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Proof of Concept Reports

& Information about Wordnerds

Insight you can *Actually* Action

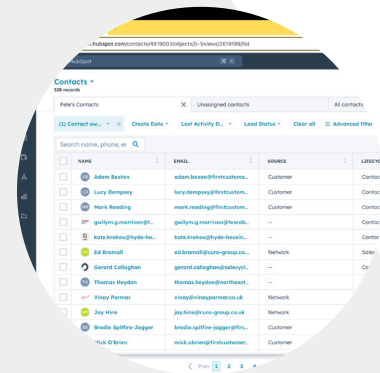# The Challenge for Insights Teams
Too Much Customer Feedback
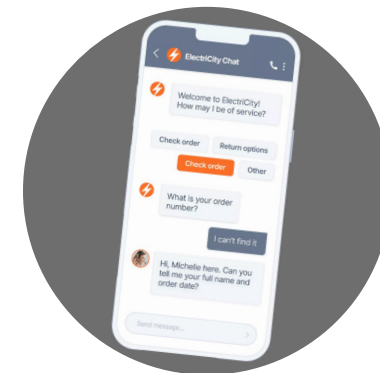
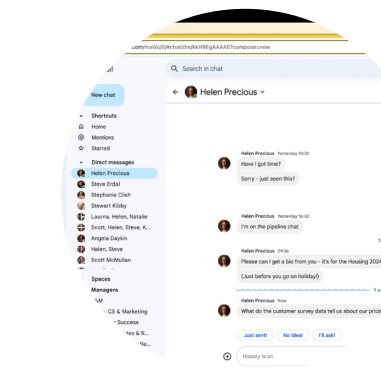**wordnerds**
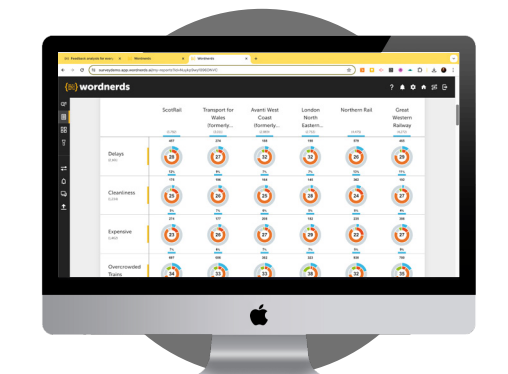
Survey

Call transcripts

Social

CRM

Complaints

Chat

Reports

Questions

Dashboards

Turning Words to Numbers

CEOs care about numbers—NPS, CSAT, complaints volumes, customer churn—but the data we have to understand and affect those numbers are words. Most organisations struggle to understand—in real time and at scale—all of the many things their customers are trying to tell them.

The Role of the Insights Team

Insights and Voice of Customer (VoC) teams work with front-line departments — Marketing, Customer Experience, Support, Complaints, Data/IT, Callcentre etc. — to aggregate and make sense of the huge quantities of customer conversations across all of these channels

Building a Case for Change

They field innumerate questions and report back to the business in a variety of ways:
• How do we reduce the number of complaints we receive from our customers?
• What drives all of the calls to our call centre?
• Our NPS score has gone down. Why?
• What does our customer data tell us about x?
• How can we make more people adopt this new service we're offering?
• Which customers are likely to churn?
• Analyse our User Journey and tell us how to make it better?
• We can't solve everything. What issues would have the biggest impact on customer satisfaction?

Human-Centric VoC
A Tool to Help Humans, not Replace Us

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What we do

Wordnerds is a customer feedback analytics platform that helps large, B2C organisations make sense of their millions of customer conversations across a range of channels.

We're lucky to work with some of the UK's most customer-focussed and data driven brands.

Main Channels we Analyse

- Survey
- Complaints
- Reviews
- Call-centre transcripts
- Social media

Multi-Disciplinary

The recent explosion of Machine Learning in Natural Language Processing has opened up a bunch of opportunities to automate parts of the feedback analytics process.

But AI is just one tool. At Wordnerds, we believe in the power of different approaches to tackle different jobs.

