

NPS/Surveys

Use Cases + Best Practices Straight From Our Customers

Our customers have always been obsessive about their customer experience. Partnering with SentiSum to analyse NPS and other surveys means they have turned this passion into even more action. Here are some of the ways our customers are using SentiSum to improve their CX.

Journey performance

Measure impact

Brand goals

Targeted action

Prioritised action



In The Spotlight:

Below, Sean and Catherine share how they are using customer insights from surveys to drive CX improvements within their teams.



Sean McKee
Head of Ecommerce & CX

schuh



Catherine Onions
Head of Customer Service & Quality

 **BRITISH AIRWAYS**
Holidays

Tracking customer journey performance

1

Schuh love a good NPS, and do everything they can to push it further. But having visibility on exactly how, and what may be affecting their score, was unclear. Analysing the written responses of their NPS meant they could measure the performance at each stage of the customer journey. They see sentiment for each stage (and how it has evolved over time) so that any dip in NPS is fully traceable to the source. This allows them full visibility and objectivity around which parts of the journey they should focus on for improvements.

"We actively listen to customer feedback so that we can take timely, objective action on any friction in the journey" - Sean

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2

Measuring the impact of changes

Schuh used to rely on anecdotal feedback when trying to evaluate the impact of their CX changes. When working on their many CX initiatives, the teams at Schuh use the SentiSum dashboard to see how the sentiment for specific topics are performing over time. These insights help teams understand if their efforts into improving the customer experience have led to an increase in sentiment, or have not had an impact.

"We have achieved an objectivity which eluded us" - Sean

3

Goal-setting for brand values

British Airways Holidays use their NPS responses to measure the performance of their pre-determined brand values, such as "ease" and "reassurance". By tracking sentiment for specific topics within these values like "ease of booking" and "reputation", British Airways Holidays can track exactly how they are performing against their brand values. They then can set goals against that performance.

"At an overarching brand level, application of sentiment allows us to set targets and monitor success measures on the key pillars that underpin our ambition." - Catherine

4

Pairing data to take targeted action

When a customer has an issue, it's not enough for British Airways Holidays to know there is an issue; they need to locate it fast to isolate and prevent further customer dissatisfaction. Pairing review responses with the specific hotel locations customers were reviewing, was crucial for them to take targeted action quickly. For example, when a hotel had not informed them of ongoing building work affecting customers.

"We can then ensure any customers yet to travel are aware, and given the choice to choose alternatives where appropriate. It also means we can update our hotel descriptions to alert any potential future customers" - Catherine

5

Prioritised to-do lists for different teams

Customers can discuss many different points of their journey, where multiple teams are accountable. Schuh have opened up these NPS insights to several different teams such as web optimisation, logistics and customer service. They are using the prioritised actions so that each team can stay focussed on the biggest impact changes.

"We have a clearer impact "to do" list for the Web Optimisation team in their efforts to reduce customer friction" - Sean