

Leveraging AI to Derive Business Benefits: A Case Study

Iris Junglas
ijunglas@fsu.edu
Florida State University

Oliver Müller, olmy@itu.dk
IT University of Copenhagen

Stefan Debortoli, stefan.debortoli@uni.li
sde ventures

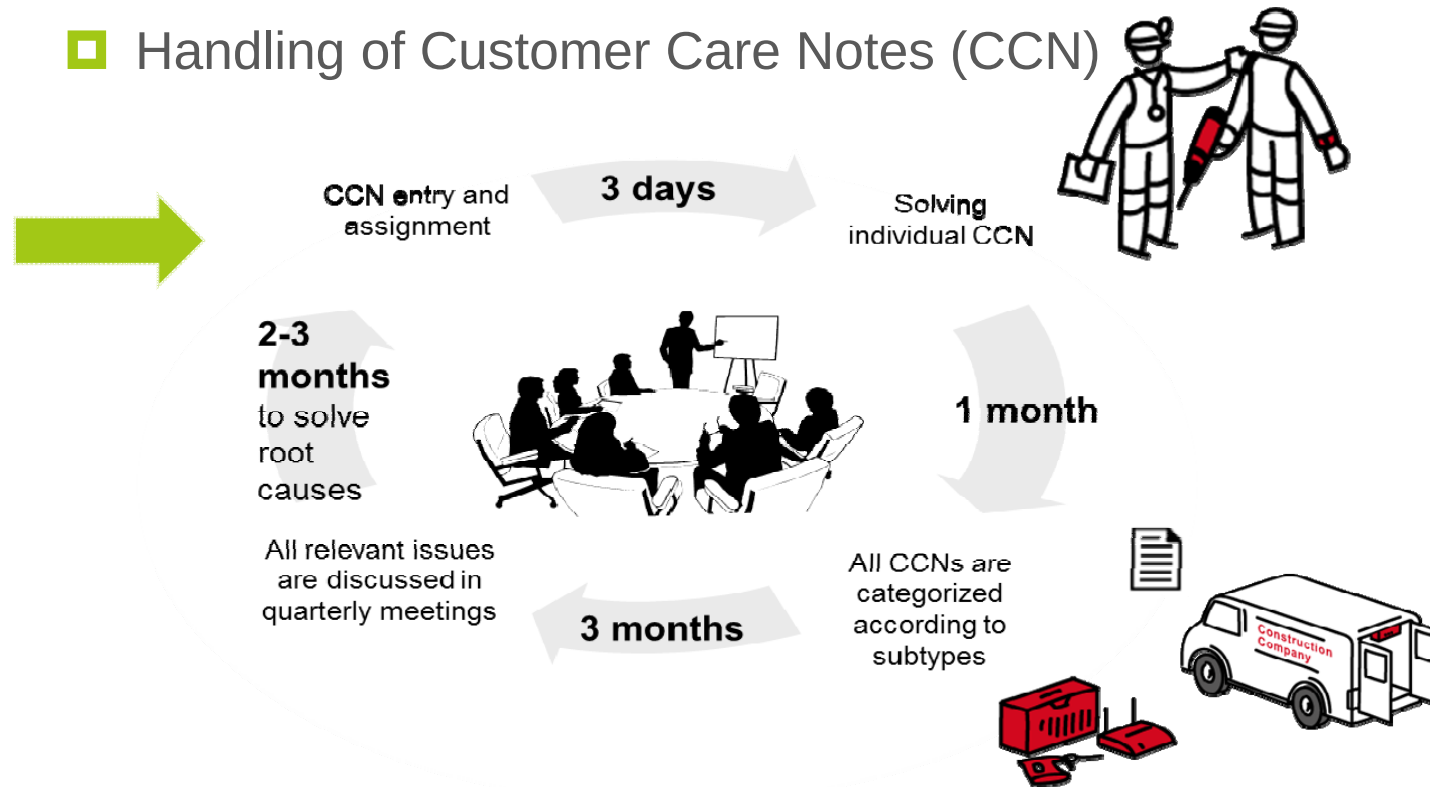
Jan vom Brocke, jan.vom.brocke@uni.li
University of Liechtenstein

- 20,000 employees
- 200,000 daily customer interactions



Mining the Voice of the Customer

■ Handling of Customer Care Notes (CCN)



Textual Analytics: From Word Counts to Co-Occurrence Patterns

Document

«Customer called to request pick-up of tool for delivery to repair center (broken drill head, abrasion mark visible). The pick-up from DHL failed because nobody was at the construction site.»

