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AIM202

Discovering insights from customer surveys at McDonald’s

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AWS

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Amazon Comprehend



Amazon Comprehend

Automatically extract insights from text



Entities



Sentiment



Syntax



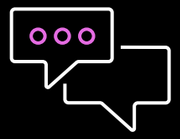
Document classification



Personally identifiable information (PII)



Key phrases



Language



Topics

Use pre-trained or train on your data

Your documents

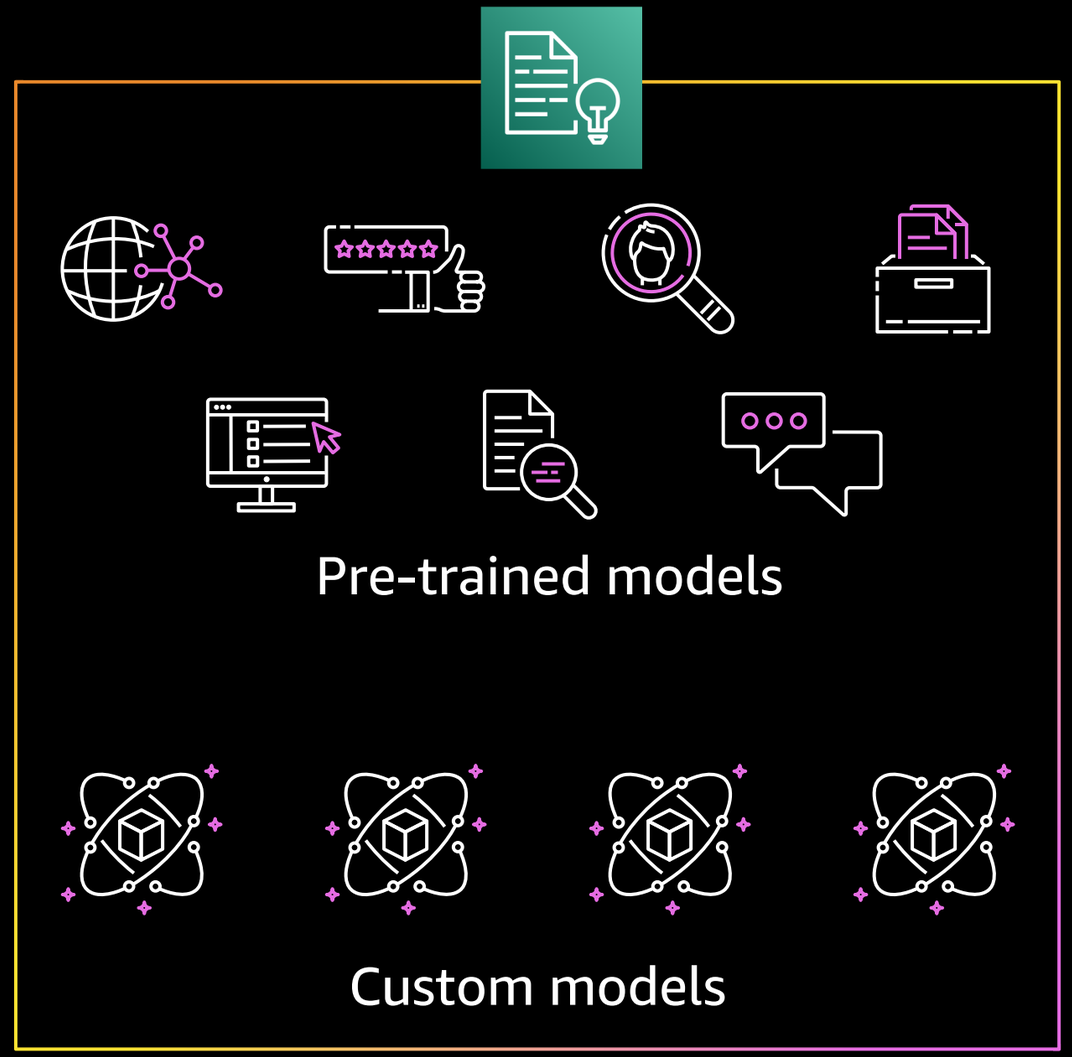
Insurance quotes and forms

Legal contracts

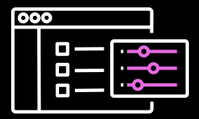
Customer emails, support tickets, chat messages

