At a Glance

$41 Billion is lost by U.S. companies alone each year due to poor customer service.* All brands rely on customer feedback to let them know about customer service issues. Though one of the largest U.S. food and beverage companies did well serving consumers through its social care platform, it wanted to pull all internal care interactions in order to gain a holistic view of the customer voice and fuel its customer experience initiatives. NetBase enabled the company to achieve care priorities and strategic business recommendations driven by global customer feedback – all while saving money.

Challenge: Quickly Analyzing Customer Feedback to Generate Actionable Insights

This food and beverage company hears from thousands of customers daily across six social care accounts, comments, replies and direct messages on Facebook and Twitter. The company’s Care and Executive teams wanted to validate their strategy with insights directly from customer feedback, but they didn’t have a solution for deep analysis of all streams of customer care data. Manually reading and prioritizing an aggregated view to assess the most impactful strategy across thousands of locations globally was time-consuming and error-prone. To get unified, accurate insights the company turned to NetBase.

Solution: Automating Analytics for Complete Customer Needs Understanding

With NetBase analyzing six sources of feedback in one platform, the food and beverage company looked at real-time and historical data going back 27 months to identify the most pressing customer feedback it could address. The platform enabled instant insights from multiple internal and external sources across global social care accounts.

And because of NetBase patented Natural Language Processing (NLP), the company could gain deep analysis of customer comments and associated sentiment to identify new investment priorities, seasonal changes, product gaps, and loyalty drivers. NetBase also helped the company understand individual location performance over time and when compared to one another for issue handling and staff training.

It was fast and simple to get up and running with social care data analysis. NetBase Services Team provided guidance throughout project design and implementation phase to make sure the onboarding ran smoothly, the analytics

*NewVoiceMedia Research
aligned with company expectations, and all stakeholders received easy to read dashboards with customer feedback view aligned to their jobs.

No infrastructure and minimal training was required, enabling the company to roll out NetBase across the organization and ensure frictionless adoption by Customer Care and Executive Team.

**Results: Real-Time and Historical Customer Feedback Data Show Direction for Corporate Strategy**

The brand gained instant insights across real-time and historical data for all its care accounts using NetBase. This gave them a detailed view of customer opinion and sentiment on service, products, and a direction forward. The brand's Customer Care team gained a detailed view of customer care issues to proactively address in order to increase customer satisfaction and loyalty. Specifically, the team identified a need for additional training across its East Coast locations to increase customer satisfaction with staff performance. The Customer Care team saw immediate improvement in customer satisfaction feedback following the training.

The Executive Team gained insights that led to investments in new product ideas and store locations from feedback data that it would have otherwise missed.

**The NetBase Solution**

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

**NETBASE BENEFITS:**

- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

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**Target**

**Coca-Cola**

**Visa**

**Credit Suisse**

**Ogilvy**

**Taco Bell**

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