TRANSFORM NOISY DATA INTO A SOUND LOGISTICS STRATEGY

Learn how to strike the right chord with postal and express customers

DASSAULT SYSTEMES

DISCOVER A SMART AND EFFICIENT WAY TO GIVE CUSTOMERS WHAT THEY WANT

Speedy, damage-free deliveries. Flexible shipping options. Convenient mobile apps to track shipments. Customer demands are evolving — and it's up to companies to consistently exceed expectations and deliver satisfying experiences.

Find out how natural language processing on the **3D**EXPERIENCE® platform unlocks three key opportunities that multiply the gains in postal and express:

1.
ACTIONABLE INSIGHTS

Transform insights
into action

Today, logistics companies have reams of data at their fingertips, from owned sources such as maintenance logs to earned sources, including feedback posted by customers. Aggregating structured and unstructured data can create a more nuanced understanding of the **postal and express customer base**.

However, the challenge arises when information is scattered across multiple solutions. How can companies overcome data silos, uncover new knowledge and turn insights into action?

The answer lies in **natural language processing** (also known as NLP) powered by artificial intelligence. With a multisource and multilingual software suite such as Proxem Studio, companies are better poised to collate data from different touchpoints and launch a harmonious analysis that generates a **clear customer voice.**

When integrated with the **3D**EXPERIENCE platform, Proxem Studio can unlock new **collaborative data science experiences** that surpass standalone analysis tools. This allows companies to gain a single source of truth with enhanced control over their multichannel customer interactions.
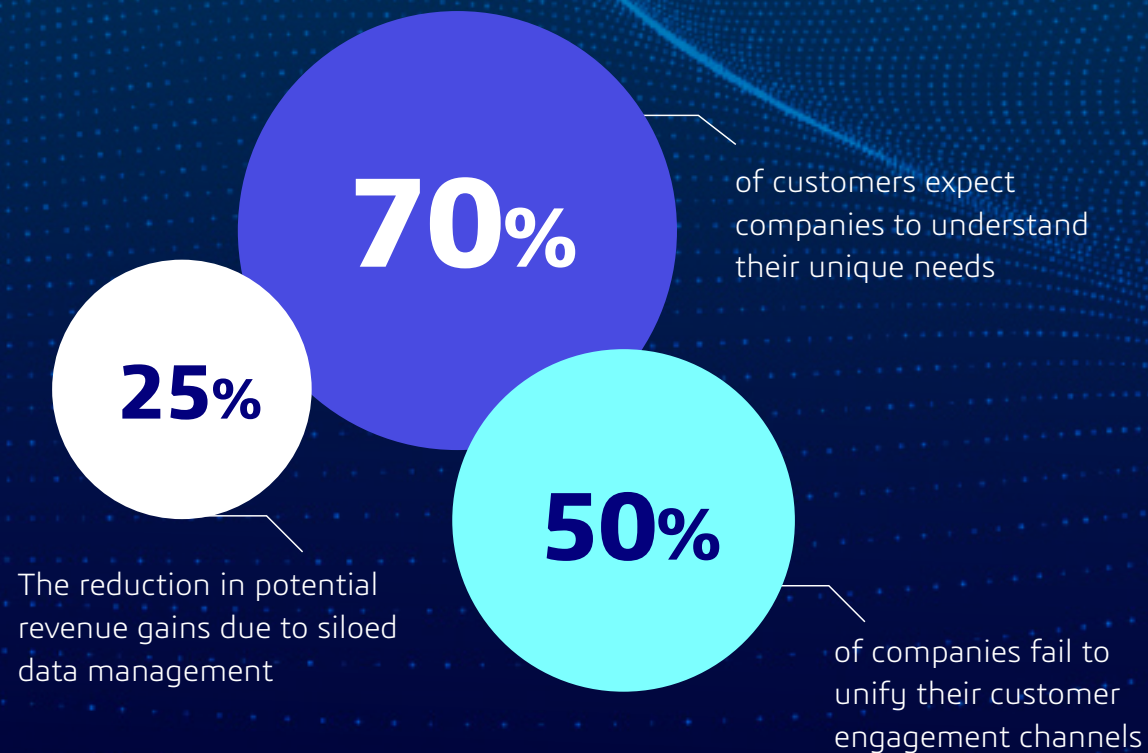
Transforming unstructured textual data into actionable insights helps companies:
- Aggregate data sources and gain visibility to form comprehensive strategies
- Identify emerging logistics trends and pain points with social media listening and web scraping capabilities
- Manage risks and anticipate opportunities through competitive market analytics

Read below to find out how two logistics companies leveraged natural language processing to turn unique insights into actionable strategies.

I.
THE POWER OF INTEGRATION

To paint a clearer picture of customer sentiment, logistics companies must find synergy across multichannel interactions.

