insurer to determine which types of customer were the most upset about different issues:

- New customers who were shopping for plans had trouble finding information about what plan would be right for them.
- Customers who already had plans could not find answers to their questions about their current policy, how to change coverage and/or plans, how to add dependents, and how to make any changes to their policies like updating personal information.

The unstructured feedback produced insights that allowed the provider to triage their web redesign efforts to address the most distressing areas first.

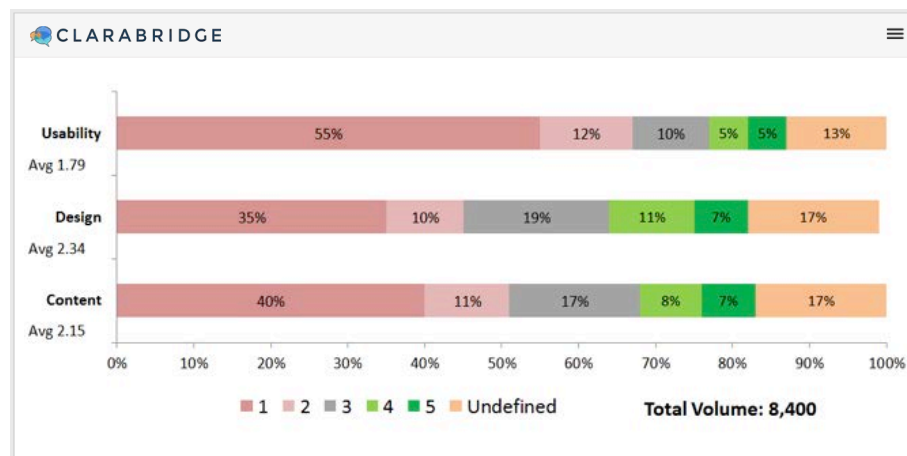
### Satisfaction Overall Customer Segments



Overall Rating Average:

# 1.84 out of 5

- Below Average Sentiment Score
- Average Sentiment Score
- Above Average Sentiment Score







## **CASE 3:** **Appliance Manufacturer**

*Organization: A global leader in home and professional appliances, producing multiple international brands.*

### **STRUCTURED DATA: SATISFIED CUSTOMERS**

This world-wide appliance leader used customer feedback for competitive analysis purposes. They looked to product reviews to give them insights, focusing initially on product ratings. They were able to determine that their overall customer satisfaction for their bottom-freezer refrigerator models was equal to the average for their industry, 4.2 out of 5.

While the organization found these results encouraging, they had no information available to help them differentiate or improve their products to move ahead of the competition. Even when digging down into the feedback for one particular model, the most they could determine was that it performed well against their other refrigerator models (10% higher customer rating) as well as against rival brands (with a customer rating averaging 0.13 points higher than the competition).



### UNSTRUCTURED DATA: PRODUCT CONCERNS

An analysis of the unstructured portion of the product reviews uncovered significantly more helpful details. Although the overall sentiment was high, there were certain key words and phrases in the comments that correlated with lower customer ratings.

- Door and drawer related complaints were prevalent among the drivers of low customer rating scores.
- Complaints included fridge and freezer doors not closing properly, or customers having to apply extra force to be

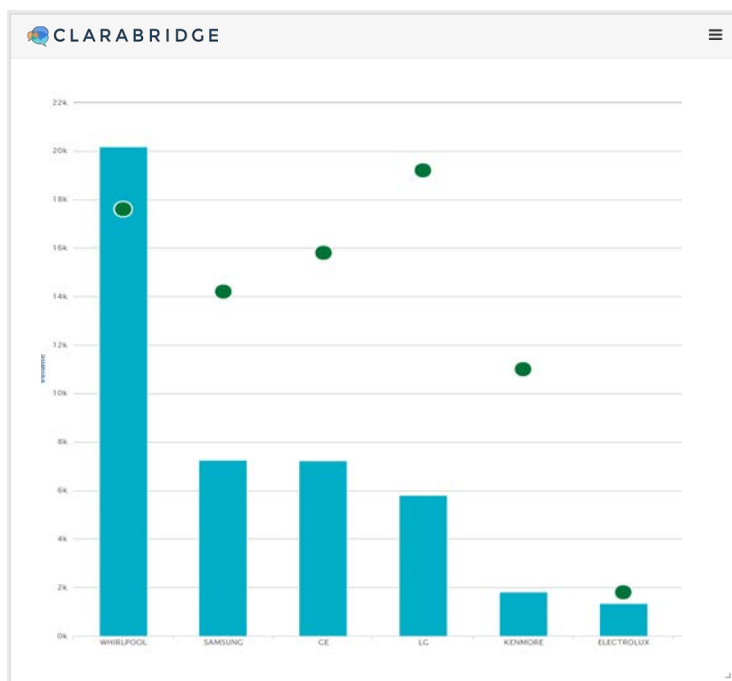
sure the doors are closed properly.