Infer

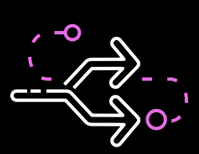
Train



Typical Amazon Comprehend use cases



Automation of email workflows



Customer support tickets routing



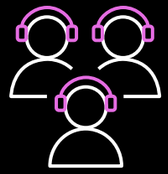
Documents and media tagging



Intelligent document processing



Customer sentiment analysis



Contact center call analysis



Personally identifiable information (PII) detection and redaction

Assent

i'm lovin' it®

TERADACT SOLUTIONS

Discovering insights with McDonald's



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Objective

Understand the voice of customer from internal surveys and social media to continuously enhance customer experience at McDonald’s

Make customer feedback actionable

2018

61 million
surveys complete

17 million
open comments

2019

65 million
surveys complete

20 million
open comments



Challenges

Multiple data sources with customer feedback

Understanding complex social media comments

> “I went to the McDonald’s in Chicago today. I ordered a burger, it was good. The fries were cold.”

Designing for global scale, multiple language, and product variances

Why Amazon Comprehend

Text analytics solution that can be customized to fit McDonald’s needs



Available as a managed service (API) with continuous learning models



Support for various European and Asian languages, required for global scale of McDonald’s



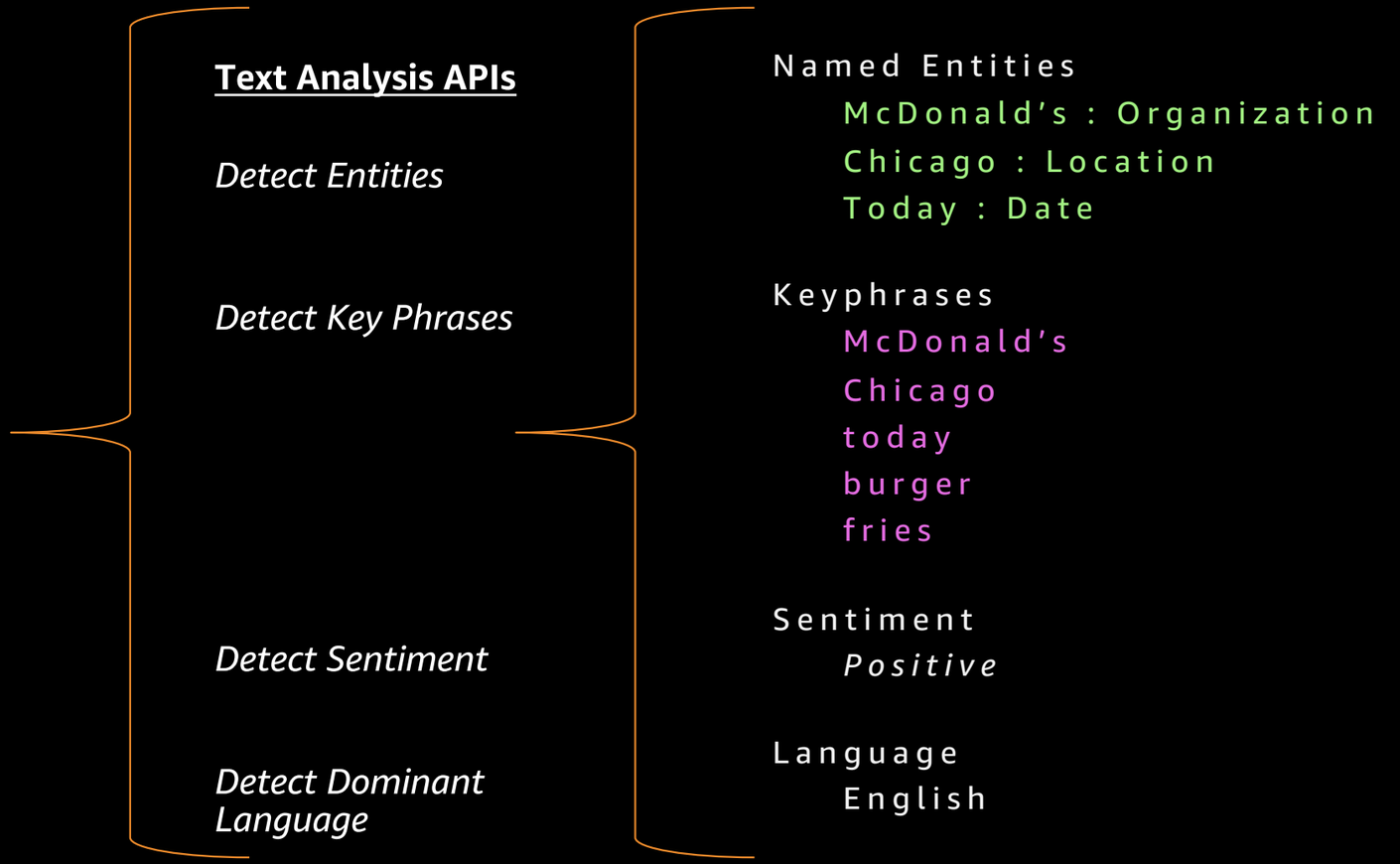
Integrates with our existing global data ecosystem in AWS