Our amazing AI and data science team have developed one of the largest English language customer feedback data models in the world.

But our team also draws on the expertise of Corpus Linguists (people who study the structure of language) and Behavioural Scientists to tackle the problem of understanding customer feedback at scale.

Analyst-First

We don't believe customer feedback analysis is something that can be fully automated:

- **Language is too chaotic**—young people use the same words to mean different things from older people, different regions have entirely different lexicons to describe the same thing, people are sarcastic, bad at spelling, in a hurry...

- **No AI will ever be 100% accurate**—it's important that insights teams know how accurate their analysis is and are comfortable with the levels of tolerance you see.
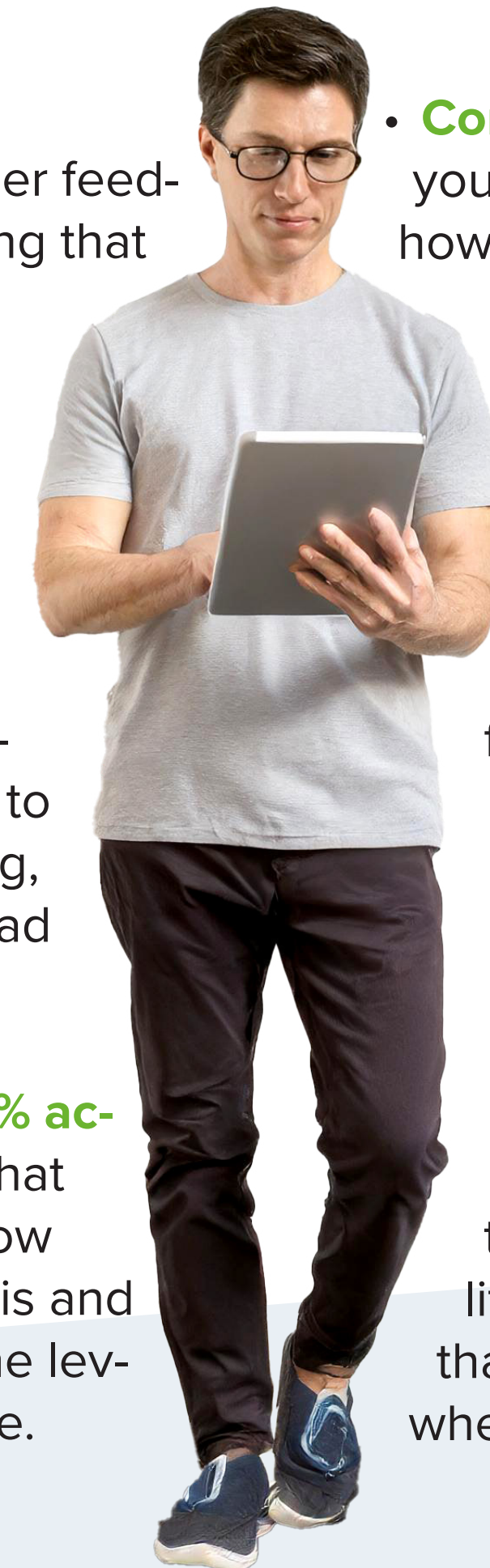
- **Context is king**—a tool can give you a thousand pieces of insight, how many people they affect and how profoundly they are felt. But that doesn't make the insights useful.

  Maybe you've been aware of a problem for years, but regulation means you can't fix it.

  Maybe a competitor blunder makes a particular issue a really exciting opportunity right now.

  Only humans have this context. Tech can do the heavy lifting, but ultimately, it's you that decides when to act, and where to put your resources.

