

**FROM CONFLICTING NARRATIVES
TO A SINGLE SOURCE OF TRUTH:**

How a Major Wholesale Broadband Provider Lifted NPS By 35 Points



A major wholesale broadband provider serves millions of customers through retail partners. In twelve months with Thematic, they lifted relationship NPS by 6 points and one episodic NPS journey by 35 points.

Both gains came from the same shift. The team went from eight conflicting data sources to one weighted, omnichannel view of customer feedback. The executive team could act on it without the insights team in the room.

About the customer

A major wholesale broadband provider operating at national scale. They sell network access to retail partners, not directly to households. They never own the customer relationship. They are still accountable for the experience millions of customers have on the network.

The insights team runs surveys, monitors social media, tracks app reviews, and transcribes contact centre calls. They sit inside an enterprise of around 8,000 employees.

THE PAIN

A data vending machine with eight versions of the truth

The insights team had eight data sources telling eight different stories. Surveys, social media, app reviews, contact centre transcripts, reputation tracking, operational data. With no single agreed picture, decisions got made based on whoever had the loudest data, not the most accurate.

That created two problems at once.

The first was being treated as a data vending machine. The business wanted numbers, fast, on demand. The team spent its time delivering reports instead of driving change.

The second was scarier. In one episode, social media flagged network upgrades as the dominant negative theme. Sentiment looked bad, as it usually does on social. An exec picked it up, a working group formed, and investment started moving toward network upgrades.

The team's nationally representative survey data said something completely different. Service performance was the actual driver. Network upgrades barely registered.

"If we're not impact sizing correctly across our business, we could be investing multiple millions of dollars into something that's not going to move the needle on a metric that we're saying we care about at the national level," the Head of Insights said.

He won that argument by showing both pictures side by side. But it was a one-off, not a system. The team was still fighting the same battle every time a new data point landed on an executive's desk.

THE SHIFT

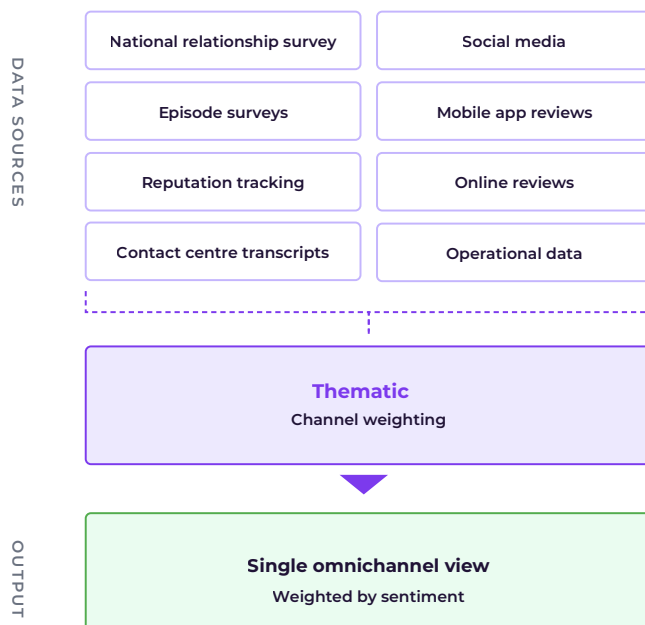
One weighted view across every channel

The team selected Thematic after a market review. Today the platform unifies eight sources into a single weighted view, mapped to over 100 themes at two levels of detail. The weighting is grounded in a nationally representative double-blind survey, so the result reflects the customer base, not just the people who chose to respond.

Three capabilities became the operational backbone.

- **Driver comparison with filters** lets the team isolate specific cohorts and show how their experience diverges from the general population. Vague themes become specific, fixable problems.
- **Time-change driver analysis** means that when someone asks why NPS moved this month, the team shows the exact factors that drove it. No manual sifting through verbatim comments. The Head of Insights calls it "a game changer."

- **Auto alerts route theme spikes** to the right stakeholders automatically, so issues surface before the next reporting cycle.



What changes when you have all of that, the Head of Insights says, is how hard it becomes for the business to look away.

The insight for the business becomes suffocating in a good way. They might not believe if they see an insight in one survey. But when they see it in social media and they see it in the contact centre and they see it in the survey, it's really hard to escape from that.

THE SIGNATURE STORY

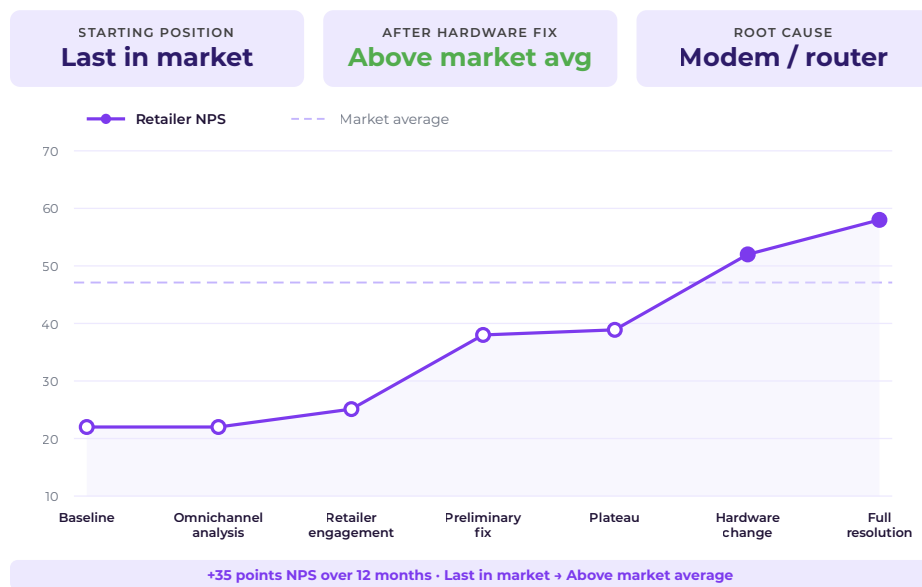
From last in market to above average

An episode survey showed one of the customer's retail service providers sitting last in the market on NPS. Significantly and consistently last.

The omnichannel system helped the insights team compile the evidence: surveys, verbatim themes, contact centre patterns, all pointing at the same problem. They brought that into hard but productive conversations with the retailer's executive team.

A preliminary fix went in. NPS jumped, then plateaued. The preliminary fix was exactly that.

The real issue was the modem/router being supplied to customers. Not the wholesale network service. Hardware suppliers had to be re-engaged. The equipment going into customers' homes had to change.



The problem had been invisible because no single channel was loud enough to surface it.

"In-home broadband is one of the lowest engagement categories. We just don't think about the box that sits under our couch and we never want to see it," the Head of Insights said.

These customers were not complaining. They were quietly having a worse experience than they should have been.

THE RESULT

35 points on one journey, 6 points on the relationship

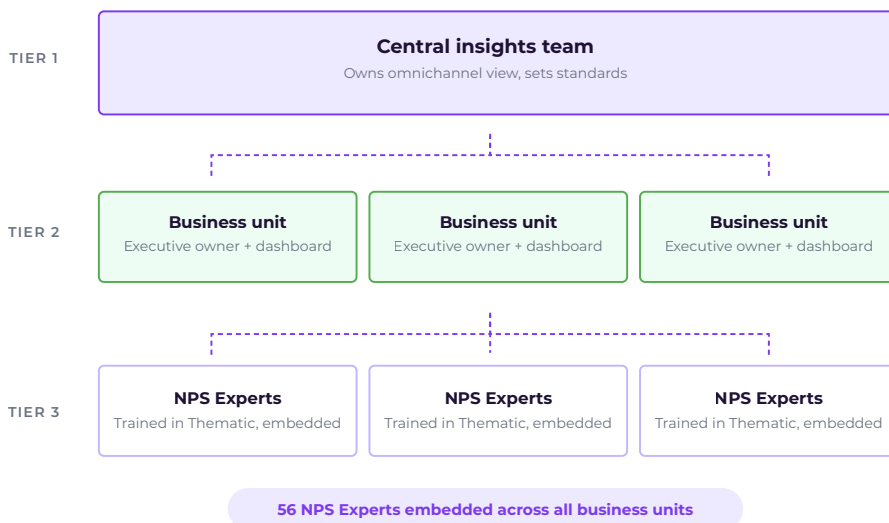
The retailer moved from last in the market to above market average. The router fix affected every customer of that brand, not just survey respondents, so the improvement lifted national-level NPS too. Episodic NPS for that journey shifted by 35 points over twelve months.

At the strategic level, relationship NPS lifted by 6 points over the same period. A six-point shift at this scale is hard to engineer. It came from three things working together: the omnichannel system surfacing what mattered, a major speed-upgrade program, and tens of trained insights experts embedded across business units.

The team-level outcome matters as much as the metric. The central insights team is no longer the bottleneck. Dashboards calibrated to each business unit, auto alerts routed to the right people, and embedded experts inside each team mean the data makes the case without an intermediary.

“This has really freed us to be the strategic change makers,”

Head of Insights said.



What the CFO bought

The customer makes the financial argument in two parts.

Capacity unlocked. The platform is, in their framing, “the equivalent of three FTEs.” Replicating it in headcount would cost more than the platform, and still wouldn’t deliver the omnichannel weighting and theme structure.

Cost of being wrong. Without proper impact sizing across all channels, the business was one executive decision away from misallocating multiple millions on a non-driver. The omnichannel system is the safeguard against that class of error. It positions Thematic as risk-mitigation infrastructure, not a research tool.

Why not build it on LLMs

The customer explored building on top of LLMs and pulled back for three reasons:

1. Managing taxonomies of 100+ themes at two levels, applying them consistently across eight data sources, and keeping themes stable enough for financial reporting, is hard analytical work. Get it wrong and the same theme means different things in different sources, which kills the omnichannel view.
2. A UI built for engineers is not a tool a research team will use willingly. This applies in two places: managing the theme taxonomy day to day, and the self-serve experience analysts and NPS experts use to explore drivers, trends, and deep dives. Both have to feel native to a research workflow, not a data engineering one.
3. Generative AI is also non-deterministic. For a regulated business that uses customer data in financial reporting, a non-deterministic tool isn’t acceptable as the system of record.

Thematic provides the source of truth. LLMs can be useful as an interface to it, particularly through MCP, but the data integrity, audit trail, and consistent theme structure have to live somewhere stable.

ABOUT THEMATIC

Thematic helps customer experience teams understand why customer sentiment is changing by combining unstructured feedback with quantitative metrics. Customers use Thematic to surface the operational drivers behind NPS, CSAT, and CES movements, and act on insights faster than manual analysis allows.



See what a single source of customer truth looks like for your business.

This broadband provider went from eight conflicting data sources to decision-ready insights in weeks, not quarters. If your team is spending more time debating the data than acting on it, we should talk.

[Talk to one of our experts](#)

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