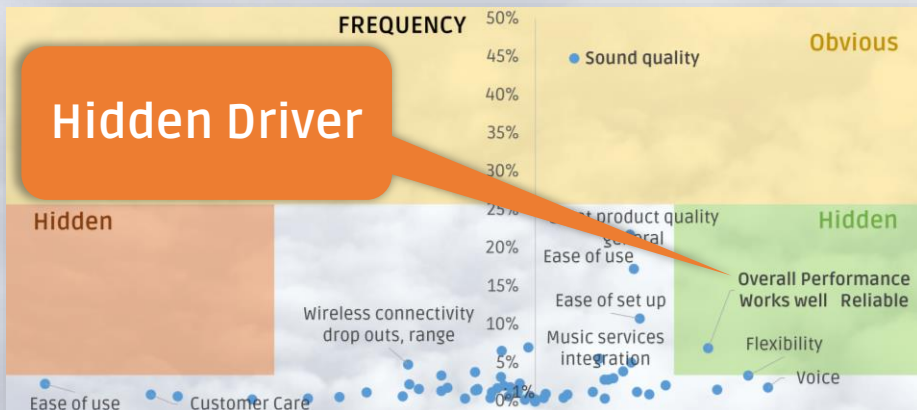


Case: Driving Cross- and Upselling and Word-Of-Mouth

SONOS



Presentation @ Esomar Global Congress 2018



Challenge:

- Tenthousand unstructured customer feedback every month. Manual coding very expensive but provides alone little help
- Brand needed guidance how to reignite growth

What we did:

- Trained an AI to categorize all unstructured data and ran a Causal AI to understand impact of topics. Predictive power exceeded those of traditional quant-based KDA's.
- One key recommendations was to reallocate investments to maximize a reliable, interruption free user experience
- Provided a prediction how the loyalty score will increase

Result:

- Prediction was spot on and this gain trust of C-Suite into insights team
- Strategic shift lead to increased cross-selling sales.

More in this E-Book