Topic 01

drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 02

said	0.14
rtm	0.11
failed	0.11
drs	0.11
pick-up	0.11
not	0.04
present	0.03
site	0.02
nobody	0.02
reachable	0.02

Topic 03

drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 04

drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 05

drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 06

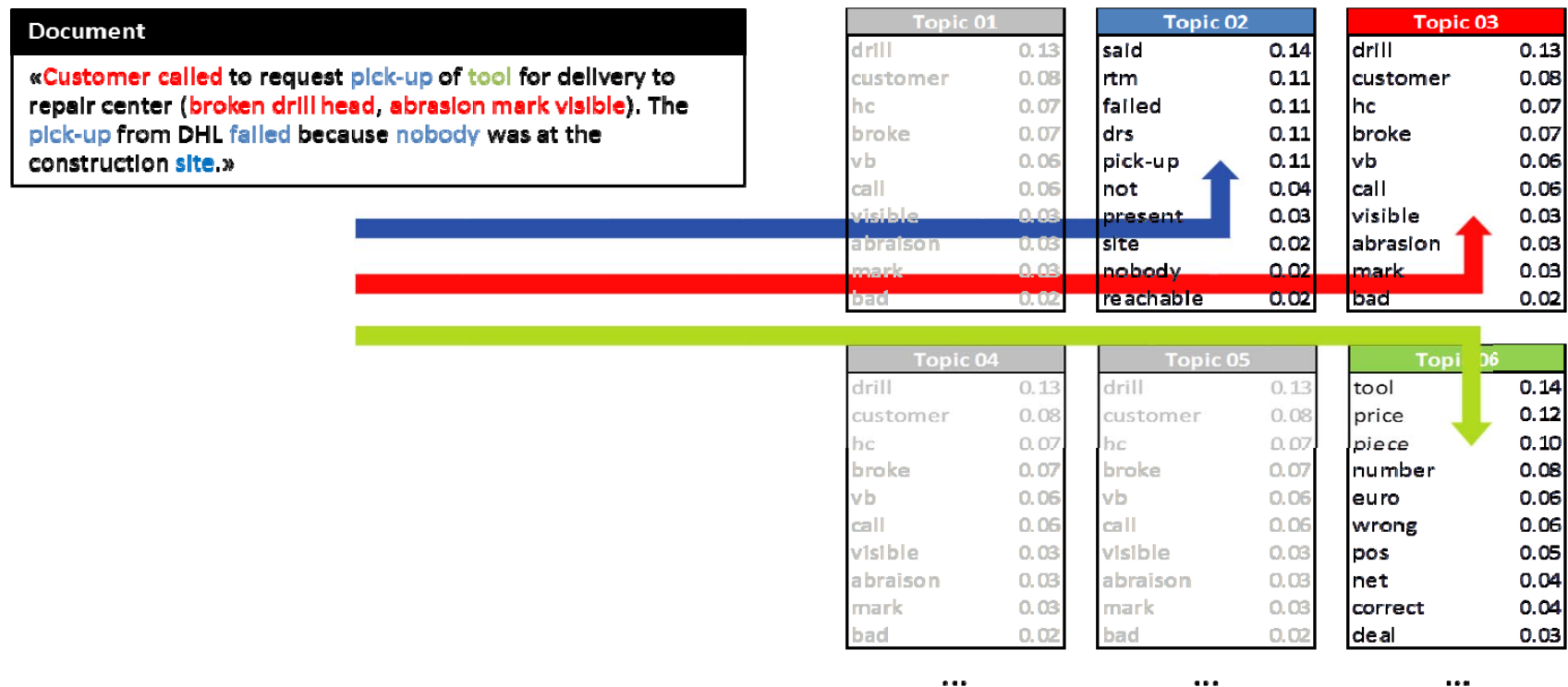
tool	0.14
price	0.12
piece	0.10
number	0.08
euro	0.06
wrong	0.06
pos	0.05
net	0.04
correct	0.04
deal	0.03

...

...

...