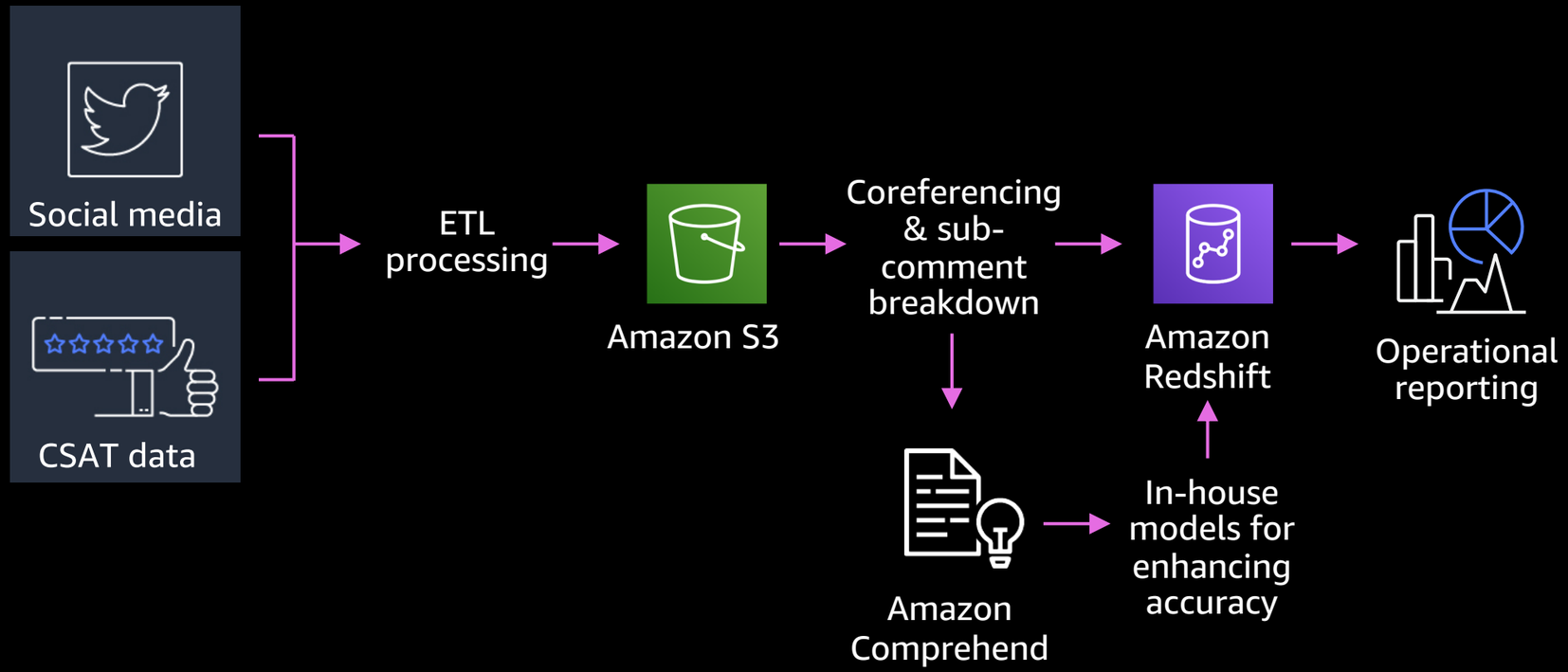
In-house models can supplement Amazon Comprehend

Amazon Comprehend: Text analytics

I went to the McDonald's in Chicago today. I ordered a burger, it was good. The fries were cold.