Wordnerds' Key Features
Find Surprises & Train Your Own Classification Models
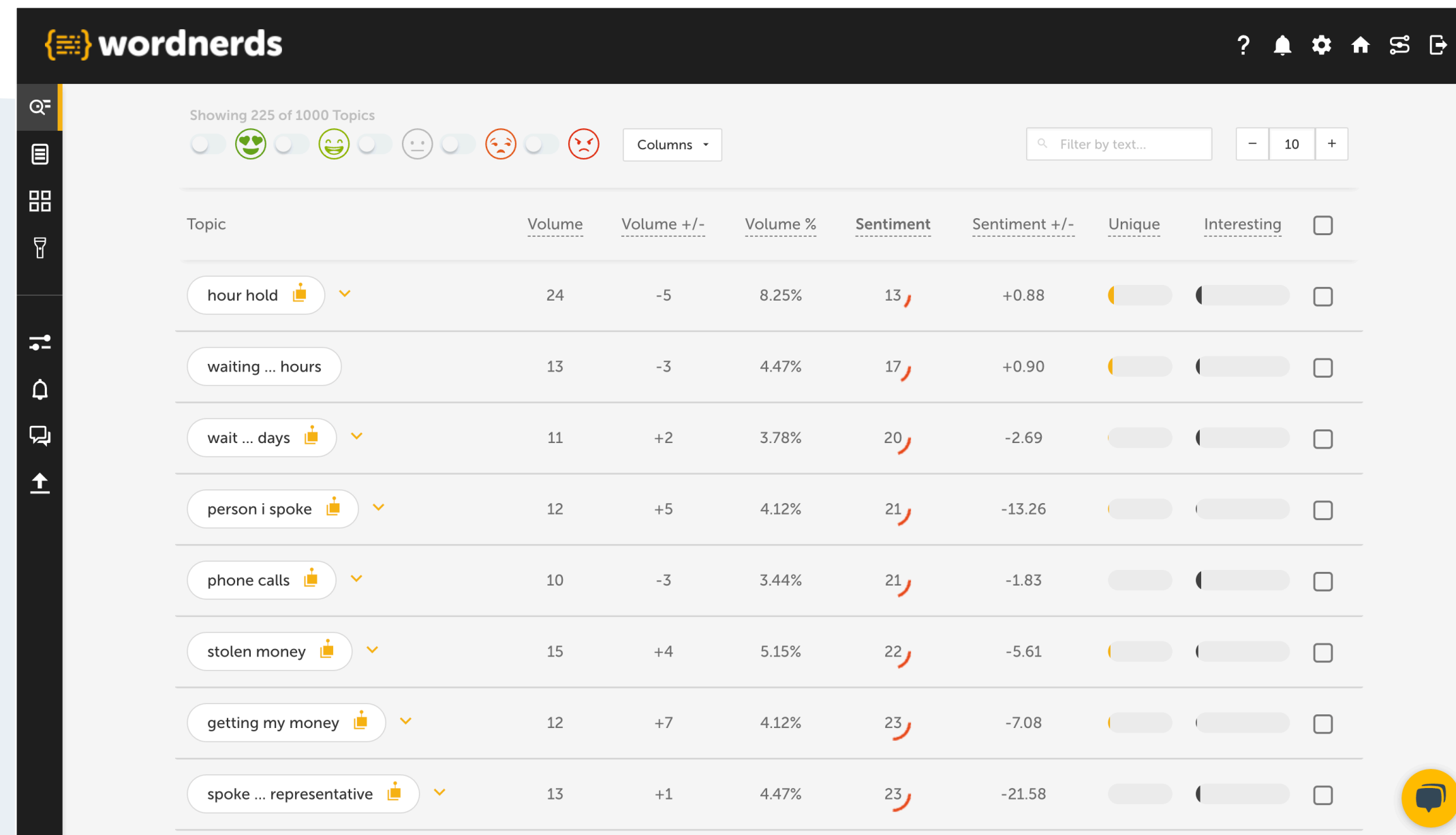
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Organic Topics

Pull any unstructured data-set into the Wordnerds platform, open up our Trending page and you'll see a list of auto-generated topics created by our linguistic engine.