Textual Analytics: From Word Counts to Co-Occurrence Patterns

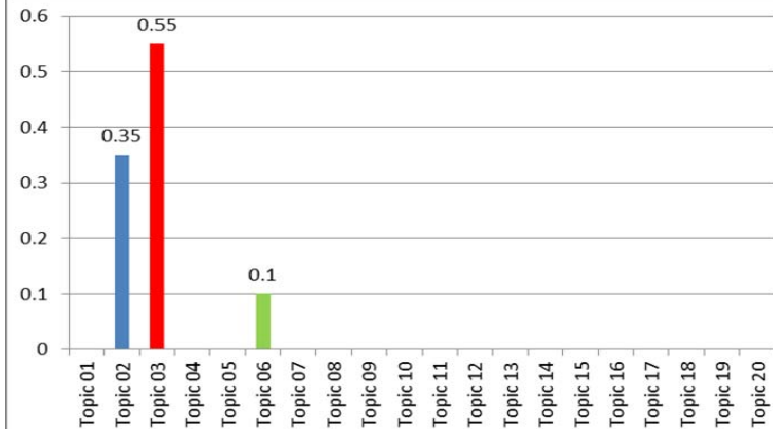


Textual Analytics: From Word Counts to Co-Occurrence Patterns

Document

«Customer called to request pick-up of tool for delivery to repair center (broken drill head, abrasion mark visible). The pick-up from DHL failed because nobody was at the construction site.»

Topic Assignments



Topic 01	
drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Pick-up failed

Topic 02	
said	0.14
rtm	0.11
failed	0.11
drs	0.11
pick-up	0.11
not	0.04
present	0.03
site	0.02
nobody	0.02
reachable	0.02

Broken drill

Topic 03	
drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
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Topic 04	
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customer	0.08
hc	0.07
broke	0.07
vb	0.06
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visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 05	
drill	0.13
customer	0.08
hc	0.07
broke	0.07
vb	0.06
call	0.06
visible	0.03
abrasion	0.03
mark	0.03
bad	0.02

Topic 06	
tool	0.14
price	0.12
piece	0.10
number	0.08
euro	0.06
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...

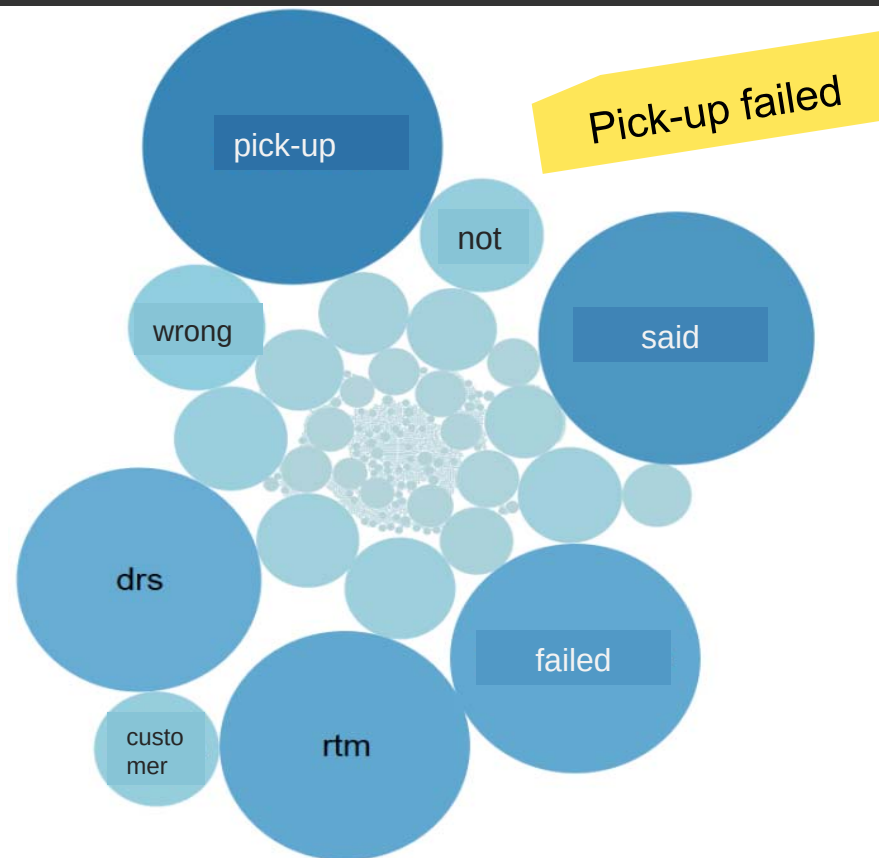
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About the tool

