

Survey Analytics



Why Survey Analytics?

- Businesses invest in Survey Analytics to enhance customer satisfaction and consequently elevate business performance
- ✓ Customer Experience – how customers rate your services on various parameters
- ✓ Priority Areas - which aspects are of particular importance; are the problems pertaining to parameters directly under your control? How can you address the situation if the parameters are not in your control?
- ✓ Evolving Market Needs - how customers' perceptions, needs and priorities are changing over time
- ✓ Relative Business Performance - how your business compares to peers in terms of customer satisfaction

GrayMatter's Survey Analytics Solution Summary

Key Result Area	Solution Summary
Enhancing Passenger Experience	<ul style="list-style-type: none">a. Periodic analysis of survey scores to identify and fix customer pain pointsb. Drill down to survey groups and survey parameters to determine specific problem statementsc. Analysis by buckets of extremely satisfied, satisfied, dissatisfied
Benchmarking business performance	<ul style="list-style-type: none">a. Comparison with peers based on survey scores
Specific areas of priority	<ul style="list-style-type: none">a. Drill down analysis by groups and parameters to identify issues specific to your businessb. Analysis by geo/market segments to pinpoint specific bottlenecks and issuesc. Analysis by customer micro-segments to determine specific action points
Evolving Market Needs	<ul style="list-style-type: none">a. Analysis of customer feedback across time periods to understand their evolving needsb. Analysis of customers across markets to understand segment specific changes in preferencesc. Analysis by detailed parameters to isolate changing customer preferences for specific attributes

GrayMatter's Survey Analytics Solution Differentiators

- Highly flexible data model to support creativity of survey team
 - ✓ Handles large data volume
 - ✓ Able to treat anything and everything as question and answer model
 - ✓ Able to treat question/ group of questions/ answers/ group of answers as dimension of analysis
 - ✓ Able to flatten data for any kind of flexible grouping for analysis
 - ✓ Able to provide small cube of data for various slice and dice
 - ✓ Able to mix responses across same type and different type of surveys
 - ✓ Able to sample (one frequency of same survey) to group all frequencies of surveys
 - ✓ Able to perform weighted average operations at different level
- Complex process simplified to provide unified final scores
 - ✓ Weighted average processing across all questions to drive final rating
 - ✓ Simple/weighted average scoring on group of questions and then group to universe (hierarchy of weighted average process)

Survey Analytics – Typical Challenges

- Technology Choices
 - ✓ Mix of flatten data analysis and cubes, run time stat function calculations and weighted averages etc.
- Accurate and optimal data model, making data collection, capturing and integration easy
- Domain Experience
 - ✓ Domain knowledge making analysis effective and insights actionable