This auto-generated list can be sorted by a range of criteria (volume, sentiment, change etc.) to help you see what's in the data, even when you didn't know it was there.
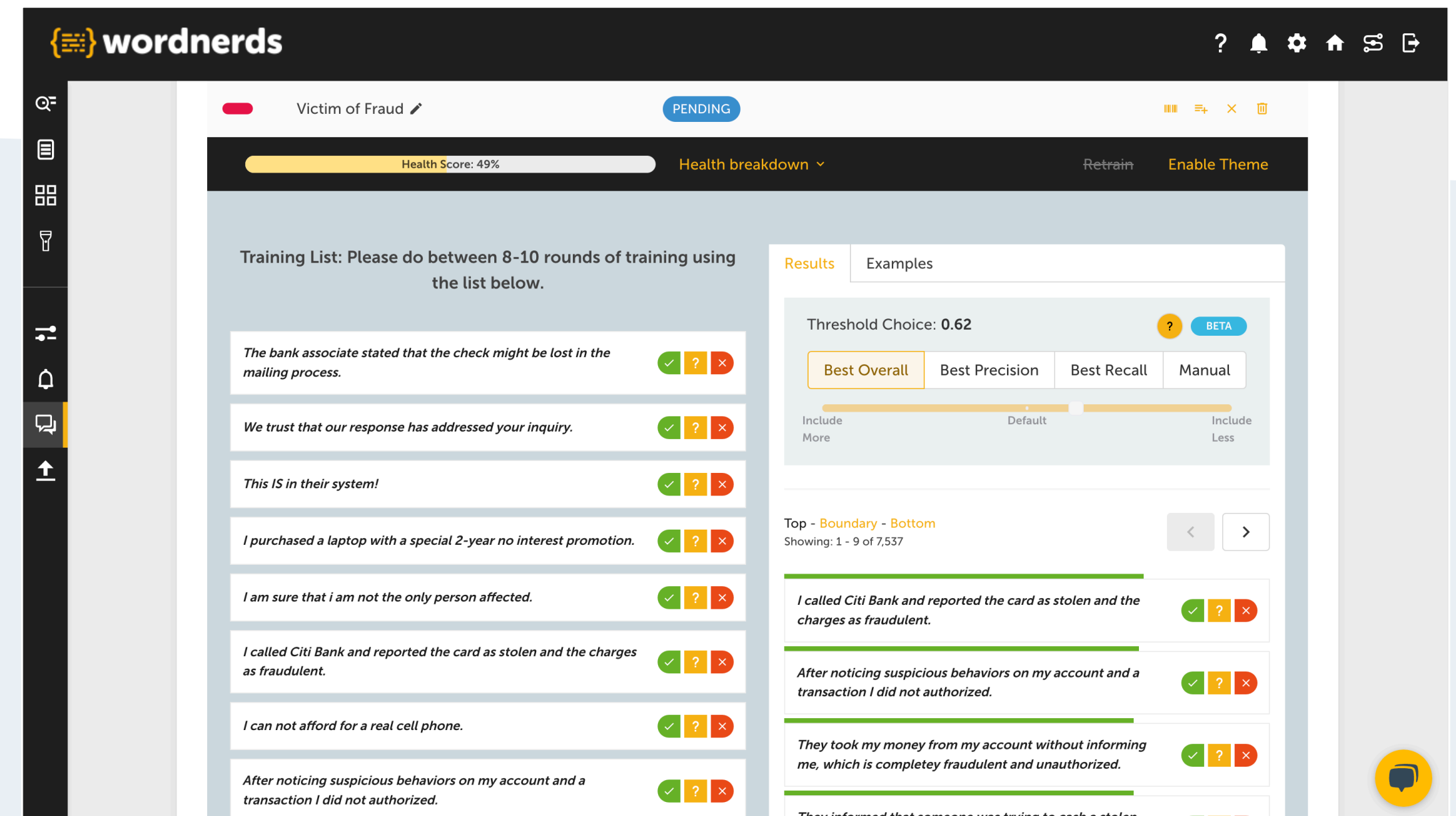
30-Minute Themes

When you find an interesting Topic and want to know who else is talking about it, we let you train-your-own classification models to find and count other examples in the data.

