Case study

Intelcom Successfully Builds a Data-Driven Approach to Customer Satisfaction with Keatext

"Keatext was the <u>methodology that was missing</u> to give us the opportunity to go deeper in the data and the insights. That was the missing link between data and recommendations."

This case study was made possible with the support of **Cyrine Ben Ncib**, who is Intelcom's Marketing Specialist.

Cyrine is a strong advocate pushing Intelcom to be more customer-centric.

Parcel carrier [Intelcom](#) relies on Keatext's AI-based text analytics and recommendations to lead the **digital transformation of their CX practices.**

Keatext gave Intelcom's team the scalable analytics they needed to evolve from doing manual VOC reports to championing a robust CX strategy that **brings together multiple teams at the organization** around a common methodology: using customer insights to drive decision-making.

Quick view

- <u>The situation:</u> 5000 daily responses from post-delivery and post-return CSAT surveys
- <u>The problem:</u> No data-driven, scalable methodology to gain insights from open-ended responses
- <u>The solution:</u> Keatext's fast and painless implementation, strong analytics focus, and SWOT recommendations
- <u>The impact:</u> Digital transformation of Intelcom's CX practices, led by the team at Intelcom championing Keatext

Discover how Intelcom maximized Keatext as the foundation of their VOC initiative, moving from intuition-based guesswork to a data-driven practice, improving not only their customer experience but their operational efficiency in the process.

The situation: 5000 daily responses from CSAT surveys

Intelcom, like many companies in the logistics industry, manages a relationship with several different types of parties. Alongside the clients that leverage the company's delivery services, Intelcom must also manage independent delivery contractors, internal employees, and package recipients.

This task is made even more complex by the fact that each party provides feedback through different channels. From a customer experience perspective, that means managing **four different sets of operational KPIs.**

Intelcom's team strives to ensure that all parties are satisfied with the level of service they receive. In order to achieve that, they needed to better unlock insights and provide data-driven decisions to maintain compliance with service-level client agreements.

Alongside delivery, Intelcom recently launched a Return service. Following each return transaction, the team sends an open-ended CSAT survey. These surveys have been enormously successful in collecting client feedback, **generating upwards of 5000 responses a day.**

The problem: No scalable, data-driven CX methodology

In the early stages of Intelcom's CX practice, Marketing Specialist Cyrine Ben Ncib was manually analyzing the responses from post-delivery and post-return CSAT surveys to build a VOC report.

Cyrine and her colleagues knew that these surveys could be instrumental in supporting organization-wide decisions and enabling better customer service. At the same time, they realized that **manually compiling regular VOC reports was not scalable.**

They needed a technology solution that would handle the process for them. That way, Cyrine and her team of ten — who manage commercial strategy, communication, and marketing for Intelcom — could **focus on providing contextual recommendations** to inform decision-making rather than manually reading verbatims.

Cyrine was already frustrated with the CX management solutions she'd assessed. With full scale CX management tools, Cyrine found that the analytics, dashboarding, and reporting component was not as robust as the survey building and sending component.

"We needed a sentiment analysis tool we could use to not only analyze our CSAT surveys, but also share reports to different business units without having to onboard additional users. More importantly, we wanted to be able to use this tool independently. **We didn't want a systems integrator that would take six months to configure everything**, and who we'd have to call and pay every time we needed something," explains Cyrine.

The solution: Keatext's fast and painless implementation

When Cyrine found Keatext, the platform solved all of her pain points when it came to implementing an analytics solution.

As a cloud-based platform, Keatext didn't have an extensive integration or onboarding process as Cyrine had seen with other platforms. The platform is easy to set up and easy to use — exactly what Cyrine needed. The team at Intelcom was good to go as soon as they signed their contract.

The initial reason Intelcom sought out an analytics solution — support for operational KPIs and service-level agreements with clients — was an easy match for Keatext. However, as Cyrine's team dove further into Keatext's analytics and recommendations, it quickly became clear that **Intelcom could overhaul both their delivery and returns processes through Keatext.** They could also collect insights from other stakeholders on new products, services, and initiatives.

"Keatext effectively allowed us to overhaul our CX program and start from scratch," says Cyrine. "Previously, our CSAT surveys were simple five-star rankings, and if you gave us a bad score you could choose a reason. With returns, we didn't really have that option — we switched all our surveys over to open-ended, eventually **allowing us to move from assumption-based guesswork to data-driven, research-based decisions."**

Without Keatext, it wouldn't have been possible to support fully open-ended surveys. For Cyrine, Keatext was the missing piece between data and recommendations — and it changed everything.

The impact: Moving towards a more customer-centric strategy

Keatext is now at the center of an organization-wide restructuring of Intelcom's CX processes.

Across the organization, from their product team to their service center, Keatext allows Intelcom to do more without sacrificing efficiency.

Here are three situations in which Keatext directly improved Intelcom's performance.

Enhancing service center routing

For Intelcom's newly launched Return feature, the team relied largely on their own intuition to determine the main reasons why a customer might leave a low score on the CSAT survey.

Whereas before the team would rely on their assumptions, Keatext introduced a **level of automation and data analytics** that enabled them to identify the most common concerns, questions, and suggestions from customers.

Using Keatext for this purpose enables Intelcom to automatically categorize cases and route them to the most appropriate business unit. **This has a high ROI for the team,** directly impacting responsiveness and helping them to better structure the new Return product.

Validating SWOT analysis

Intelcom recently ran their first NPS survey across Canada for their new Return feature. Cyrine's team already knew what was going wrong and what they needed to improve — but **they needed data to support their intuition** and prioritize the right courses of action.

Keatext's focus recommendations, which has a quadrant chart view, actually mirrored the team's SWOT analysis in terms of value proposition, providing Cyrine with the validation she wanted.

"Because it's a new product, it's in a very MVP state. We had assumptions on the product weaknesses, but we wanted the data that proves what we need to focus and prioritize on," says Cyrine. "And it was amazing because that's the result I got with focus recommendations. We are working on the value proposition and **the SWOT analysis was very similar to what we had in the benchmark we did** in terms of value proposition. So we had the data to confirm that."

Reaching other teams with CX analytics

After hearing about Keatext's impact on Cyrine's team, Intelcom's product team reached out to Cyrine to send and analyze a survey, gathering suggestions from clients regarding new features.

The kind of digital transformation Cyrine now sees at Intelcom is not limited to one team or one department — it centers the organization around a common practice of leveraging responses from clients to **make more informed and more data-driven decisions.**

In the future, Intelcom plans to use Keatext to measure year-over-year improvements in its customer experience strategy, comparing annual results to get a big-picture view of its progress.

Cyrine is also planning to use focus recommendations once they have enough volume of VOE surveys following their recent pilot of this program.

At the intersection of VOC, VOE, and organizational CX

Ultimately, Keatext proved to be the best solution for Intelcom's digital transformation.

With its **fast deployment and high added value to their CX practices**, Keatext enables multiple teams across the company to transform their approach to CX from an assumption-based to a data-driven one.

The ease and depth of the platform provides access to new insights from clients and has already made a real impact on teams across the organization working on different tasks, all with the same goal: improving customer experiences.

"With Keatext, we moved from assumption-based to data-driven decision-making," concludes Cyrine. "Keatext proved that our intuition about what was going wrong was correct, confirmed our B2B strengths and weaknesses, and allowed us to get other teams on board with organizational CX."

Book your Keatext demo to see contextual AI-based recommendations

Book your 30-minute demo