Challenge

- Thousands of online reviews of dealerships
- Large volume makes it incredibly laborious to:
  - Analyze Dealership perception of products
  - Find factors that influence review ratings
  - Isolate product review outliers and upsell
- Analytics & subject matter experts do not code

Solution

- Collect and aggregate data from many sources
  - Data repository for all company products
  - Includes competitor sites with web scraping
- Surface complaint-causing issues related to:
  - Quality
  - Price
  - Experience
- Text analytics dashboard for topic recognition
- Report on dealerships with best/worst experience

Impact

- Faster fixes on negative dealership feedback
- Optimized promotional strategies
  - Identified highest performing products
  - Discovered undermarketed products
  - Upsell opportunities surfaced
- Created a powerful competitive advantage:
  - Understand dealerships at scale
  - Responsive adjustments to product strategy
- Increase sales to dealerships = $500k

Problem type: Text analytics

Universal relevance: The impact of customer experience on revenue is hard to dispute, but it can be even harder to measure and analyze. With a mix of web scraping and topic recognition, you can monetize valuable insight from publicly-available information.