

CSAT Improvement by Advanced Analytics

Retail - Analytics



About the Client

The client operates as a global retailer of athletically inspired shoes and apparel. As a leading retailer of athletic footwear with chains in the US and more than 25 other countries, the client uses its omni-channel capabilities to bridge the digital world and physical stores.



Challenges

Low CSAT coverage rate and only provides two points survey for customers which gives insufficient data for Ops team to conduct root cause analysis, with following limitations:

- Identify the factors drives customer dissatisfaction
- Lack of actionable service level clustering in negative CSAT comments
- Limited data attributes for tickets via web and email channel



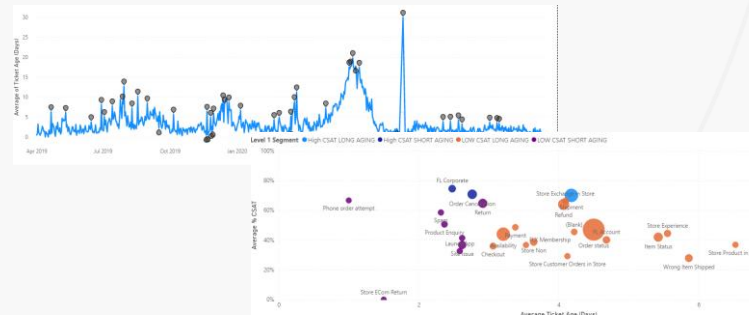
Solution Deployed

Built a CSAT predictive model using historical data

- Train the model using supervised machine learning algorithm and the trained model can be used to forecast CSAT
- Determine the importance of each features which impact CSAT in negative way

Diagnostic analytics to drill down to the root cause

- Deep dive into segments of important features to derive actionable plan
- Manual tagging of negative CSAT comments into more meaningful clusters
- Anomaly detection to monitor the customer service process



Prospected Impact

- **100%** CSAT coverage rate
- **5~10%** increase in CSAT

