TIC GUMS

NATURAL LANGUAGE PROCESSING

PROBLEM TIC Gums engaged Trust Insights to create a production system for producing analysis of customer feedback for the purposes of new product/service development, based on the data in the TIC Salesforce instance. Specifically, TIC wanted to know if they could identify trends from their customer feedback about what products to develop next.

PEOPLE Trust Insights worked with lead Content Marketing Strategist and Market Research Analyst to understand the current landscape of how TIC created their product roadmap. Trust Insights learned that the TIC team was falling behind the customer support feedback because of the volume of records that came in regularly.

PROCESS Trust Insights conducted exploratory data analysis of TIC's Salesforce CRM data, specifically the customer support feedback that came in via forms and emails, to start to create larger content categories. From there, Trust Insights could pull out specific keywords from those categories. For example, Trust Insights broke down the feedback into categories such as "thickeners" and "beverages" to align with the types of products offered by TIC.

PLATFORM Trust Insights used an API to extract the customer service records from TIC's Salesforce CRM. Trust Insights also used machine learning, specifically Natural Language Processing methodology and code to cluster and group the text into categories and trends.

PERFORMANCE Using the data provided by TIC and the NLP machine learning techniques, Trust Insights was able to determine that the trending topics were oat and hemp milk. These were non-dairy alternatives that TIC would start producing two years ahead of the growing demand.

Using Exploratory Data Analysis methods, Trust Insights was able to determine that customers were asking for non-dairy alternatives.

Trust Insights highlighted this insight to TIC Gums, who were able to react to the demand more quickly than if they had tried to manually determine the trends.

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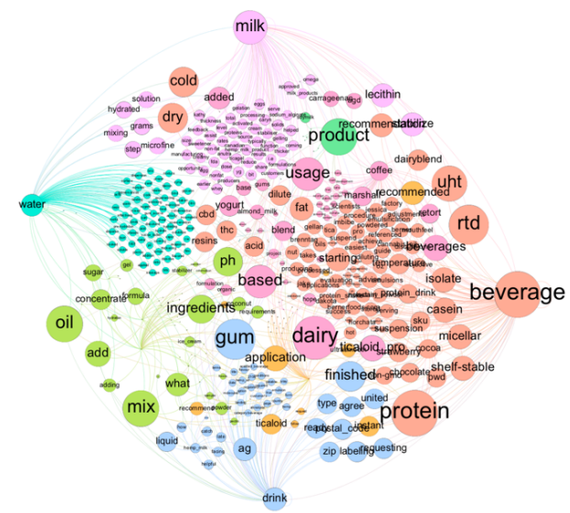

Deep dive into beverages, April 1-present. Exploring relationships among different beverage types and what words are most closely associated with those types.

How to read: the bigger the circle, the more different kinds of topics mention that term.

The colors indicate closeness - circles which are the same color are thematically the same.

Try it live: https://braintrustinsights.com/graphs/b2c/ticgums/postapril1