70%
of customers expect companies to understand their unique needs

25%
The reduction in potential revenue gains due to siloed data management

50%
of companies fail to unify their customer engagement channels

Sources: "State of the Connected Customer" by Salesforce (May 2022) | "Digital Commerce for Marketing Leaders" by Gartner (February 2021) | "MDM Is Critical to CRM Optimization" by Gartner (February 2014)

II.
AGGREGATING DATA:
A SUCCESS STORY

1 A French postal service company housed a variety of business units, each with disparate tools collecting customer data.
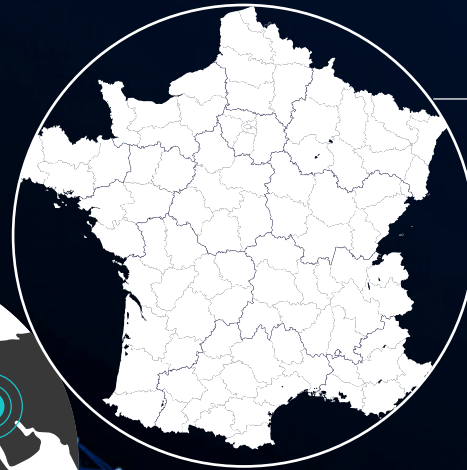
2 Feedback was dispersed across data silos — each tool captured only a limited part of the customer journey.

3 Proxem Studio helped the company integrate multisource data and analyze 100% of its customer interactions to establish a holistic vision of the customer experience.

III.
DISCERNING DIFFERENCES:
A SUCCESS STORY

It decreased potential churn risks by detecting:

▶ **Regional variations**
   Native language analysis pinpointed subtle cultural differences at both the customer and the industry levels

▶ **Sector variations**
   • The pharmaceutical industry emphasized high-quality shipments
   • The retail industry prioritized faster deliveries

A B2B logistics company deployed Proxem Studio to interpret customer satisfaction surveys globally.

IV.
GENERATE VALUE FROM ACTIONABLE INSIGHTS

The right technology empowers postal and express companies to transform a goldmine of information into actionable insights. The immense value from customer experience data reverberates throughout the company by:

Improving offer quality to generate more sales

Stimulating KPI achievement where customers are more likely to recommend the company

Increasing brand loyalty for higher customer retention

2.
WORKFLOW EXCELLENCE

Boost customer
experience KPIs

How well are companies using customer insights to identify market trends and opportunities? How can they maximize the offerings from data analysis to advance internal processes?

Most postal and express companies oversee the customer experience with **enterprise feedback management solutions**. Sometimes, these solutions are supplemented by a natural language processor that outputs basic analytics in English.

But advanced natural language processing on the **3D**EXPERIENCE platform can do so much more.

Multilingual analysis
Quality data analysis gives rise to **granular insights** across more than 30 languages, including French, Arabic and Chinese — helping companies discern customer needs across the globe.

KPI management
Natural language processing on an integrated platform elevates **data representation** so companies can track how each touchpoint impacts KPIs for a full view of the customer journey, from in-store package drop-off to post-event survey completion.

Employee retention
Text analytics help companies assess feedback from internal employee satisfaction surveys to determine how to develop **attractive workplaces**. After all, happy employees lead to happy customers.

Analyzing rich textual data benefits the entire company and its various business units since customers provide feedback about every stage of the logistics experience.

The collaborative **3D**EXPERIENCE platform offers configurable dashboards that help each team understand what to do to enhance the customer journey. By creating a continuous **feedback loop** between service development and customer experience analysis, postal and express companies can innovate and improve internal processes and strive for workflow excellence.

Did you know that the companies leveraging natural language processing on the **3D**EXPERIENCE platform have increased their **net promoter score** by up to 15 points? They experienced greater customer loyalty, improved revenue and more.

Read the following interview transcripts where experts Victor Becerra and Kelly Stone unpack the different ways companies can capitalize on the benefits of natural language processing.

UNCOVER NEW INSIGHTS

How does natural language processing help companies set themselves apart from competitors?

"Adopting natural language processing solutions has taken some time with a curve for adoption. Initially, there was some **skepticism** on how well a machine or a computer understood natural language," said Victor Becerra, Business Services Industry Value Expert at Dassault Systèmes.

"But it's proven that the algorithms are maturing enough to do a better task at analyzing and interpreting media content. And with fair accuracy, they can **mine data** in very large quantities. This is an advantage since humans cannot process that amount of volume."

Becerra added, "In the case of customer information and customer data, you can be flooded with the amount of analysis or reports from customer interactions. The question becomes, then, which ones of these are really useful? What can I do with it? This is what sets companies apart."

"You can have fantastic **business intelligence** (BI) tools that report results," explained Becerra. "But if you don't do anything with it or if it doesn't show you how to take action, then it's just as good as looking at a rearview mirror — you can't drive forward. Even though you have great insights, you're always looking back at what happened historically, so that's **descriptive data** all the time."

"When you have **prescriptive data** and you see the future, then you start to see where this might be going. What we can do is uncover patterns of behavior that we could be overlooking. We could spot areas we weren't servicing as well as we could and manage situations with low resources, late deliveries or bottlenecks."

According to Becerra, "That's the main value because, with that knowledge, we can react and make better decisions on how to enhance the **customer experience**. It enables the process of uncovering knowledge and allows us to improve the service level."

