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Actionable Insights from Multilingual Customer Feedback - Microsoft

Analysis of technology options for the categorisation and understanding of multilingual customer feedback

Background

As a company scales its customer base internationally, it can become a challenge to monitor customer satisfaction and ensure accurate responses.

Challenge

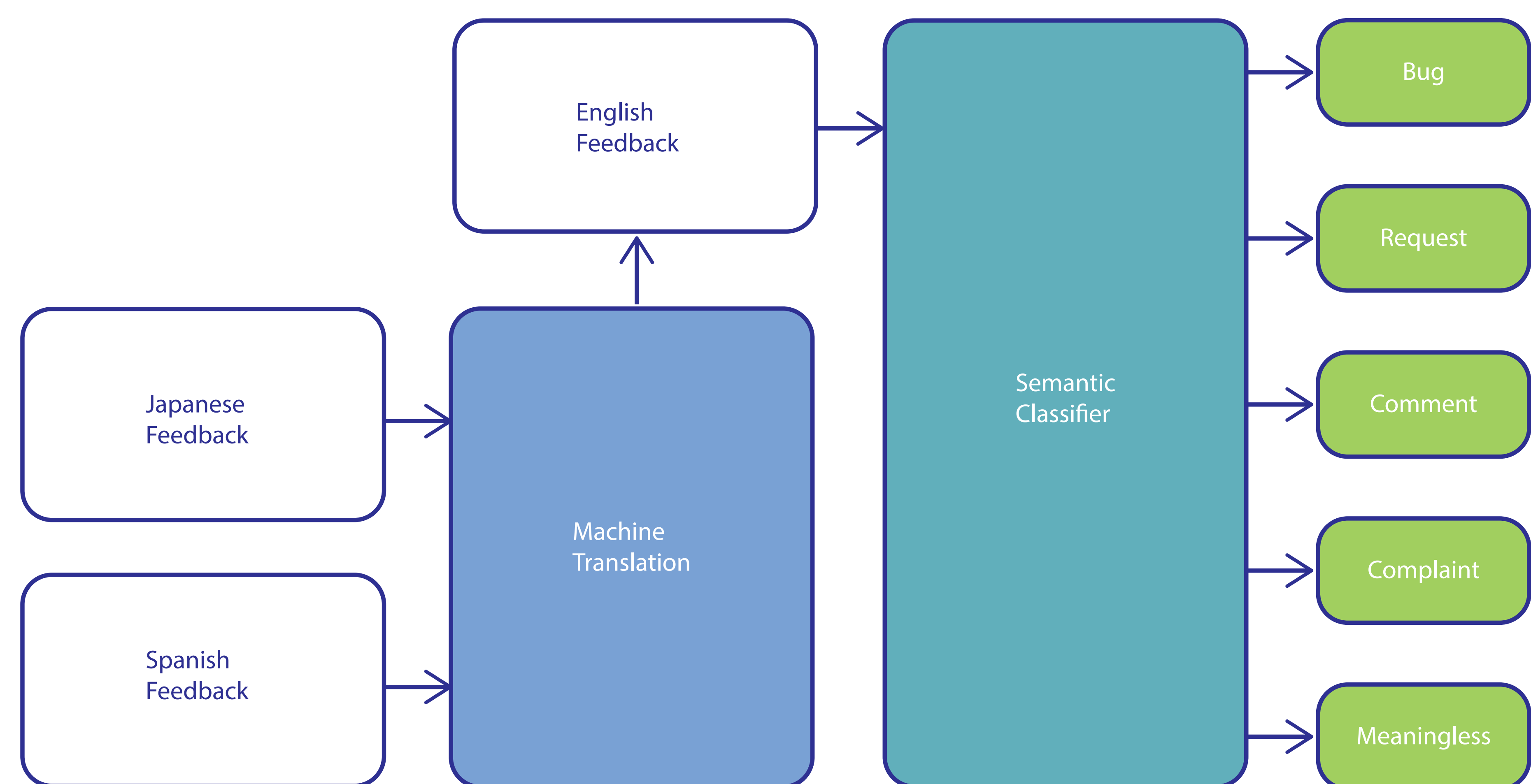
- To analyse the performance of existing data processing pipelines
- To recommend areas for enhancement and propose technology option

Solution

ADAPT assessed the performance of Microsoft's internal tools for customer feedback analysis in English, Spanish and Japanese.

The first corpus of customer feedback in English, French, Spanish and Japanese, annotated using a taxonomy of six high-level semantic labels, was developed.

A new five-class categorisation for customer feedback was suggested as a method of streamlining feedback, leading to high levels of classification accuracy.



Results and Benefits

- Eliminates the need to develop native-language classification technology
- Compiles a comprehensive understanding of international customer feedback and a globally consistent brand voice that assists in improving brand loyalty and trust

Use Cases

International voice of the customer:

- Auto-categorise international feedback
- Measure satisfaction across languages
- Monitor quality across languages

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To learn more about innovative ADAPT technologies, contact: collaboration@adaptcentre.ie

FUNDED BY:

