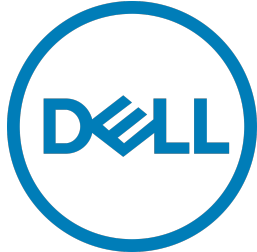# Customer Success Story

Voice of Customer Analytics

Client Testimony:

"We have partnered very successfully with Gramener to improve our story telling capability. Our engagement with them is helping us build better insights through impactful use of analytics and visualization. Gramener has been a great thought partner to elevate our capability in this space."

- Contract Value : USD 500k

- Phase 1: Close Date- 31st Aug 2018; Phase 2: Close Date: 10th Feb 2019

- Industry & Geo: Hi-Tech & Consulting Industry, USA

Win Results

Sentiment Analysis:

Insights into the change in customer sentiments across different moments of truth for Dell, captured in quarterly surveys

Machine Learning application for Impact Analysis:

Analyze and measure the impact of key influencing factors which determine the NPS rating for a customer and analyze the change in trends

Theme Identification:

Periodic identification of new topics and themes highlighted by customers which assists the strategic team to focus on key customer pain points