

## Case Study

### **The NEC Group are using Codeit to enhance the timeliness and quality of their Customer Experience analysis.**

**The NEC is the UK's No. 1 venue for shows, exhibitions, meetings and events. A core element of NEC's strategy is understanding their customers' experience – feedback from customers underpins customer service and capital investment, as well as product and customer development. NEC view customer feedback as a priceless asset for teams, management and board.**

Over 25,000 pieces of individual customer feedback are generated annually. The challenge for NEC was to find a solution to analyse customer feedback in an efficient and timely manner. Traditionally, NEC's customer feedback files were manually exported from their data collection platform and shared internally as a set of spreadsheets for various team members to work on, using Excel as their coding tool. This was a slow, cumbersome and repetitive process that created delays in delivering timely analysis of critical customer feedback.

The NEC needed a frictionless method to process and code customer comments in a more efficient and responsive manner.

Digital Taxonomy's Codeit platform has proven itself a successful solution to NEC's three fold coding requirements. Firstly, using its inbuilt API, Codeit eliminates the need for manual data importing and exporting. Secondly, in-built Artificial Intelligence significantly reduced the amount of human effort required via automated coding. And, lastly, where human intervention *is* required, a clean, simple and modern coding interface dramatically improves human coding productivity.

Julie Eaton, NEC's Customer Intelligence Manager describes the challenge: *"Before we started using Codeit, handling customer feedback responses was time-consuming and cumbersome. Now that everything is integrated with our data collection system the coding process is much more user friendly."*

Implementing Codeit was undertaken simultaneously with the decision, in 2017, to introduce the Askia survey platform, integrating Codeit as the preferred coding tool in three stages:

1. Importing NEC's historical data to train the Codeit AI and align it to NEC's own survey data.

2. Integration with Askia, enabling automated reading and writing to and from the data collection platform, entirely removing any manual exporting or importing.
3. User training was provided for the NEC research and coding staff, including a short practice period, after which the team were fully up to speed using the software.

The beneficial impact of Codeit was felt very rapidly after implementation across a number of measurable dimensions. Most striking had been the increase in efficiency driven by the increased level of coding automation (up to 40% of all verbatim comments are accurately auto-coded) together with the seamless, automated data communication with Askia (no more manual stitching together of data).

NEC's Julie Eaton points to the benefits of Codeit's ease of use for coders. *"The AI takes care of a large part of the work which has made it easy to get the team onside."*

Improved efficiency has also been seen in the residual manual coding, with Codeit's clean coding interface significantly increasing coding productivity and engagement.

The increased speed of analysis delivered by Codeit has also enhanced the value of the customer feedback data. What used to take weeks to report at times can now be delivered within hours using automated coding. NEC's stakeholders, for the first time, now have visibility of problems or issues pretty much as they arise, which has significantly enhanced their responsiveness.

Finally, and perhaps most importantly, NEC have seen a demonstrable improvement in the quality of reporting customer feedback. The efficiency savings delivered by Codeit mean that the research team can spend more time on the analysis of the data, which has resulted in higher quality feedback reporting overall.

Whilst Codeit is currently used in NEC's Exhibition business, there are plans to roll it out across other NEC Group operations, including the Arenas.

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### **Codeit**

Codeit and Codeit Professional are leading-edge software tools designed to massively increase the quality and speed of coding unstructured text and other data, including market research survey verbatims, customer reviews, social media comments and text from Voice of the Customer programmes. More details about Codeit can be found [here](#).

### **Digital Taxonomy**

Digital Taxonomy ([www.digitaltaxonomy.co.uk](http://www.digitaltaxonomy.co.uk)) is a leading provider of innovative, advanced software productivity tools for companies in the market research, data analytics and Voice of the Customer spaces. Founded in 2017, Digital Taxonomy's products are designed by highly experienced market research practitioners with unrivalled expertise in all aspects of research and survey processes, and built by IT and AI experts with strong, practical R&D proficiency.

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