Give our system an example of what you want and it will find contextually similar alternatives. Give it a few examples of things you do—and don't—want including and the AI will learn.

What This Means for our Customers
Insight they can *Actually* Action

Three Pillars of Insight

Where our competitors target Customer Experience roles with messages of speed and ease of use, we have learned that Insights and VoC team require three things to build a robust case for action:

Depth

Trust

Bespoke-to-you
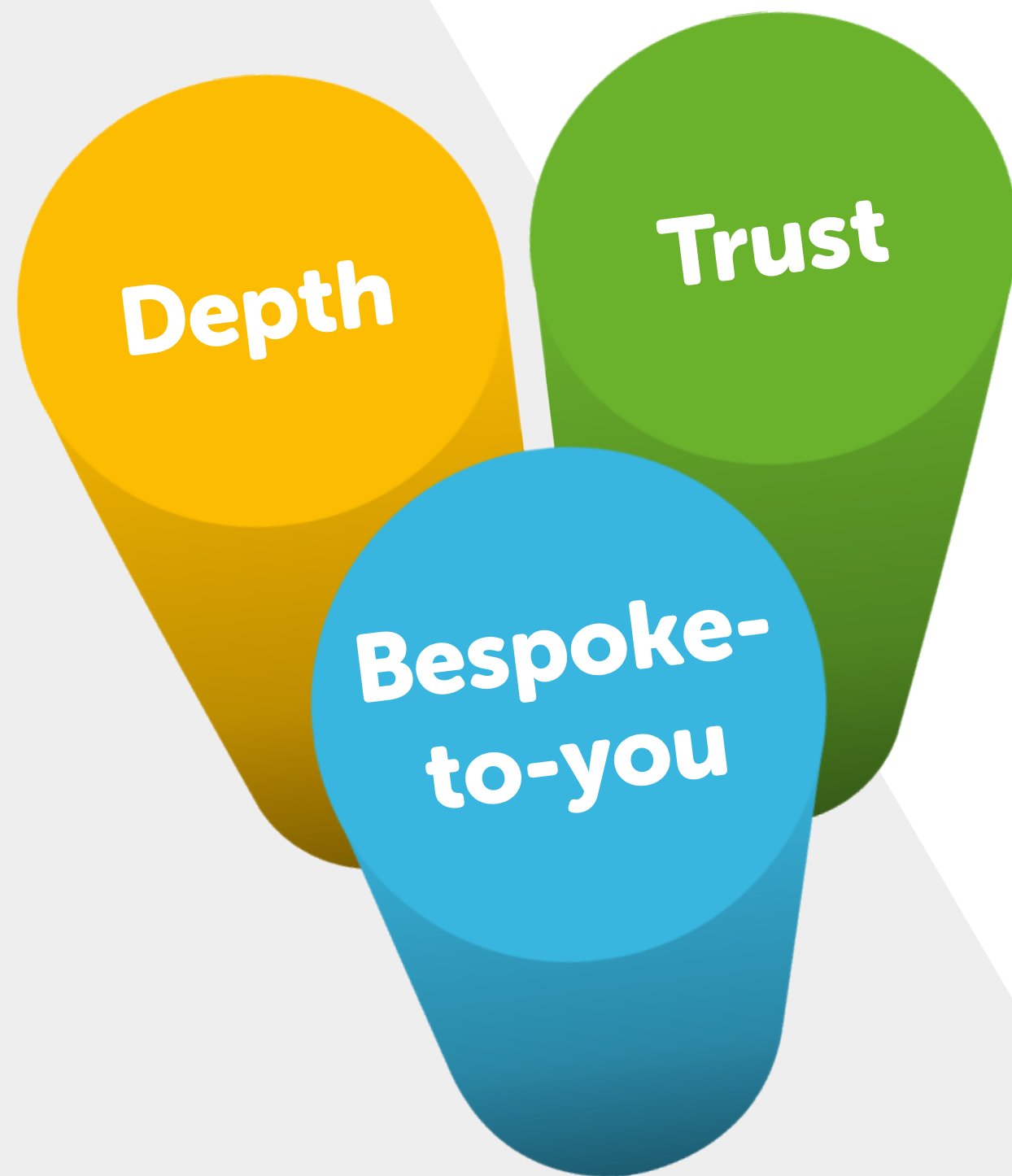
Depth

You can't fix "delivery problem." You can fix "deliveries left in wheelie-bins on bin day". Insights teams need enough data to diagnose the issue sufficiently to design a solution.