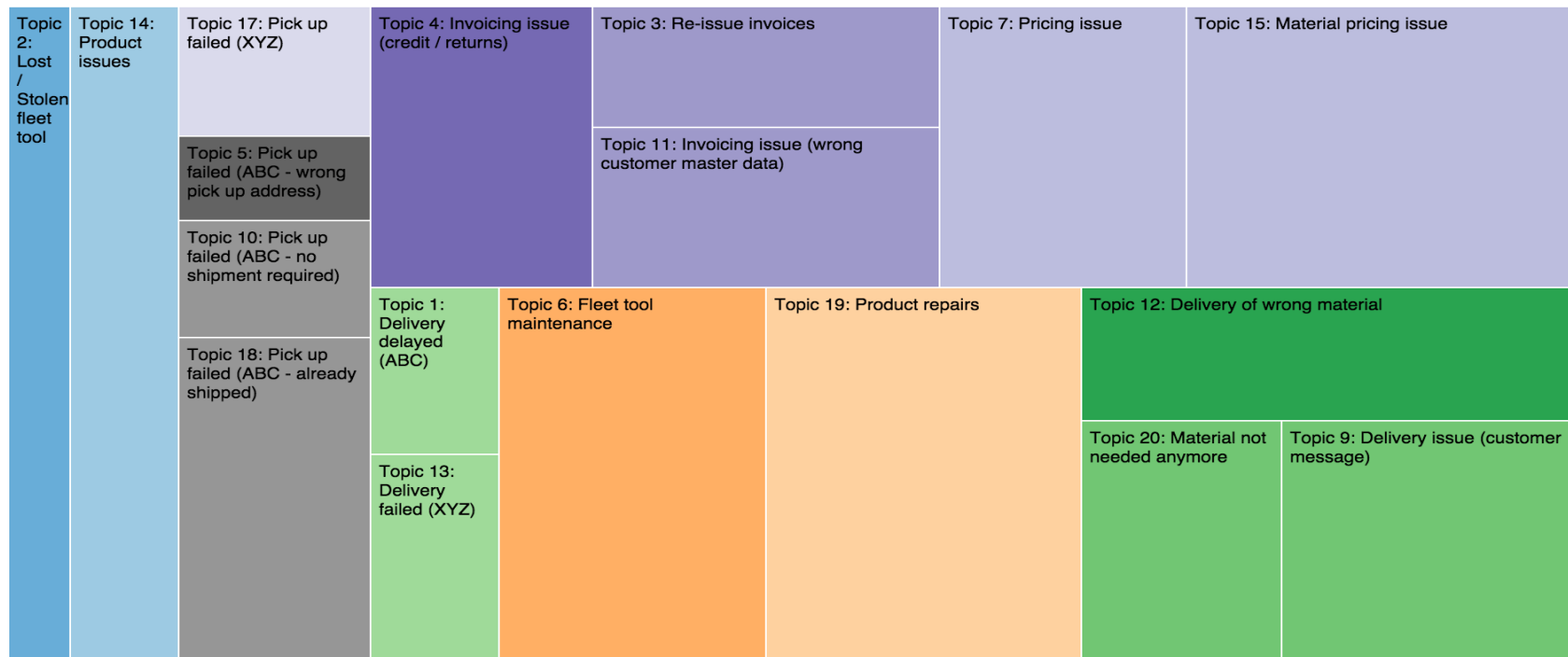
Visualizations versus Statistical Tables

