



CLIENT STORY

# Major Outdoor Equipment Retailer: InMoment Uses AI-Backed Text Analytics to Automate Experience Improvement

Let's take a look at the journey of a retailer and eCommerce company that is one of America's biggest sellers of outdoor clothing, equipment, and services.

## RESULTS:

- **Significant Cost Savings:** Compared to the next-best competitor (half the cost!) or to the cost of developing the tool in-house
- **Optimized Data:** Siloed data combined by funneling it into the same system and creating 100+ granular categories for use across business units
- **Seamless Integration:** Integrated existing BI tools used by the CX team for a truly full view of the customer

## Retail Team Identifies Data & Survey Feedback Challenges

Consumers know what they want, and a positive customer experience is the lifeblood of any company, especially in retail. A great way to understand how a customer feels about whether a brand delivers a positive experience is through survey verbatims—or the open-ended responses consumers give to a list of questions. Since this retailer conducts thousands of surveys per month, whether post-sale, digital, in-store, or commissioned via a third party, they needed a solution that could address the following challenges:

The retailer was trying to manage siloed data sources hand-categorized into different taxonomies. They also had a requirement to get granular with the taxonomies: while still a large, physical

store brand, the company's eCommerce arm had expanded quickly, so they needed to differentiate between the online and physical experiences and the multiple, disparate categories that fall under each. And, they wanted to keep their data in-house to analyze with other internal BI tools, alongside other aspects of their data, so they needed an API.

**1 MILLION DOCUMENTS ANALYZED PER MONTH**

This retailer began to tackle the Natural Language Processing (NLP) challenge internally, but they quickly determined that building a solution in-house would be too time-consuming and extremely expensive. After a thorough evaluation of text analytics vendors, this outdoor retailer narrowed its options to InMoment.

## Reaping the Benefits of a Sophisticated AI-Backed Text Analytics Solution

In the end, the retailer chose InMoment and its platform, and it's obvious why.

### ABILITY TO ANALYZE FEEDBACK FROM MULTIPLE FEEDBACK TOUCHPOINTS

Our solution combined and broke down silos to analyze data from all different types of data sources: reviews, social media, news articles, forums/communities, surveys, chat/IM conversations, phone logs, or email to get an even more holistic view of their customers beyond just surveys.

### CAPABILITY TO UNIFY TAXONOMIES ACROSS BUSINESS UNITS AND MULTIPLE DATA STREAMS

Together, we unified their various taxonomies across business units while processing multiple customer data streams in the same platform, giving them a holistic view of what their customers are saying. At the same time, we gave them access to crucial engineering, customer success talent, and a superior feature set to the competing vendor(s) at about half the price.

### ACCESS TO ADVOCATES, EXPERTS, AND A TRUE PARTNER

The team also assisted as an internal advocate to help educate the entire retail team about the benefits of AI-backed text analysis and help them further secure decision-maker buy-in. With our team, the retailer's CEM team now has a true partner to solve their business problems instead of only an off-the-shelf software product.

### SOPHISTICATED API AND VISUALIZATION TOOLS

Using our platform, the retailer now has an API plus a visualization and management tool, which helps them get more granular feedback and insight around their customers and their experiences across touchpoints.

### ABILITY TO INTEGRATE WITH EXISTING BI TOOLS

And they now can do their own tuning (or turn to us for help, if they'd like) while also integrating with the existing BI tools their CEM team already uses.

**If you'd like to discuss your unique requirements and our experience in your industry, we'd be delighted to assist.**

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