Action-Level Insight
The combination of Organic Topics and trainable Classification Themes allows users to follow a data thread to a point it is genuinely actionable:

• Use Organic Topics to surface general issues (eg. "delivery problem")
• Train a 30-minute theme to isolate everyone talking about that problem
• Use Topics on that subset to uncover what issues people with delivery problems discuss: "wheelie-bins" drives the most negative sentiment
• Train a theme to isolate that data set... etc.

Trust

If the data wrangling isn't robust, people simply won't believe it.
• What are the criteria for inclusion in a classification category?
• How accurate is the dataset?
• Can it be replicated?

Transparent AI
Even if they haven't trained it themselves, Wordnerds' customers can see what is in a theme and why

Transparent Accuracy
No AI model is ever 100% accurate. Wordnerds provides automated theme health reporting so customers know their classification buckets provide robust and reliable information that they can trust.

Health breakdown ˅	
● Overall:	49%
● F1:	83%
Precision:	92%
Recall:	75%
● Coverage:	67%
● Effort:	49%

Bespoke-to-you

Everyone's offering is different. Even companies that look the same do things different ways and care about different things. Most importantly, the way their customers talk is entirely unique to them:
• **Outstanding** customer service is super-positive
• An **outstanding** bill is the worst type of bill you can get

Our AI isn't an off-the-shelf model spat out of a generic LLM, it's trained on customers' own, specific data.

Democratised Insight
Insights teams also vary in how they want to report their data. Increasingly, people don't want another SaaS platform to log into—our insight needs to integrate with existing data dashboards and BI tools.

Software *and* a Service

Fully-Managed Reporting or Self-Serve SaaS

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All Teams are Different

We're fortunate to work with some of the UK's—and world's—most customer focussed and data-driven brands. We learn every day from amazing multi-nationals like Yahoo!, M&S, B&Q, Sainsbury's as well as huge Public Sector organisations like DWP, Transport for Wales and Network Rail.

But we also work with small insights teams—sometimes comprising one person—in Housing Associations, start-ups and charities.

Even within an Insights or Customer Experience team, we've seen that needs change over time. Regardless of your size or situation, for you to feel properly supported by Wordnerds, that means how we work with you must change too.

An On-ramp to AI

Despite all the talk of the power of AI, we're also conscious that many of our customers are using this technology for the first time in live projects and on real customer data.

That understandably brings with it a learning curve and degree of nervousness, both of which require careful, methodical handling.

A Tailored, Flexible Model

To help solve both issues, we've created a range of products and services that aim to give you a clear and frictionless route to success with us.

It starts with low commitment Proof of Concepts to showcase what our tech can do and build advocacy and trust.

If you lack the skills, time or desire to run your customer feedback analysis yourself, you can move on to a fully managed service, where Wordnerds analysts work as an extension of your Insights team, producing dashboards/reports while training you up.

Ultimately, most customers end up as fully self-serve SaaS users, with training, help and support from our wonderful Customer Success team.

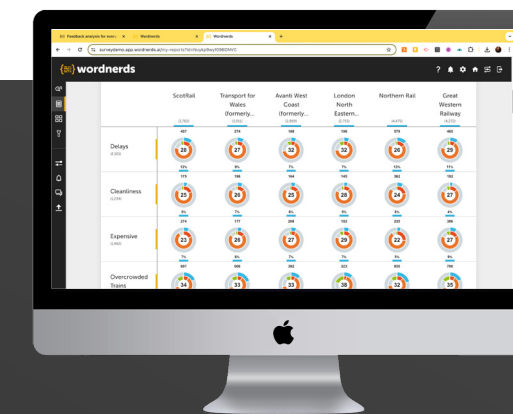No pressure though, however you want to use us is fine.