Topic 02	
said	0.14
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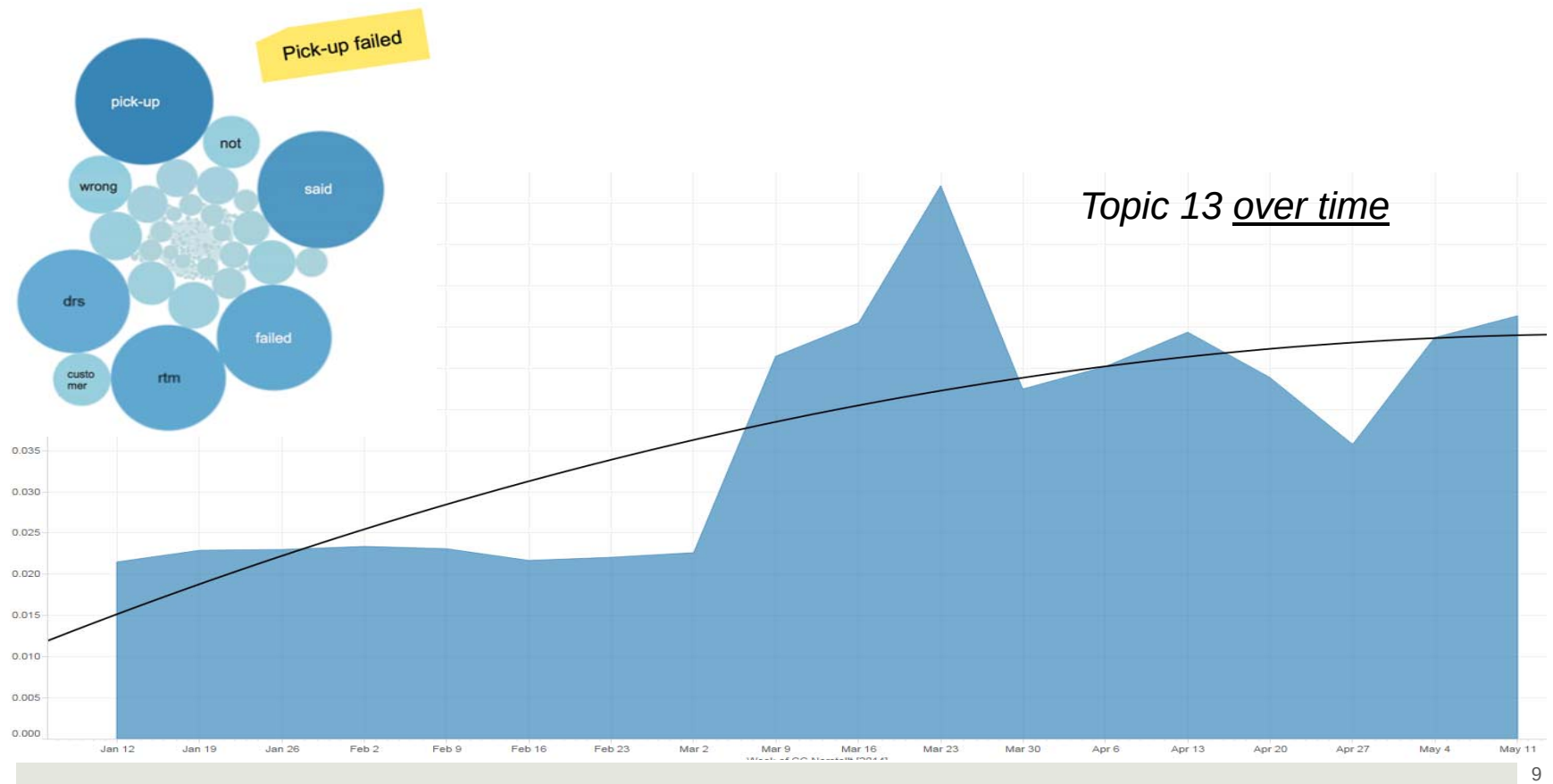
