CLARABRIDGE

Clarabridge Assists in the Development of Pivotal Analytics Program

The third largest PC vendor in the world, Dell is an American multinational corporation that provides technology solutions, services and support to consumers and businesses of all sizes. Find them at: **www.dell.com.**

Challenge

There are more than 25,000 mentions of Dell in the English language alone taking place every day. The challenge was to understand what people are talking about, what aspects of the Dell brand they like/dislike and how to convert these conversations into actionable insights.

Solution

Dell leveraged the Clarabridge sentiment and text analytics solution to help analyze and contextualize sentiment and feedback in order to measure a proprietary Social Net Advocacy (SNA) metric. Dell also developed a software for everyone to access this metric for 150+ topics. Dell is integrating this patent-pending software into all aspects of the business, from Product Management, Marketing and NPS Diagnosis teams to Support/Customer Service, Sales and M&A.

As part of its Voice of the Customer program, Dell wanted to analyze and measure social conversations in order to understand brand advocacy, improve brand health and make intelligent decisions to generate business value. With so many social conversations occurring on a daily basis, Dell needed to quantify the customer feedback in real time, answering questions such as: What are the emerging concerns and how significant are they? How should we prioritize decision-making? And how do we contextualize and quantify the insights in order to make intelligent business decisions.

Social Net Advocacy Pulse (SNAP) program

In order to realize these goals, Dell needed to address two key challenges, the first was to find a way to efficiently aggregate more than 25,000 social conversations taking place daily about Dell and the competitive landscape in real time. Moreover, Dell needed to be able to intelligently understand, quantify, and contextualize the customer feedback. The second challenge was to measure the customer feedback in a way that gauged customer advocacy behind Dell and brand health. The Dell Social Analytics team needed to quantify the customer feedback in a way that made sense and was relevant to Dell's corporate culture and customized business model.

Trusted Partner and Clear Understanding of Brand Health

Dell partnered with Clarabridge to leverage sentiment and text analytics. Clarabridge's patented NLP uses a mix of rules and dictionaries to break down and analyze customer feedback text, and to score it on an 11-point sentiment scale for added granularity and measurement. The sentiment and text analytics solution enables Dell to make sense of the vast amount of customer feedback data available.

In order to make the insights relevant to Dell's business and understand brand health through the voice of the customer, the Social Analytics team developed a proprietary metric, the Social Net Advocacy (SNA) metric. This metric measures intent to repurchase, giving Dell a clear view into customer advocacy of the Dell brand. Once the social media data is collected, analyzed, and scored for sentiment through Clarabridge, it is scored against Dell's SNA scale.

Clarabridge helps hundreds of the world's leading brands understand and improve their customer experience. Using advanced text analytics, Clarabridge transforms survey, social, voice and all other forms of customer feedback into intelligence used to empower confident, decisive action across the business. The result: happier customers. For more information, visit **www.clarabridge.com.**

Empowered to Make Quick and Informed Business Decisions

The quantifiable and actionable customer feedback insight is delivered across the entire organization, from departments such as customer care and quality control to marketing and product development. The real time analysis and measuring of social data has allowed Dell to proactively quell any public concerns before they grow into larger PR nightmares.

Moreover, Dell is able to add context to the sentiment and SNA scores such as understanding whether the customer is a brand advocate or not.

For example, after the launch of a specific Dell product, the Social Media analytics team saw a rapidly declining trend in SNA. When the analyst team looked further into the issue, they found a significant number of social media conversations expressing anger over the pricing for the new product. They turned to Dell's Chief Blogger, who quickly wrote a post explaining the situation and rectifying the price concerns. Within the span of one day, Dell was able to turn around the low sentiment levels. Moreover, the general manager didn't even need to be brought into the issue-employees are empowered to make quick and informed decisions based on hard data.

Proactively Managing Positive Brand Health

Dell is integrating their patent-pending SNAP software into all aspects of the business, from Product Management, Marketing and NPS Diagnosis teams to Support/Customer Service, Sales and M&A. The measurement system enables Dell to understand the business in real time and at a very granular level. With it, Dell has been able to develop a source of uniform distribution and assimilation of customer feedback for multiple business functions. This enhances Dell's avowed policy of customer centricity and direct feedback. And, since it updates in real-time, SNAP accelerates customer feedback on important topics, enabling shorter response cycles without negatively affecting Dell's brand health.