

A Leading Auto Manufacturer Leveraged Customer Feedback to Improve Vehicle Quality



50x faster
time-to-insights



Millions saved
by avoiding a mass recall



100% visibility
into omni-channel feedback

The Challenge

This company **dropped from #7 to #17** in the J.D. Power Initial Quality Study – an industry standard to measure the quality of vehicles in the short-term and predict long-term customer satisfaction – over an eight-year period and its highest priority was to stop the downward trend and **improve its ranking**.

The Resolution

Given that IQS rankings are known to significantly affect purchasing decisions, the company's CX and Analytics and Quality Management Services teams devoted their time to **manually reading verbatim feedback** from post-sale and post-service surveys, difficult-to-use and things-gone-wrong reports, social media, external

user forums, blogs, and IQS surveys to understand **quality and brand perception issues**.

Our platform **analyzed data across all channels** and determined which vehicles were most prone to tire pressure sensitivity, squeaky brake pads, navigation issues, entertainment difficulties, and more.

According to the company's Head of Business Analytics, Stratifyd showed them insights in two days that would've taken the teams more than 90 days to uncover.



The Full Story

The most significant insight our platform uncovered came when the **word cloud visualization** showed that the pairing, “burning smell,” had a **negative sentiment score**.

When drilling down into this data, the company found that the unpleasant smell was **indicative of a production issue** – missing resonator caps on the vehicles.

Our platform isolated the model and class and was able to use the geographical location feature to **pinpoint the exact facility in Alabama which was the root of the problem**. The company was able to recall just the affected vehicles instead of issuing a mass recall, which **saved millions of dollars**.

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Stories Like This



Masco sought Stratifyd’s help to analyze omni-channel feedback since its marketing team didn’t have the time to do so manually.



Kreg analyzed unstructured customer feedback across all channels to identify ways to improve products and the overall user experience.