Text Analytics Proof of Concept Framework

Feedback Ferret is able to offer a Proof of Concept (PoC) to potential clients, with two main objectives:

1. to give you the confidence in Feedback Ferret text analytics capabilities.

2. to give you the means to promote Feedback Ferret within your organisation as the right solution to deliver the necessary insight throughout your business to improve customer experience.

1   SUMMARY

We can transform your customer feedback comments into clear, easy to interpret analytics - "insight on a plate" - which can be used to aid both strategic and operational changes within your business.

2   BEFORE WE START

- We need to have a mutual non-disclosure agreement (MNDA) in place to ensure confidentiality on both sides – we will provide our standard document for this purpose, but we are happy to review your own version if that is preferred;

- We need to have prepared an outline budget for a potential roll-out project, so that we are both comfortable with the potential costs of a live project, on the basis that the PoC achieves its goals and you wish to go ahead with the roll-out;

- We need to manually review some examples of your feedback comments to ensure that the verbatim feedback is suitable 'Ferret Food' for analysis. It will also be useful for us to have a copy of the original survey to provide context to the responses.

3   SUCCESS CRITERIA

Before any PoC is initiated, we will jointly define the criteria for success. This ensures that both parties understand the specific aims of the PoC and to ensure expectations of the PoC are managed.

Examples of success criteria are:

- Feedback Ferret is able to prove that the text analytics yields useful insight into your customer feedback that is otherwise difficult to extract;

- The source data itself is useful: the quality of the data affects the quality of the text analysis results, so a PoC is a useful way for both you and Feedback Ferret to understand the viability of using the currently available data for analysis.

4   DATA

The PoC will analyse a single snapshot of your existing feedback data; we require between 3,000-5000 historic records.

Data must be sent to us in CSV format, encoded in a UTF-8 character set.

Feedback Ferret Ltd, 22 Wycombe End, Beaconsfield, Buckinghamshire HP9 1NB United Kingdom
T 01628 681 088   E info@feedbackferret.com   W www.feedbackferret.com

Registered Office: 22 Wycombe End, Beaconsfield, HP9 1NB. Registered in England No.2065100. VAT No. 442 5116 78.
Feedback Ferret® and the Feedback Ferret logo are Registered Trademarks of Feedback Ferret Ltd

Data can be sent to Feedback Ferret via email attachment providing no PII data is included, in compliance with GDPR restrictions.

The data must contain the following fields:-

- Date of the feedback
- 1x verbatim comment
- 1x rating metric (optional)
- 2x additional metadata items (optional)

5   TEXT ANALYTICS

We will carry out text analysis on the verbatim comments using standard Feedback Ferret topic sets that most closely match your subject matter and industry sector. These topic sets cover extensive ranges of subject matter across the customer experience for specific industries.

We will discuss the most suitable topic set(s) with you before starting the PoC. In addition to these standard topics, we will also create up to 10 custom topics that are required for your specific requirements.

6   RESULTS REPORTING

You will receive a short presentation summary of the findings which will be a mix of narrative and graphs. This will include average ratings score, topics that drive ratings, topic trends, sentiment score, top 10 positive and negative topics, sample comments within key topics.

You will have 1 login to the Ferret Explore dashboard for 4 weeks. Feedback Ferret will provide user training and user guide documentation.

7   TIMINGS

As PoCs are free of charge, they are scheduled to fit in with our existing client workloads. On average a POC takes 4 weeks from receipt of data. Note this can take up to 6 weeks during busier periods.