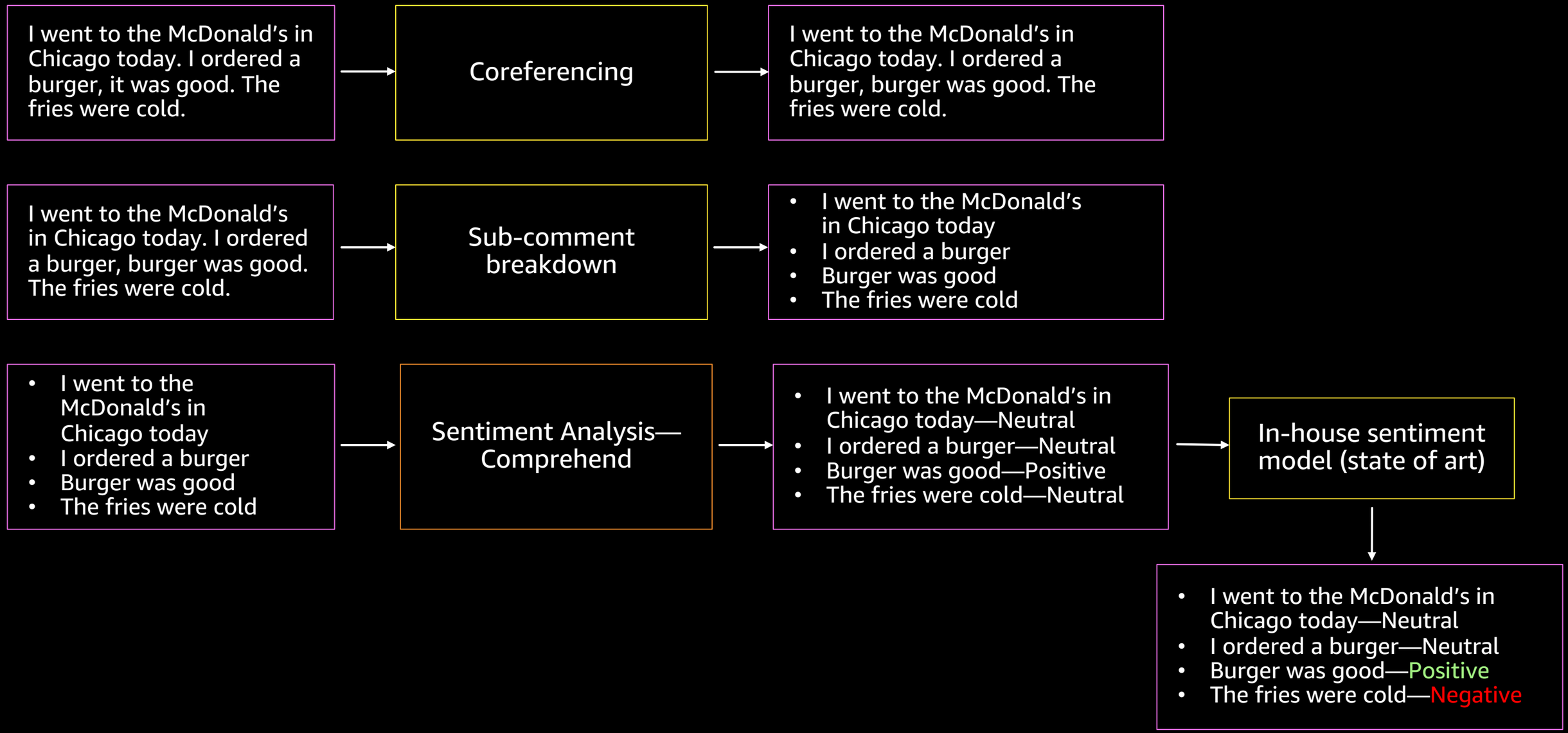


McDonald's voice of customer: Architecture



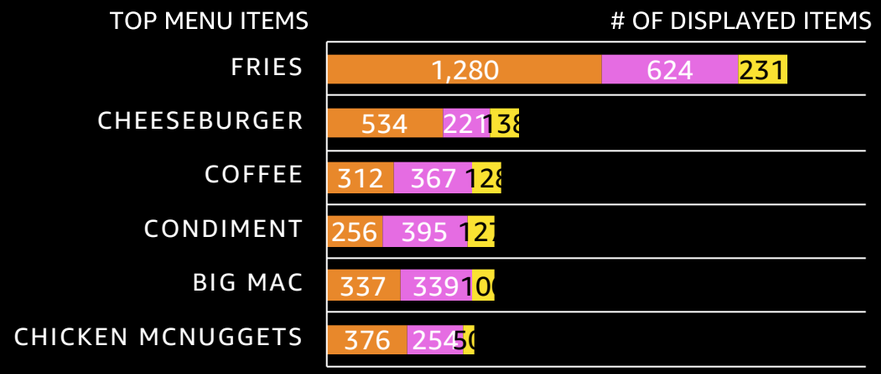
1. Raw CSAT and social media data is polled regularly via Talend and loaded into Amazon S3
2. S3 object created events trigger coreferencing and sub-comment breakout job
3. Amazon Comprehend processes the data to detect primary language, sentiment, keywords, and key phrases
4. Amazon Comprehend results are stored in Amazon Redshift for querying and visualization
5. Reporting dashboards and data visualization

