

Customer insight in minutes

Movistar Telefónica saves 75% with the Bitext linguistic engine

Results

Clear cost and resource reduction (300%)

- > Manual analysis: 4 hours reviewing comments and preparing data for analysis
- > Bitext analysis: 1 hour to turn comments into insights. Real time analysis. No data prep

Greater control over online brand reputation

- > Easy visibility of massive volumes of text-based data from customers
- > Deep and accurate insights that bring greater ROI
- > Fast detection of specific customer complaints (about customer care, pricing, registration process, product usability, etc.)

Sentiment analysis validates Movistar's internal KPIs

- > Out of the box accuracy at 70%
- > +90% accuracy for all languages after Bitext's periodical fine tuning
- > Fully automated process

Customer & Problem

Customer:

Movistar, part of Telefónica/O2, an international telecommunications company

End user:

Movistar's global marketing teams

Task:

To gain fast visibility of what customers are saying about Movistar products, services and competitors on social media and the web, so that insights can be used to improve global marketing strategy

Previous Approach:

How did the work get done before Bitext?

- > Marketing team members were tasked with manually reviewing sometimes as many as hundreds of thousands of mentions
- > Objectivity was hard to achieve. Patterns were difficult to detect

Challenge:

Analyze feedback consistently

- > Analyze 8 languages at once (for this project Spanish, English and Portuguese)
- > Gain clear insight into customer feedback in real time
- > Quickly and easily extract main topics and related customer sentiment from massive volumes of unstructured text
- > Determine the intensity of the sentiment expressed

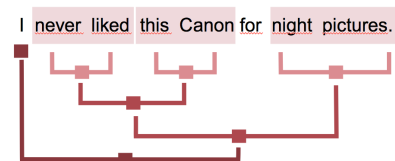
Bitext Approach

How Bitext resolved the challenge:

- > Checking of all languages simultaneously
- > Automated topic-level sentiment used to quickly differentiate between positive, negative and neutral comments. Always providing the sentiment topic
- > Sentiment assigned based on domain-specific ontologies
- > Grading system used to identify intensity of sentiment

Why Bitext technology is the right solution:

- > The Bitext linguistic engine has deep knowledge of 8 languages and is able to understand sentence structure



- > Real-time analysis that gives marketers results in minutes
- > Bitext enables consistency across languages (the same rules apply to all responses) and documented -results (granularity)
- > Bitext is easy to customize
- > Accuracy is objectively measurable
- > Bitext handles all maintenance of its engine