

Case Study: Hospitals & Health Care

Conversation research for user experience

Problem

A national health care and hospital provider needed help making sense of the online noise around its brand with a specific focus on what experiential concerns customers had with its facilities. They couldn't decipher true customer signal from the mountain of noise found in their listening software.

Solution

CRI took the mountain of noise (22,000+ conversations over a three month period) and weeded out only the 1,600+ conversations that were truly from consumers expressing some opinion or assertion about the brand. Then manually scoring those conversations, CRI found

some interesting insights that led to the brand having a more thorough understanding of its consumer and their experience with the company.

Results

It turns out that complaints about the quality of care made up almost 20% of the negative online conversations about the brand. But further investigation yielded an important insight. All of that negative buzz was created by just four customers, leading the brand to recognize that it was dealing with four unhappy people who chose to troll the brand rather than systemic user experience concerns that warranted investments in more research or consultants to pinpoint the problem.

