

Text Analytics Project Profile



Major Automotive Company

Overview:

In an effort to improve the performance of their dealerships' service departments, a major automotive company launched a survey program to better understand their customers' service experiences. On a monthly basis, the program generated tens of thousands of customer comments covering a myriad of topics. To transform this customer feedback into actionable information, J.D. Power developed a monthly process for identifying key service-related issues by dealership and then disseminating that information directly to the dealerships for action.

Client's Issue:

The client was expending a large amount of resources on hand coding in an effort to keep up with the volume of comments it received each month. To minimize efforts, the client only coded the comments into a finite list of categories, and further, only coded those comments it felt contained negative sentiment. As a result, the client was missing a large portion of the conversation. Ultimately, the client decided they needed a way to consistently and accurately categorize the large volume of comments to ensure that they were not missing any of the conversation.

Client's Objective:

The objective was to find a low-cost solution to disseminating comprehensive, accurate, and actionable information to dealerships so they could implement immediate improvements in their service departments.

How J.D. Power Helped the Client:

Each month, J.D. Power processed the tens of thousands of comments generated by the survey program, and then:

- Categorized comments into key topics and conversation themes
- Generated dealership-level reports that summarized these topics and themes by volume and sentiment
- Developed national-level reports with insights and recommendations to address macro-level service-related issues

Results:

Using J.D. Power's dealership-level comment reports, dealerships were able to quickly identify issues near real time and take the appropriate actions. One dealership found that their service advisors were not providing customers with accurate time estimates and follow-up. As a result, the dealership conducted on-site training for their advisors, which led to an immediate decrease in negative service advisor conversation the following month.

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For more information, please contact us at 888-537-6937 or information@jdpa.com. You can also visit our website at jdpower.com