



Underlined
Max Werkhoven

underlined

Building Data Driven Customer Experience



ABN-AMRO



MALMBERG

achmea



essent

de volksbank



Wolters Kluwer

ASN BANK



RegioBank

SNS



consumentenbond



nationale nederlanden



Ben®

VATTENFALL 

s a n o m a



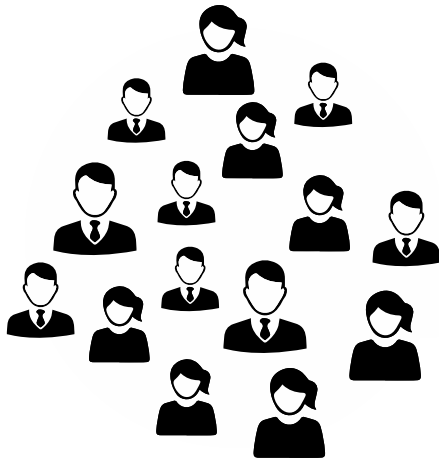
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MINING & MODELLING



- **Tekstmining**
 - First Insights: Subjects & emotions based on open feedback
- **Drivermodel**
 - Changing & Measuring: What customer characteristics (drivers) have an influence on your KPI?
- **Impactmodel**
 - Impacting KPI's: How much impact do other KPI's have on your KPI's?

TEXTMINING



Customers Feedback



Tekst Mining

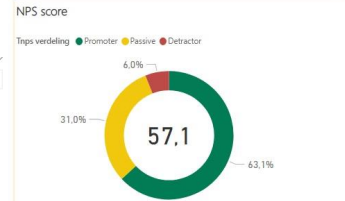
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Filters

Periode
Last 2 Years
1-11-2017 - 31-10-2019

- Rubriek
- Afhandeling
 - Algemene ervaring
 - Contact leggen met medewerker
 - Houding & Gedrag medewerker
 - Informatievoorziening
 - Kennis & Vaardigheden medewerker
 - Prijs & Kwaliteit
 - Processen

Verdieping NPS score



Organisation

Verdieping NPS score

Filters

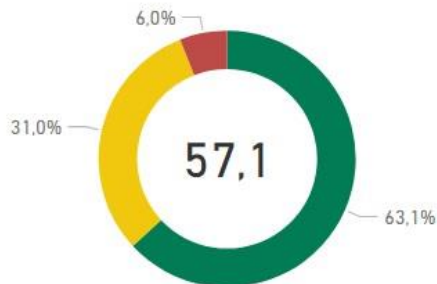
Periode

Last 2 Years

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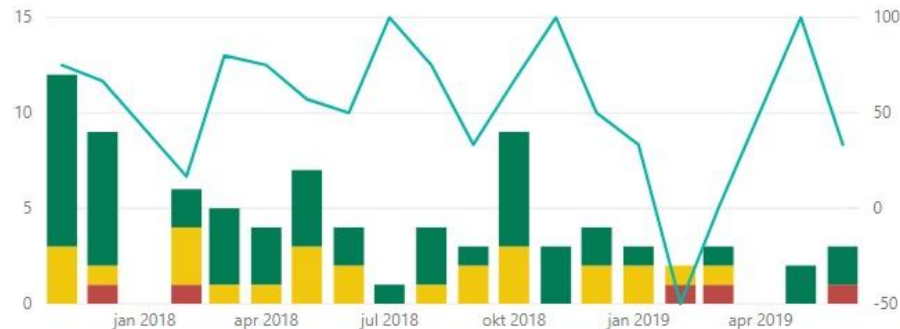
NPS score

Tnps verdeling ● Promoter ● Passive ● Detractor



Trend NPS score

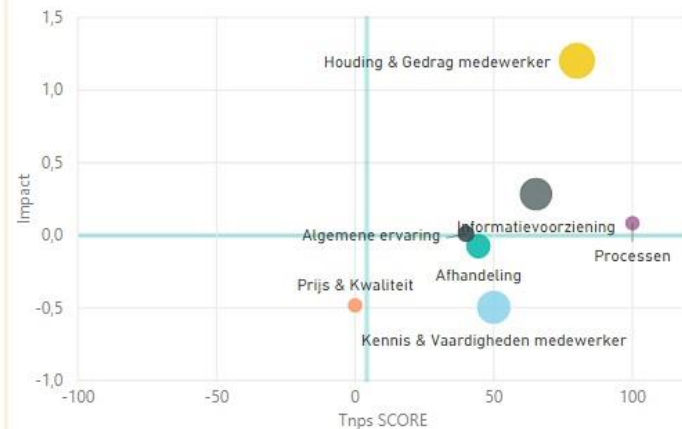
Tnps verdeling ● Detractor ● Passive ● Promoter ● Tnps SCORE



Prioriteitenmatrix

Rubriek

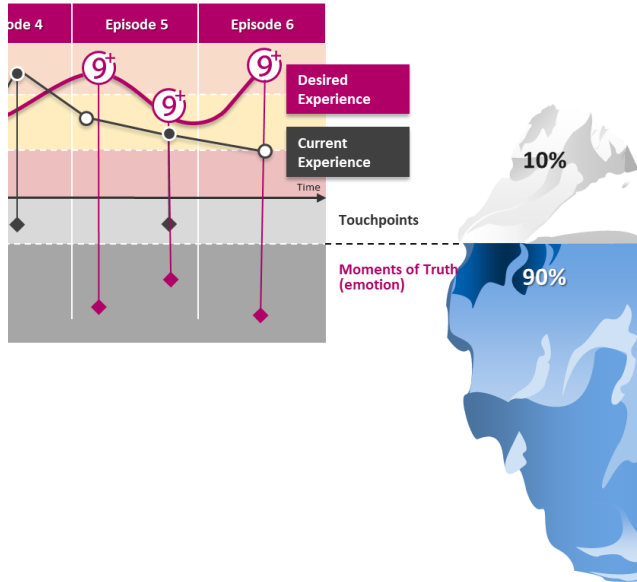
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Toelichting NPS - Textmining rubriek



IN THE ACADEMIC LAB



- Over the past years Underlined did continuous academic research on different aspects of the relation between NPS and customer behaviour.
- Our next step, starting-up academic research to detect emotions with A.I. techniques in behavioural data.
- WHY?
 - Create an alternative for questionnaire based research.
 - Stronger prediction of both loyalty / value as well as most likely customer next steps.

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