



*The Ultimate Guide to*

# Unlocking Voice of the Customer with Generative AI

Discover how leading brands use generative AI to transform unstructured text into actionable insights. Case studies from:



# Find The True Voice of the Customer in Open-Ended Feedback

## *A Goldmine of Unstructured Data*

In the realm of Customer Experience (CX), the voice of the customer is paramount. Despite significant investments in CX over the past decade—fueled by an era where social media amplifies consumer voices and choices abound—it's startling to observe the extent to which actual customer voices are integrated, or rather, not integrated, into Voice of the Customer (VoC) programs.

At the heart of CX programs lies customer feedback, predominantly captured through surveys, including the widely used customer satisfaction and Net Promoter Score (NPS) surveys. These tools often feature at least one open-ended question, providing customers the freedom to express their thoughts in their own words. This unstructured form of feedback is invaluable, offering a depth of insight that multiple-choice questions simply cannot match.

## *The Challenge of Open-Ended Data*

Yet, the reality is that a significant portion of these rich, textual responses are overlooked. The reasons are twofold: the overwhelming volume of data generated and the intricate nuances of human expression. Brands, in their quest to gather feedback, may

inundate customers with surveys post every interaction, leading to a massive accumulation of open-ended responses—only a fraction of which are ever analyzed in depth. This oversight is not due to a lack of intent but rather the challenges posed by the sheer scale of data and the complexity of processing varied human language. Traditional analysis methods, such as generating word clouds or sampling a subset of responses, barely scratch the surface of the insights buried within these open-ended comments.

## *Most CX Teams Miss Out the Crucial Insights*

The consequence? A substantial disconnect between the wealth of customer feedback available and what is actually utilized to inform CX strategies. This gap represents a missed opportunity to fully understand customer needs, preferences, and emotions. After all, it is through these detailed, narrative responses that customers often convey the nuances of their experiences and sentiments that structured surveys cannot capture.

## *The Power of Emotional Insights*

Open-ended questions are uniquely positioned to capture the emotional undercurrents of customer feedback. In a landscape where emotional connection increasingly drives brand loyalty, understanding the sentiments expressed by customers is more crucial than ever. These narrative responses offer a direct window into the customer's emotional journey, providing a rich layer of context that can inform more empathetic and effective CX strategies.

## *Embrace your Customers' "Natural" Voice*

The challenge, then, is not in collecting open-ended feedback but in harnessing it effectively. The potential of these narrative insights to drive meaningful improvements in customer experience is immense. It requires a commitment to advanced analytical tools that can interpret, comprehend, and respond on the vast and varied landscape of customer expression.

By fully embracing and intelligently analyzing open-ended feedback with the help of generative AI, organizations can unlock a more nuanced, customer-centric view of their performance, paving the way for truly differentiated CX strategies. Let's take a look at how leading brands like PODS and National Geographic are rising above the challenges to embrace their open-ended feedback.



# Real-World Applications: Transforming CX Research with Generative AI



## PODS Navigates a Sea of Customer Feedback and Revolutionizes their CX Insight

### **The Challenge: Drowning in Data**

PODS, a leading provider of moving and storage containers, faced a daunting challenge: efficiently analyzing tens of thousands of customer survey responses received annually. The vast quantity of qualitative feedback, while a potential goldmine of insights, was overwhelming. Traditional text analysis tools and manual analysis methods fell short in effectively parsing the complex, nuanced data, leaving valuable insights untapped.

### **The Solution: Embracing Canvs AI and Generative AI**

In search of a solution capable of handling the intricacies of natural human communication—including slang, sarcasm, and emojis—PODS turned to Canvs AI. This cutting-edge tool offered a way to automatically analyze the messy text of their thousands of open-ended survey comments, dynamically clustering similar concepts into coherent topics and themes. This capability allowed PODS to drill down into specific customer issues, such as the challenges faced by military members in obtaining reimbursements.



Canvs provides our ‘why’ behind the score better than other text analytic tools in the industry.

Logan Fern  
Customer Experience Analyst

### The Impact

Canvs’ ability to correlate specific emotions with driving topics, enables PODS to dissect the emotional impact of various issues across different customer segments. For instance, it revealed that younger military customers exhibited significantly more frustration over reimbursement issues than their older counterparts. These insights blend empathy with analytical rigor, offering a comprehensive understanding of customer sentiment.

## Canvs Empowers PODS With



### Elevated Empathy

The PODS team can unveil the root cause behind customer feedback and the associated emotions.



### Maximum Efficiency

The team can now seamlessly analyze tens of thousands of open-ended feedback in minutes.



### Continuous Insights

The team can now seamlessly monitor trends and emerging topics directly from their customers.



## **National Geographic Decodes Audience Preferences with Canvs AI**

### **The Challenge: A Quest for Deeper Insights**

National Geographic Media, renowned for captivating audiences with compelling storytelling and breathtaking visuals, faced a significant challenge in their consumer insights efforts. Tasked with identifying market opportunities, testing new concepts, and managing comprehensive customer feedback, the team needed to streamline the analysis of vast amounts of unstructured feedback—a process traditionally marred by time-consuming manual tasks.

### **The Solution: Leaning in to Nuanced Customer Feedback**

Canvs AI equipped the team to delve deeper into nuanced consumer feedback, significantly reducing the need for manual analysis.

### **Churn Survey Insights**

Faced with the task of understanding why magazine subscribers were lapsing, the consumer insights team conducted a churn survey, incorporating an open-ended "Other" option alongside multiple choice questions. This approach unearthed a treasure trove of feedback, with 50% of respondents selecting "Other" and providing insights beyond the predefined options.

Analysis through Canvs AI revealed key factors influencing subscription renewals, including content preferences and cost considerations. Insights into readers' aversion to depressing content



Once we brought in Canvs we were able to do the work that had taken us days in minutes.

Jessica Bates  
Chief of Staff

and their preference for stories with historical context or an escapist quality informed strategic adjustments in content direction and tone.

### The Impact

Canvs AI revolutionized National Geographic Media's approach by standardizing the analysis of open-ended feedback, reducing manual coding efforts, and enabling the team to confidently extract deeper insights from surveys, thus streamlining their feedback process and saving significant time and resources.

## Canvs Empowers National Geographic Media With



### Consistent Analysis

Codes are consistently and accurately implemented across all datasets, eliminating the possibility of human error.



### No More Manual Work

The team can now move away from manually coding their open-ended feedback, which saves their team days of work.



### Welcoming Open-Ended Feedback

The team can now effectively analyze their unstructured data, uncovering insights previously undiscovered.



# Elevate your Insights, Maximize your Efficiency

## Using Canvs to Uncover the Voice of the Customer

### The Insights Platform Built for Open-ended Feedback

The Canvs platform leverages AI and advanced natural language processing (NLP), trained on extensive real-world consumer feedback, alongside cutting-edge generative AI models. It delivers precise and nuanced text analysis across various data sources, categorizing unstructured text by themes and emotions, and provides a concise, natural-language summary "story" of your data.

Canvs equips CX researchers with powerful tools to instantly analyze tens of thousands of open-ended responses.

## Top Tools for CX Professionals



### AI Story Assist

Your generative AI “co-pilot” summarizes and will answer question about your data.



### Trackers and Waves

See changes and themes that emerge in your datasets overtime and how your should take action.



### Filtered View

Generate story cards and filtered analysis on specific subsets of your data.



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