

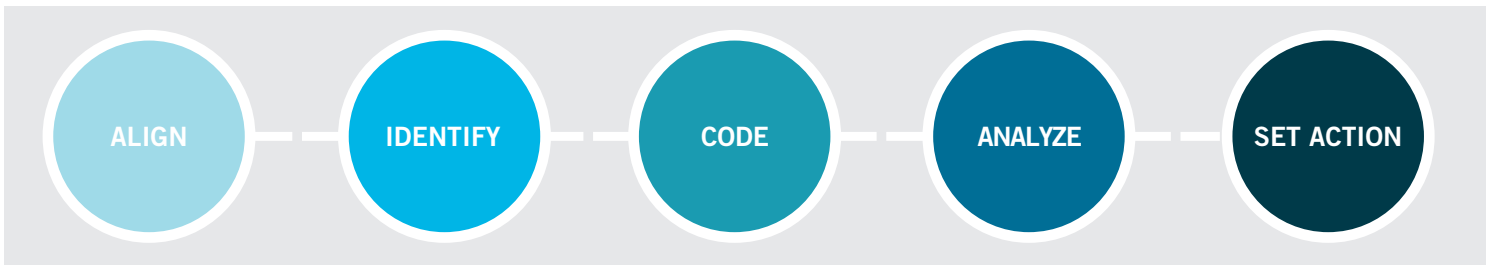
## CUSTOMER FEEDBACK PLAYS A PIVOTAL ROLE IN THE DECISION-MAKING PROCESS, BUT HOW CAN YOU BETTER LEVERAGE CUSTOMER COMMENTS TO MAKE MORE INFORMED DECISIONS?

Organizations tend to rely heavily on structured customer feedback (close-end questions, ratings, etc.) during the decision-making process. These same organizations may overlook the value of unstructured customer comments - the authentic and unfiltered voice of the customer hidden in verbatim responses. By tapping into this unstructured data, companies can have a deeper understanding of their customers, allowing them to make more strategic and informed decisions.

### CREATE ACTION PLANS BASED ON THE CUSTOMER'S VOICE

Burke's Quantiment analysis is a novel, robust, machine-learning approach for analyzing comments. It brings quantitative precision to unstructured data, helping you and your organization make better decisions. Quantiment inputs coded text-data to draw meaningful statistical relationships with any outcome measure and provides a more comprehensive view of key drivers. You can then identify and prioritize efforts that will make the most impact on your customer base and the bottom line.

### THE ROAD MAP



Align teams on the research question(s) being investigated

Identify sources of unstructured data to answer the question(s)

Code these unstructured data into a usable format (such as ascribing themes and sentiment)

Deploy Quantiment to identify key drivers from these unstructured data

Use the results to set improvement priorities that impact the bottom line

Let Burke expand your perspective.

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