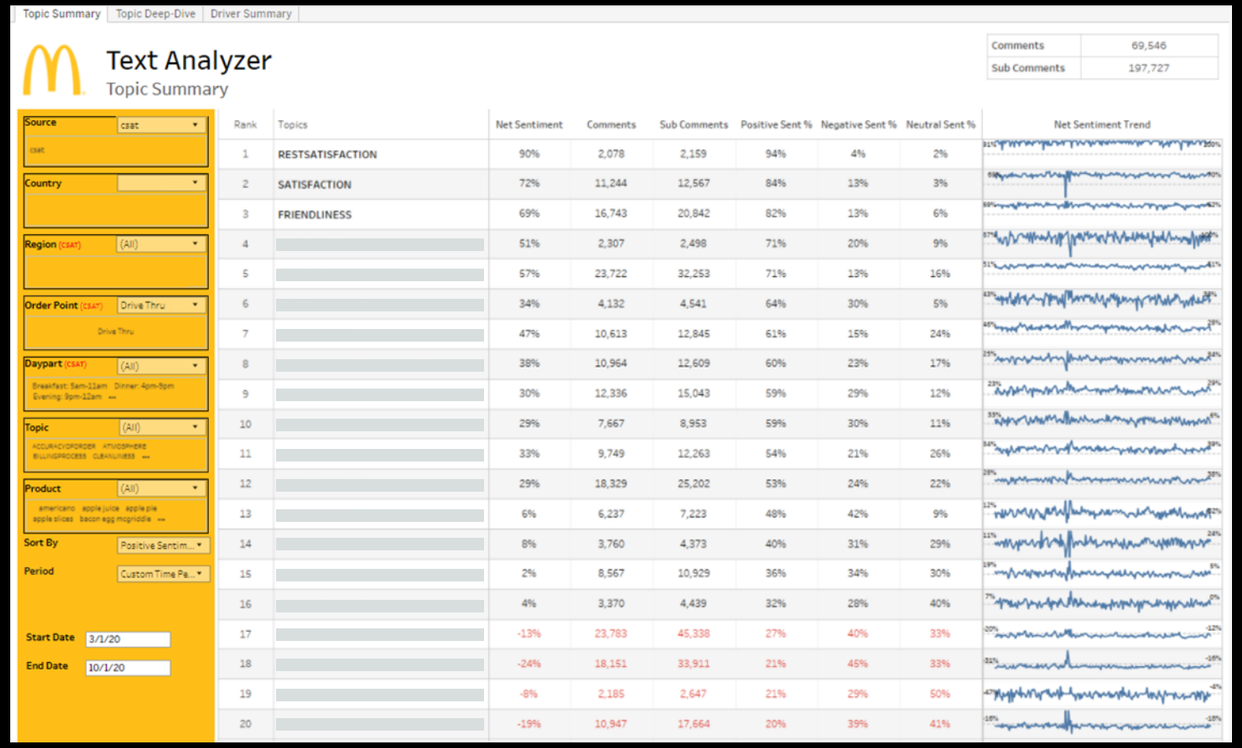
Voice of customer: Analysis

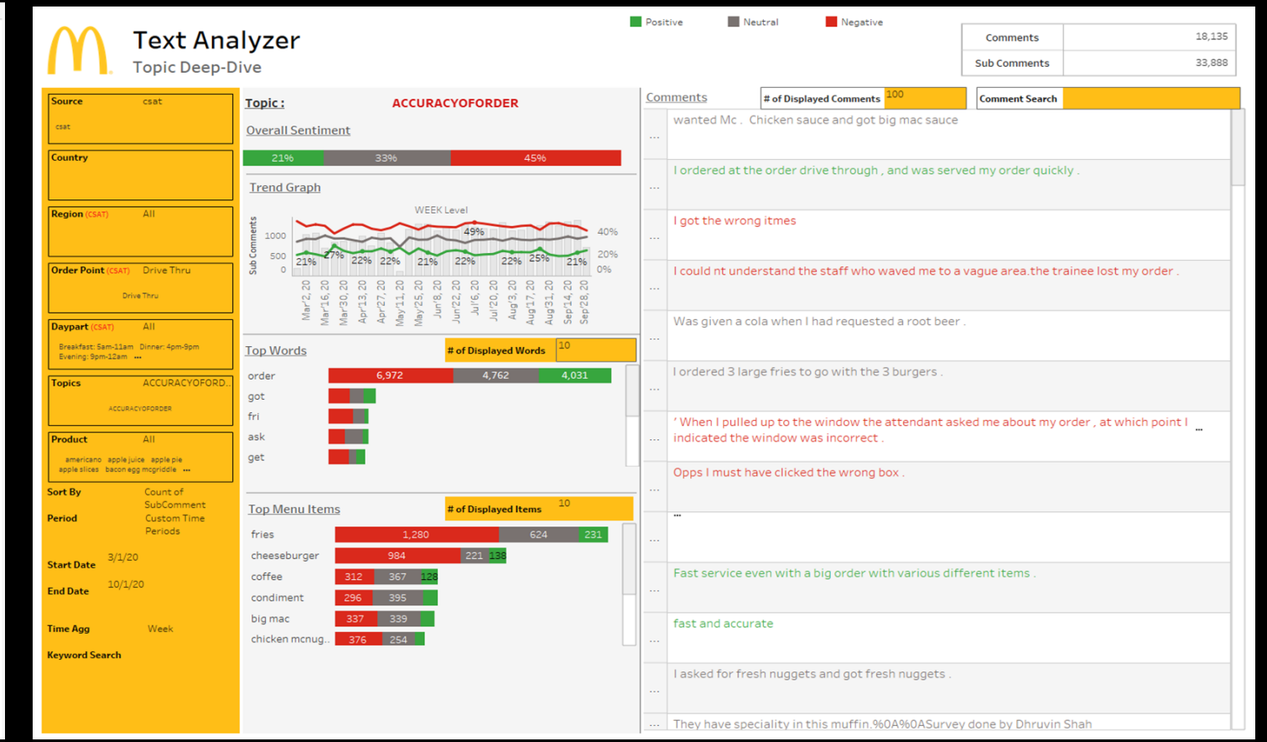


Voice of customer: Visualized analytics

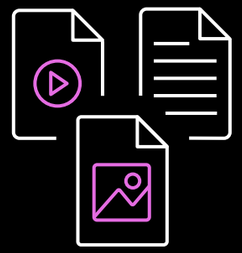
Satisfaction	72%	11,244	12,567	84%
Friendliness	69%	16,743	20,842	82%
Cleanliness	51%	2,307	2,498	71%





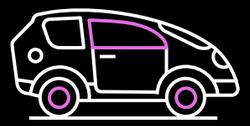


Use cases enabled



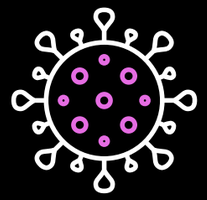
Promotions insight

Customer feedback from CSAT and social media has influenced Limited Time Offers and product testing