- Customers also complained about having to open both doors to be able to access the deli and vegetable drawers, as well as the exterior door functions not working if either door is open.

Customers also provided lower ratings when commenting that the ice cubes and crushed ice are not controlled when

dispensed. In particular, customers commented that both ice cubes and crushed ice end up all over the floor.

The organization also examined comments regarding their competitors to find out which features were particularly well-liked by customers. They noticed that the sentiment was overwhelmingly positive, with customers awarding very high ratings when discussing LED lighting and the ability for units to fit into smaller spaces without compromising on storage and room.



Associated Words	Volume	Customer Rating
DOOR->FREEZER	93	3.27
DOOR->OPEN	79	3.94
SHELF->DOOR	78	3.94
CUBE->ICE	67	3.82
CLOSE->DOOR	46	3.63
CONTROL->TEMPERATURE	44	3.8
NOISE->LOUD	43	2.3
DRAWER->DELI	41	3.34
ICE->CRUSHED	38	3.82
LINE->WATER	33	2.94
DRAWER->CRISPER	31	3.61
DRAWER->VEGETABLE	29	3.97
LEAVE->DOOR	27	3.81
DRIP->WATER	26	3.58
LEVEL->NOISE	26	3.35



## WHAT THE STRUCTURED DATA *WASN'T* SAYING

The overall high ratings could not provide any insight into which features were making customers happy and which ones had room for improvement. By combining rating information with detailed text analysis, the company gained a better understanding of their own customers and also determined ways to differentiate and compete against major competitors.





# Conclusion

The fact that structured data is critical for assessing the customer experience is not in dispute. Structured data, in the form of survey results, ratings, sales numbers, and internal customer information, provides an easily-digestible snapshot of your business. However, there are insights in unstructured data that simply are not available through structured sources.

The case studies examined in this report demonstrate that unstructured data can:

- Uncover the root cause of customer satisfaction
- Identify the underlying issues driving low satisfaction scores
- Uncover customer preferences about your brand—and your competitors

**You must use the two types of data together for the most complete view of the customer experience.** Structured data gives you a place to start when looking for problems. It gives you a comparison point to measure your sentiment against. In addition, structured data makes it easy to slice and dice your unstructured data into different segments for further analysis (age, gender, location, promoters/detractors, and more).

Only when all sources of data are used together do you discover true customer insights—and discovering these insights and acting on them allows you to make corrections, implement improvements, and develop

messaging that capitalizes on your strengths. Collect, analyze, and activate data from as many sources as possible. Your structured data can't tell you how customers feel or what they desire, but if you are listening to unstructured data, you can uncover the path to true customer happiness. You can operationalize the intelligence across your business to raise your satisfaction scores and improve your bottom line.



## OUR MISSION

Our mission is to help businesses win the hearts of their customers through emotional intelligence. An emotionally intelligent organization will develop lasting and positive relationships with its customers that transcend momentary challenges and threats.

## FAST FACTS

- SaaS provider of customer intelligence and analytics
- 850+ global brands served
- Founded in 2006
- Headquartered in the Washington DC metro area with offices in San Francisco, London, Barcelona, and Singapore
- Led by CEO and founder Sid Banerjee, named as *Washington Business Journal's* most admired CEO in 2014
- 300+ employees worldwide
- Offers the world's most comprehensive customer intelligence platform, powering customer experience management programs
- Served customer experience professionals, marketers, customer care leaders, and operations managers
- Key clients include ADP, Cisco, Dell, G.E. Healthcare, Orbitz, PetSmart, Red Roof Inn, Unilever, and Verizon



## OUR SOLUTION

Clarabridge helps you find, understand and use customer feedback that is hidden in silos across your organization and in other public forums. Putting customer intelligence to work empowers your business to make big and small decisions and drive your customer experience management programs.

Clarabridge offers the world's most sophisticated customer intelligence platform. This platform connects to all sources of customer feedback and analyzes it to detect emotion, context, and root causes, as well as predict future customer behaviors. The analysis is presented in dashboards and reports and can be used for driving action with customer engagement, case management, and alerts.

## WHY CLARABRIDGE?

### Connect to every source of customer feedback.

Clarabridge is the only technology platform that can analyze feedback data from all sources, all in one centralized hub. Clarabridge analyzes data from social media, online chat, call center recordings, agent notes, surveys, online review sites, and many other sources.

### Smash silos, and empower your entire organization.

See customer feedback come to life in user-friendly dashboards, reports, and alerts. Share this information through your entire business, and create a customer-centric culture.

### Tune the solution to meet your specific business needs.

Even though we offer out-of-the box industry templates to get you started, you can tune the system to your exact business needs to ensure that the information is relevant and actionable.