01

Proof of Concept
One-off Analysis & Report
Prices Start from £5,250 per Project

02

Self-Serve SaaS
12-Month Licences from £21,000
Includes on-boarding, training & support

03

Managed Service
Wordnerds Provide Analysis & Reporting
Requires SaaS Licence + Service Costs

Proof of Concept Report
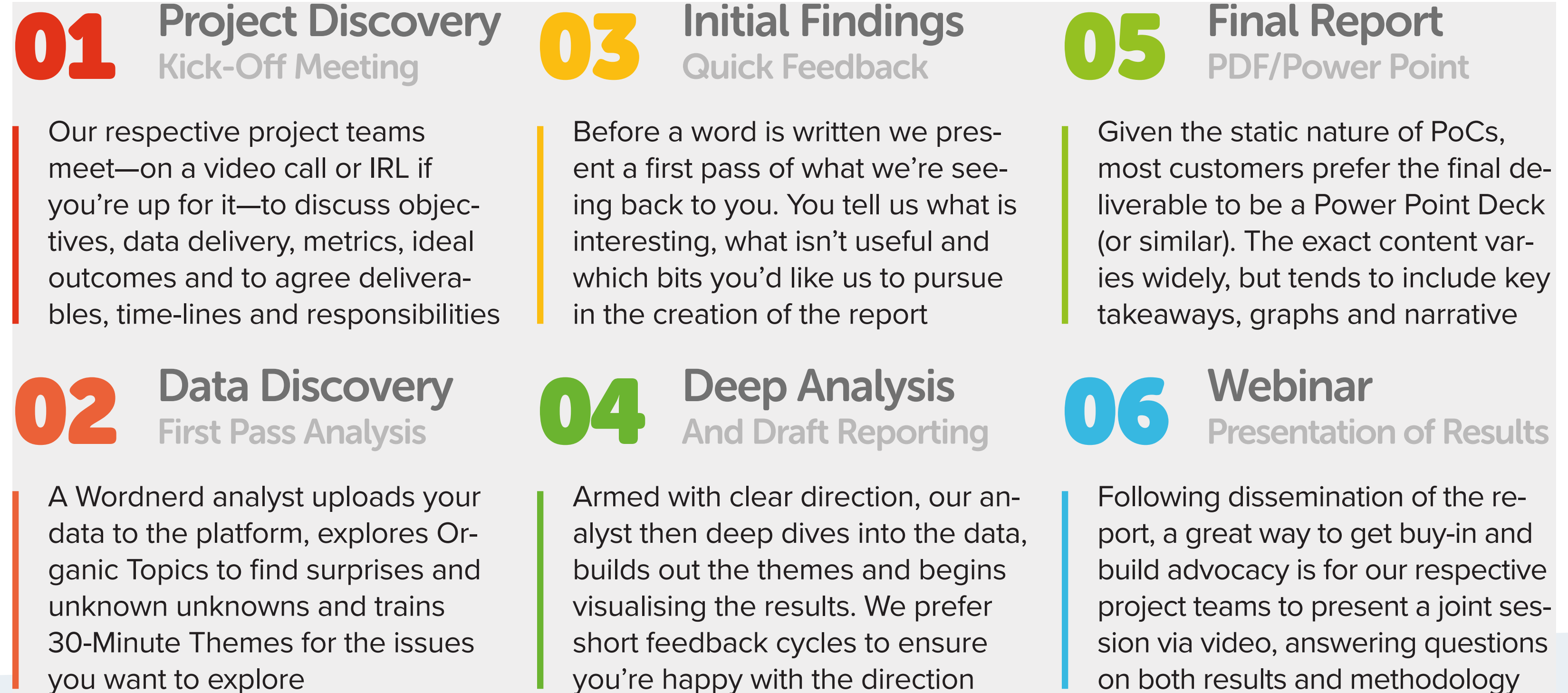## Process and Project Plan

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Flexibility v Assurance

Every organisation, dataset and project is different. However well we plan a project, we never know upfront what the data will bear and what directions our discoveries will take us.