Drive-thru insight

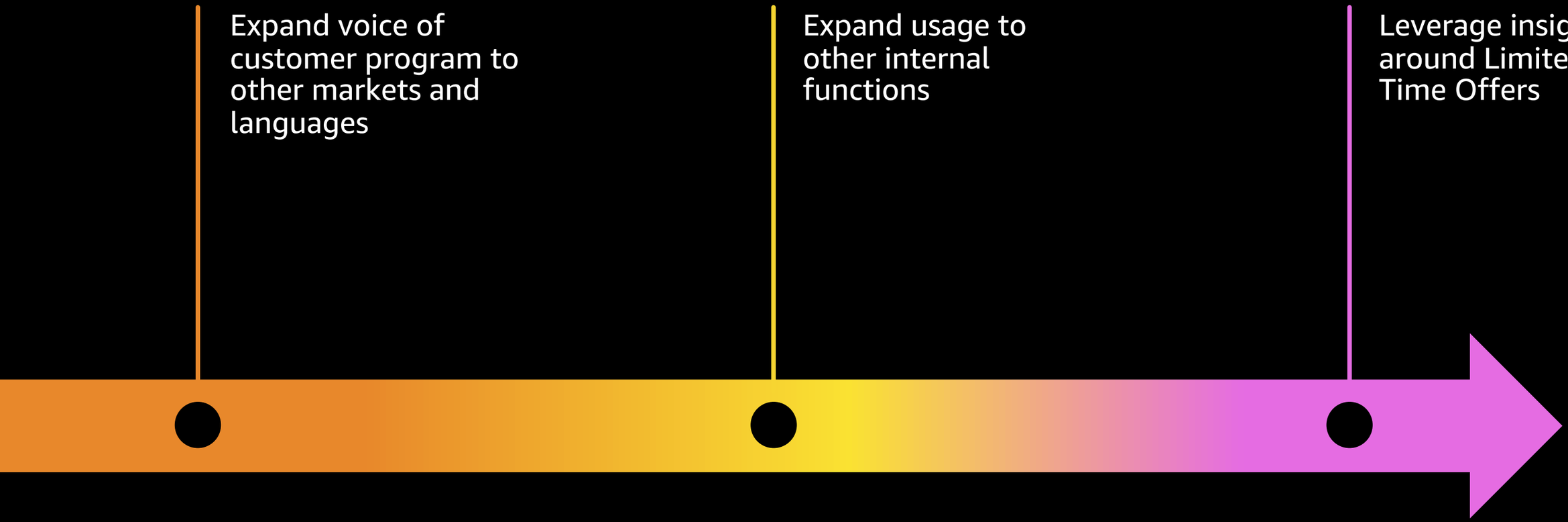
Customer satisfaction scores for speed and accuracy were impacted by special orders and incorrect sauces



COVID insight

By listening more deeply, we better understood our customer experience in drive-thru and the impact of proper use of PPE by our crew

Where do we go next?

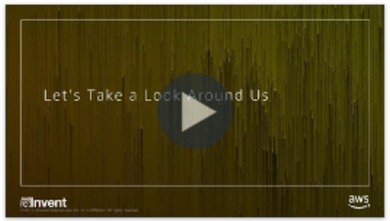


Resources to get started

Amazon Comprehend | Overview | Features | Pricing | FAQs | Customers | Resources | Comprehend Medical

Video presentations

Introducing Amazon Comprehend for natural language processing



The need for NLP is gaining more importance as the amount of unstructured text data increases and customers are looking to extend their existing analytics workloads to include natural language capabilities. In this presentation, we will show you how you can address this problem using Amazon Comprehend.

Explore the features and benefits of Amazon Comprehend



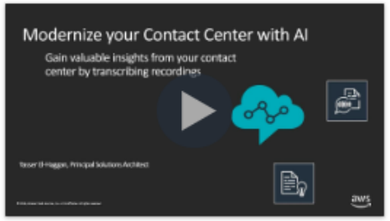
Amazon Comprehend is a natural language processing (NLP) service that uses machine learning to find insights and relationships in text. Hear AWS NLP experts talk about the features and benefits of using Comprehend.

How to use AWS Comprehend to perform sentiment analysis on a text



Amazon Comprehend is a natural language processing (NLP) service that uses machine learning to find insights and relationships in text. No machine learning experience required. For more information, visit the AWS for Microsoft Workloads Self-Study Guide at - https://amzn.to/2t7AHBA.

Modernize your contact center with AI: Gain valuable insights by transcribing recordings



Gain insights into your Amazon Connect contact center from transcribed call recordings. Analyze call recordings using Amazon Transcribe, a fully managed and continuously trained automatic speech recognition service, and Amazon Comprehend, a natural language processing (NLP) service that uses machine learning to find insights and relationships in text.

www.aws.amazon.com/comprehend/resources

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