

> Mining for gold in customers' comments

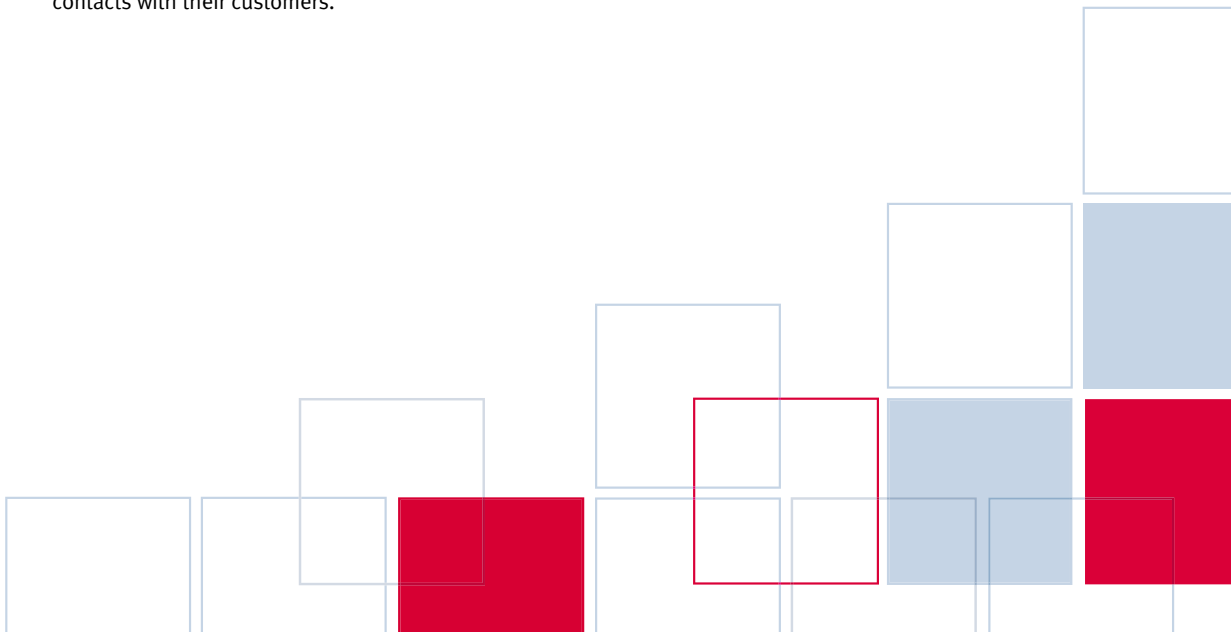
According to a guidebook from independent consultants Nucleus Research Inc, text mining can help companies make better use of the unstructured information they hold concerning products, services, competitors and customers. With SPSS Inc.'s text mining products, they can rapidly analyse these textual data and use the results to make better, more informed decisions that will help enhance customers' satisfaction and cultivate their loyalty.

Organisations today are increasingly challenged to measure and maintain their customers' satisfaction and loyalty. Many attempt to do this through regular surveys; yet the limitations of yes/no (or even multiple-choice) questions diminish their ability to produce truly meaningful results.

More useful by far are open-ended survey questions (which draw conversational responses), correspondence and comments made to call centre operators. Beyond the walls, blogs, Web discussion groups, news stories and other text-based communications can provide a wealth of information.

The difficulty is to combine and make sense of these rich but hard-to-interpret data streams. The solution is PASW Text Analytics, which enables users to analyse, categorise and draw conclusions from textual data.

Either on its own or in conjunction with traditional transactional data mining, text mining can help companies attach meaning to customers' insights, identify areas for improvements in customer relations, and build more sophisticated models to understand, predict and proactively manage contacts with their customers.



When compiling its Text Mining Guidebook*, Nucleus spoke to companies in the financial services, telecommunications, high technology, market research, public, non-profit and automotive sectors in the United States and Europe. It found that the key benefits of included:

- Reduced churn – organisations such as financial institutions and communications service providers can use call centre and other information to develop better programmes to retain profitable customers
- More effective promotions – improved predictive modelling with both structured and unstructured information can enhance marketing and promotional campaign results
- Improved visibility – the ability to digest and understand key themes from focus groups, surveys, blogs and other sources of commentary can help companies improve the public's perceptions

- Improved product development and refinement – rapid analysis of customers' feedback enables decision-makers to refine and improve products to meet their customers' needs more quickly and effectively
- Increased productivity – the ability to automate much of the text mining process reduces the time needed to analyse information. Nucleus found that some analysts were able to increase productivity by up to 50 percent with SPSS Text Mining.

About Nucleus Research

Nucleus Research is a global provider of investigative technology research and advisory services. Building on its unique ROI case study approach, for nearly a decade Nucleus Research has delivered insight and analysis on the true value of technology and strategies for maximising current investments and exploiting new technology opportunities. For more information, visit

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** Nucleus Research's guidebook identifies best practices, missteps to avoid, and tips and tricks that companies can use to integrate text mining into their customer relations programmes. To read the document in full, please visit http://www.spss.com/uk/pdf/guidebook_SPSS_text_mining.pdf*



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