As a result, we've learned not to be prescriptive about the outputs and deliverables at the outset of a proof of concept project.

Rather, we've designed, developed, road-tested and iterated over time a process for our PoCs that delivers the most useful results for you and the best possible opportunity for us to impress you!

Whilst it is necessarily collaborative and requires your engagement and direction, we hope it is frictionless in that we do all the heavy lifting.

01 Project Discovery
Kick-Off Meeting

Our respective project teams meet—on a video call or IRL if you're up for it—to discuss objectives, data delivery, metrics, ideal outcomes and to agree deliverables, time-lines and responsibilities

02 Data Discovery
First Pass Analysis

A Wordnerd analyst uploads your data to the platform, explores Organic Topics to find surprises and unknown unknowns and trains 30-Minute Themes for the issues you want to explore

03 Initial Findings
Quick Feedback

Before a word is written we present a first pass of what we're seeing back to you. You tell us what is interesting, what isn't useful and which bits you'd like us to pursue in the creation of the report

04 Deep Analysis
And Draft Reporting

Armed with clear direction, our analyst then deep dives into the data, builds out the themes and begins visualising the results. We prefer short feedback cycles to ensure you're happy with the direction

05 Final Report
PDF/Power Point

Given the static nature of PoCs, most customers prefer the final deliverable to be a Power Point Deck (or similar). The exact content varies widely, but tends to include key takeaways, graphs and narrative

06 Webinar
Presentation of Results

Following dissemination of the report, a great way to get buy-in and build advocacy is for our respective project teams to present a joint session via video, answering questions on both results and methodology

View an Example Report Template

The length and scope of our reports vary widely, but to show you picture the output and see the quality of what you get, we've created a short mock-up using synthetic data.

Information Security
How we Safeguard your Data

Accreditation

Wordnerds takes Data Protection extremely seriously. We are CyberEssentials Plus Certified.

Key Policies & Documents

Infosec touches nearly every part of our work at Wordnerds and different clients have different questions. What follows are answers to our most often-asked questions and here are links to our key documents:

• Information Security Policy
• Data Protection & Privacy Policy

Staff Training

We require all engineers to apply OWASP top 10 to the development of the platform and hold compulsory monthly security training for all staff.

Responsibilities

Overall responsibility for IT security:
• Peter Houghton HO Engineering
• Hugh Volpe HO Data Science
Data Protection Officers:
• Angela Daykin CFO
• Laurna Russell Ops Manager

Data Encryption

All data on the platform is encrypted during transfer, and at rest. Each client's data is isolated and secured in its own database. All web traffic is encrypted using SSL.

Penetration Testing

Wordnerds follows The Cyber Scheme methodology and commissions penetration tests annually, last performed in December, 2023

Attack Surface Management

Application security event logs capture critical platform information, are understandable and easily accessible to Wordnerds technical staff but cannot be accessed externally.

Vulnerability Management

Wordnerds has a risk register and a risk review team that performs Cyber Security Horizon scanning.

Endpoint Security

Roadmap IT configures & manages:
• Malware/anti-virus: Avast
• Cloud-hosted email spam, malware & content filtering: Google Workspace
• Mobile Device Management, SSO, Password Storage: Jumpcloud
• Virtual Private Network (VPN): Perimeter 81

Access Management

Two platform roles exist: Users (customers) who can access only specific projects and Administrators (fully trained Wordnerds employees) who require elevated access to administer the platform and its users.

Multi-Factor Authentication

We use multi-factor authentication via TOTP generator apps (Jumpcloud protect app/Google authenticator)

Backups

Wordnerds maintains 7 days worth of point-in-time and weekly backups for 5 weeks. Existence of backups is checked as part of regular maintenance and a full restore is performed at least every 6 months.
• RTO: 4 hours (working hours)
• RPO: 30 minutes