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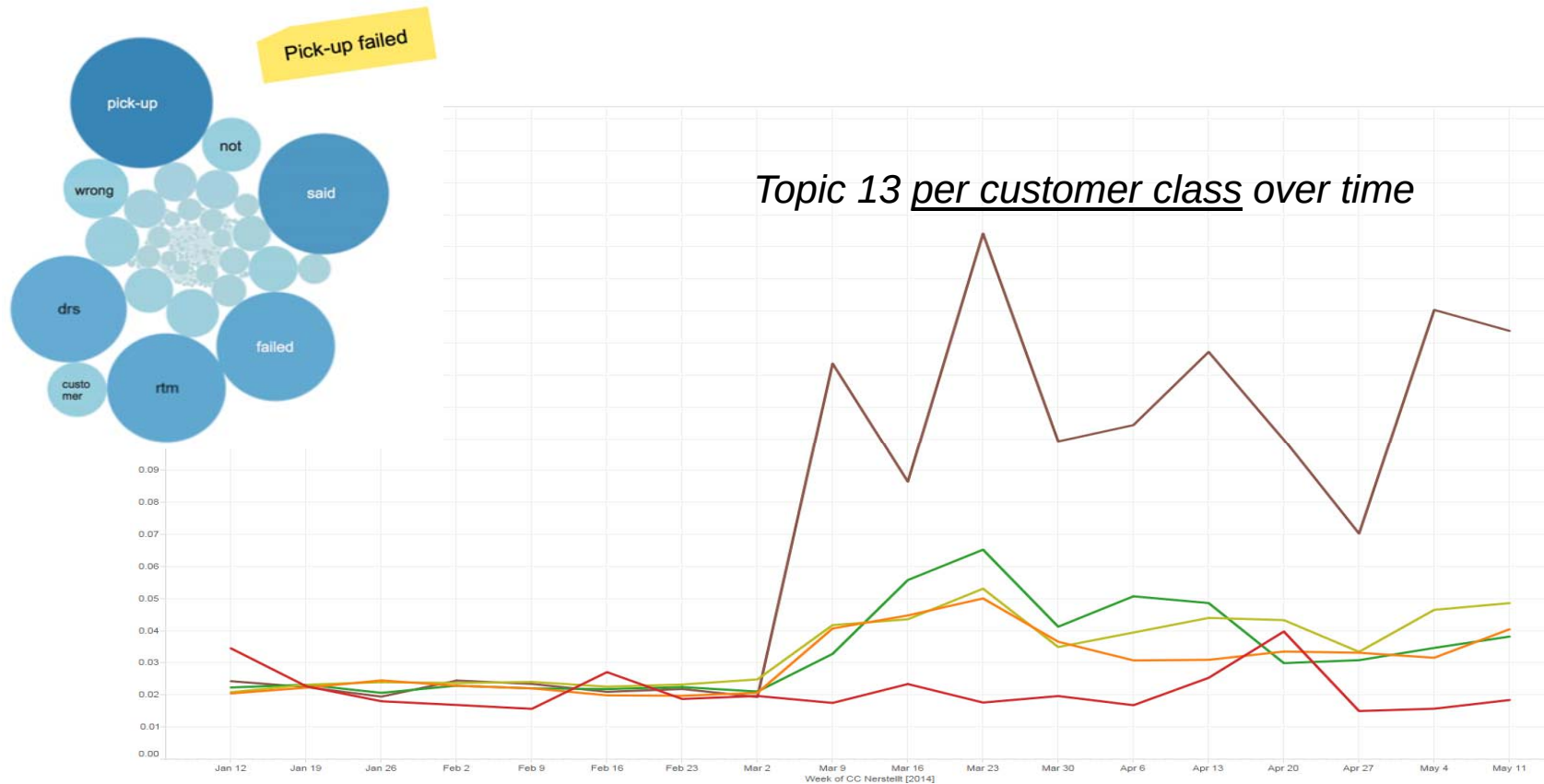
Visualizations versus Statistical Tables



