



# Committing to Enterprise-wide Text Analytics



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## Challenge

With the goal of improving product performance, durability and maintenance, B/E Aerospace set forth to develop a Voice of the Customer (VOC) strategy to understand how their products fare during flights.

## Solution

Deployed Clarabridge's sentiment and text analytics solution at the enterprise level to listen to, analyze and generate insights from the large volume of customer feedback logs in a systematic fashion.

## Results

Improved brand reputation and inspired product innovation, to creating a much more satisfied and loyal customer base. Through its VOC program, they have been able to proactively identify, manage and dissipate emerging issues before they grow out of control, setting themselves apart as leaders in the marketplace.

At the time of its foundation, the B/E Aerospace VOC team consisted of 7 people. The team's goal was to develop a method of monitoring in-service performance and providing visibility into issues as they happened. The VOC group worked within B/E Aerospace's Product Support team to try and proactively stop emerging problems from escalating, whether this pertained to seats not fully reclining, tray tables breaking, or headrests not staying in place. The VOC team initially tackled this goal by manually sorting through log pages, the books kept in all aircraft that record any in-flight problems and the resulting maintenance work.

Challenges, however, soon arose. The team of 7 was overwhelmed, as there were over 2 million log pages of customer feedback data to process each month! They were only able to manually process a mere 0.5% of the available data every month, and they were losing out on valuable insight. Moreover, any insight generated usually came in so delayed that any effort to contain the damage and control costs could not be achieved. A lot of time, effort, and money were being spent to learn what the team already knew. The company continued to be reactive, when they really needed to be proactive, knowing that throwing more people at the problem would hardly be a viable long-term solution. B/E Aerospace eventually turned to Clarabridge's text and sentiment analytics solution to power their VOC initiative.

## Determining a Viable Long-Term Strategy

With Clarabridge's Customer Experience Management (CEM) solution, the B/E Aerospace VOC team is able to quickly listen to, analyze and understand their customer feedback data. The Clarabridge suite leverages Natural Language Processing (NLP) to break down unstructured data to sentence level, then even further to clause level, by understanding relationships between words. In doing so, the NLP engine understands the concept and context of each text verbatim. For example, if someone reports, "the headrest is loose on seat 22E and the reading light doesn't turn on," the NLP engine understands that "loose" relates to "headrest" and "doesn't turn on" relates to the "reading light."

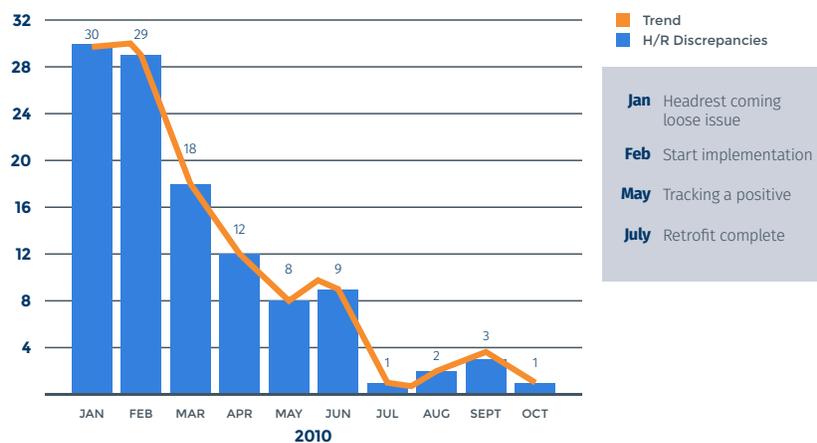
For B/E Aerospace, the NLP engine is able to go one step further. If someone reports, "the headrest is loose on seat 22E," the NLP engine is able to map seat 22E to the exact physical location of the seat in the airline's interior layout. The company's Product Support Engineers can then identify the exact model and design of seat 22E and compare it to similar designs across all airline fleets. This functionality allows the engineers at B/E Aerospace to spot systemic design issues across multiple fleets and multiple airlines. They are also able to conduct comparative analyses across fleets to understand if problems pertain to just a certain region, airline, or type of aircraft. This allows the team to

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](http://www.clarabridge.com).



rapidly identify the scope of the issue and strategically respond to emerging reliability concerns. The VOC group is also able to analyze ad-hoc issues in real time. If an engineer from a customer airline calls up with a question about a specific issue, the team can immediately access the data and try to identify the underlying issues at hand. For the customer, this means lower maintenance costs and an untarnished brand image. For B/E Aerospace, it is a competitive advantage that sets them apart as leaders of innovative design and high quality products.

### Headrest Discrepancies



B/E Aerospace has been able to realize many successes since their implementation of Clarabridge. For example, they had previously received frequent reports of headrests coming off of airplane seats. This perplexed B/E’s warranty management team because the design of the headrests prevented them from coming loose. Using text analytics and data from maintenance logs, the team discovered that airline cleaning crews were removing and improperly reinstalling the headrests. Without this insight, B/E Aerospace would likely never have identified the root cause of the problem. Acting on this discovery, the engineering team redesigned the headrest fastening system; reducing loose headrest complaints by nearly 97% (Figure 1). By quickly and effectively addressing an emerging customer maintenance concern, B/E Aerospace saved significant costs and increased customer satisfaction.

### Proactive, No Longer Reactive to Issues

Through their VOC program, B/E Aerospace has seen a number of business successes, from increased customer retention and enhanced product design to fewer reported problems and increased savings. The team is, currently, efficiently sorting through more than 150,000 pages of feedback data a month, an increase of almost 1500% from when the data was being manually processed. Additionally, the VOC team is able to analyze the feedback to track trends, identifying issues that are statistically relevant to the data sample. This means that the VOC team is able to proactively stop a situation, and maintenance costs, from growing out of control.

With the insight into customer feedback around the in-flight experience, B/E Aerospace is able to inform airlines of problems that they should be aware of and offer proactive product improvements to correct the concerns. With this level of transparency, trust between the stakeholders flourishes, enhancing customer loyalty, satisfaction and retention. Fixing product deficiencies early in the product lifecycle greatly reduces cost of ownership for the customer, as well as the cost of warranty for B/E Aerospace.