

NLU is the core of customer analytics, and ours is highly customized to give you the most accurate, unbiased, and useful insights.

## How It Works:

NLU is applied to any data set which includes textual data. Our platform ingests the data and deploys data cleaning, stemming and lemmatization, language detection, tokenization, topic clustering, sentiment scoring, and field mapping applications. This technology speeds up processing, analyzes and translates foreign languages, breaks down words to their roots, removes repetitive words (like "I," "a," and "the"), scores words against our robust lexicon, and generates meaningful word clusters, in minutes.

End-users are then given unique insight into the Voice of the Consumer and can determine creative solutions to the most pressing issues.



# Key Use Cases

## Kimberly Clark

The Kimberly-Clark Corporation released a new kind of toilet paper without a cardboard center, which was cheaper to manufacture and ship. The company promoted the product by sending out coupons, and between those and the lower price than its tube-inclusive counterparts, **sales were through the roof.**

KCC planned a huge inventory order to restock and prepare for the next wave of orders. But before finalizing, an analyst utilized our platform in the middle of a meeting and found that the **customer feedback was more negative than positive.** Customers said they were confused because it wasn't clearly labeled that the rolls were tubeless, and they disliked the new design. These insights led to KCC cancelling the order and saving significantly.

## Fortune 500 Auto Manufacturer

This company sought our help to analyze data in order to identify defects, design issues, and the reasoning for its steady decline in the J.D. Power Initial Quality Study. In one instance, our platform was able to pinpoint the exact location where a manufacturing error occurred - missing resonator caps which prompted customers to complain of a burning smell. We were also able to isolate the model and class affected, allowing the company to recall only those specific vehicles rather than issuing a mass recall. This saved the company millions.

## Fortune 500 Financial Services Company

Since the company has been using our platform to analyze omni-channel data, we've been able to help fill in gaps by predicting customer satisfaction scores and reasoning for the 95 percent of its customer base who choose not to participate in surveys. These efforts have led to an increase in CSAT scores from the mid-80s to 92 percent, better trained agents who have effectively cut handle time by 20 percent, improved products and services (i.e. simplifying the credit card payment process), decreased calls and chats by building out a more robust FAQ section, and improved CX by making the website easier to navigate.

For more information about how Stratifyd's Natural Language Understanding capabilities can help your company improve CX, products and services, and customer analytics, email [hello@stratifyd.com](mailto:hello@stratifyd.com).



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