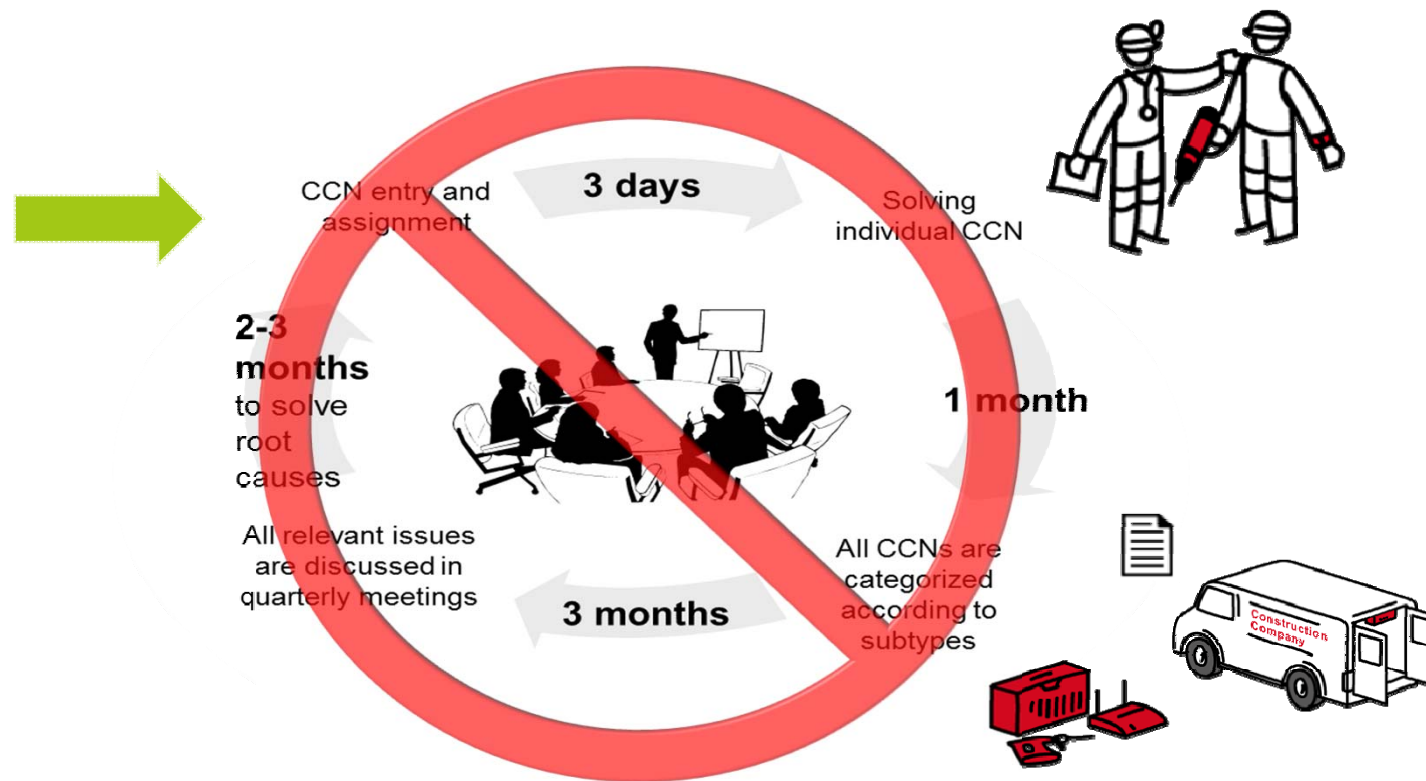
Drilling Down to Root Causes



Drilling Down to Root Causes



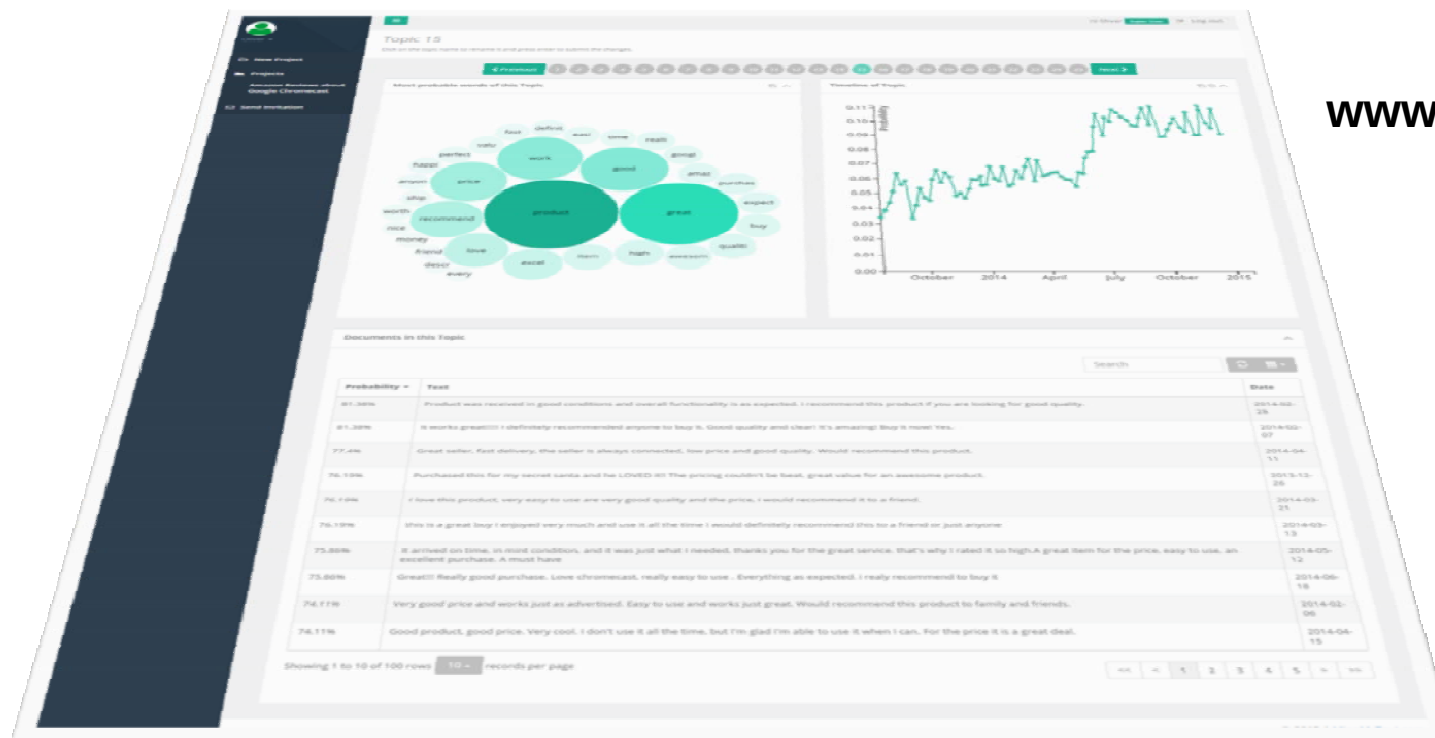
Looking Beyond



Lessons Learned

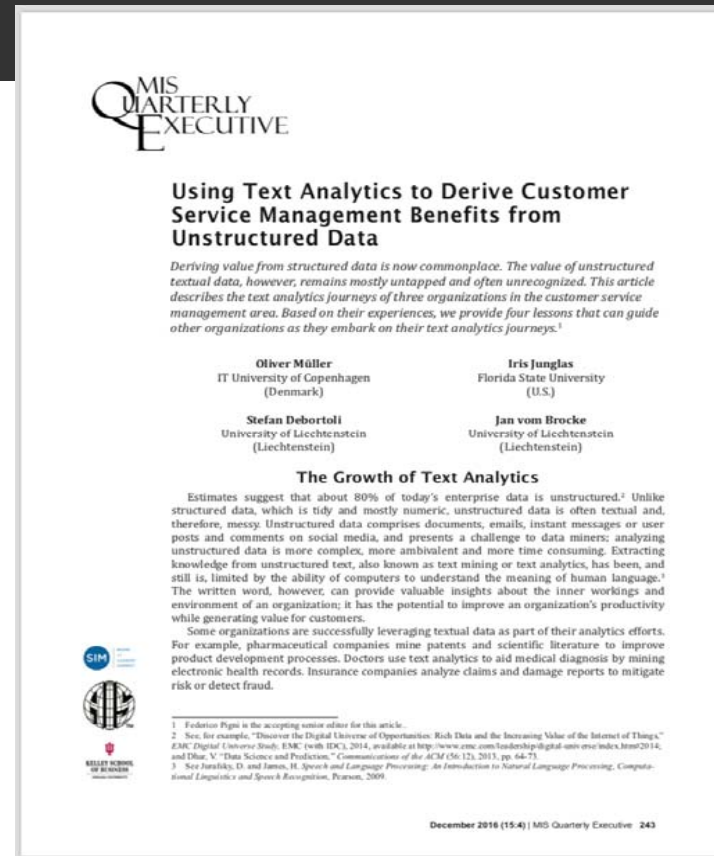
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- Position text analytics in business units, not IT
 - dataset, mindset, toolset, skillset
 - Learn the basics of text analytics by analyzing the past
 - By-product: quality evaluation of existing data
 - Move eventually toward real-time monitoring of textual data streams
 - integration and interoperability of systems
 - Embed textual analytics into operational business processes
 - To what extent are we willing to let technology take over?
-

Our Text Mining Tool



www.MineMyText.com

Learn more...



Iris Junglas, ijunglas@fsu.edu