VICTOR BECERRA
Business Services Industry Value Expert Specialist, Dassault Systèmes

Becerra has over 15 years of experience bringing business value through large-scale transformation projects to multiple industries, mainly in logistics, transportation and supply chain management. He specializes in operational efficiency through enterprise software solutions for analytics, modeling, simulation, advanced planning and optimization.

How can companies use KPIs such as net promoter score to grasp the heart of the customer experience?

"**Data visualization** tools provided by Proxem Studio are turned towards the KPIs of the customer experience. Net promoter score, customer satisfaction score, customer retention score and average resolution time are subjects that are intrinsically linked to customer experience analysis. Proxem Studio has been designed to help create **value** from those KPIs," said Kelly Stone, NETVIBES Sales Expert Specialist at Dassault Systèmes.

"Taking the **net promoter score** (NPS), if a company has an average score of seven out of 10, it knows approximately where it's positioned, but the company doesn't have any information about what it could be doing to improve that KPI. This information is often lacking with **structured data**."

"When we analyze the **textual data** associated with KPIs such as NPS, we give companies the information and the keys they require to identify **action plans** they could be putting into place,"

added Stone. "It's going to give the who, what, when, where and why of customer sentiment and what they could be doing to improve that."

Stone provided another example: "In Proxem Studio, we have what we call the **impact score**. An impact score allows us to calculate the impact of any given subject on the KPI in question. That helps us go further than positive, negative and neutral results to understand: What are the subjects at the **heart of the customer experience**?"

"The impact score allows companies to prioritize their time and strategize action plans to ensure they're being the most efficient while improving the KPIs of the customer experience," concluded Stone.

KELLY STONE
NETVIBES Sales Expert Specialist, Dassault Systèmes

Stone is an expert in natural language processing solutions and their applications in logistics, postal and express. She helps companies identify where they can quickly create value by bringing their unstructured textual data to life. From customer experience to low-value task automation, she is proficient in the capabilities of Proxem Studio.

3.
PROCESS AUTOMATION

Drive efficiency with advanced technologies

It's no surprise that machines and computers are better than humans at processing repetitive and time-consuming tasks. But when it comes to analyzing high-level scenarios, humans shine.

Companies gain the best results by integrating **artificial intelligence** with people power. For example, automating customer interactions through natural language processing allows companies to interpret large volumes of noisy data and detect new behavior patterns. As technology lays down the groundwork, employees can focus on high **value-added tasks** or issues that might be more difficult to resolve.

Proxem Studio's integration with the **3D**EXPERIENCE platform offers the opportunity to increase the portfolio of available artificial intelligence models. Over time, companies can dynamically analyze textual data from various sources to automatically bring forward new subjects or emerging concepts. They can trace **weak signals** and pinpoint the best plan of action moving forward.

"Weak signal detection helps companies find answers to questions such as: What will customers want in one year? What is the competitive landscape? How can we adjust services and offers to serve customers better?"

– Kelly Stone
NETVIBES Sales Expert Specialist,
Dassault Systèmes

Automation simplifies logistics processes and drives efficiency in four ways:

i. Virtual assistants

Virtual assistants compose [email responses](#) automatically through natural language processing. The technology discerns fundamental themes and prepares **appropriate responses** with the right delivery information and the right answer.

In the long term, companies can also quantify why customers contacted them and implement strategies to enhance **self-care tools** at different touchpoints.

ii. Intelligent chatbots

Chatbots, also known as **conversational agents**, often use close-ended questions to determine the nature of customer requests. But chatbots powered by natural language processing aim to interact with customers, comprehend open-ended requests and learn from historical data.

An **iterative feedback loop** on an integrated platform enables companies to identify the chatbot's weak points and build additional linguistic rules to reinforce its quality over time.

iii. Contract analysis

Internal data sources such as logistics contracts are typically handled manually, requiring hours or days to process the contents. Automating these tasks can reduce the time spent on legal documents by 40% and generate a quick **return on investment**.

With contract analysis enabled by natural language processing, companies can improve their access to information and easily **recognize risks** in a database of contracts.

iv. Web reviews

Logistics customers leave reviews of their experiences on websites, social media platforms and more. How can companies filter through the comments and **restrict inappropriate content,** especially within their own media?

Proxem Studio on the **3DEXPERIENCE** platform helped a company completely automate the moderation of reviews by **70%** — allowing employees to focus their efforts on more ambiguous content.

IT'S TIME TO LISTEN

Logistics customers want to be heard.

Put their voice at the center of your company with natural language processing on the **3D**EXPERIENCE platform.

The results are actionable insights, stronger KPI strategies and smarter postal and express processes that ensure delightful deliveries and continuous growth.

Our **3D**EXPERIENCE® platform powers our brand applications, serving 11 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the **3D**EXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating 'virtual experience twins' of the real world with our **3D**EXPERIENCE platform and applications, our customers push the boundaries of innovation, learning and production.

Dassault Systèmes' 20,000 employees are bringing value to more than 270,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit **www.3ds.com**.

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