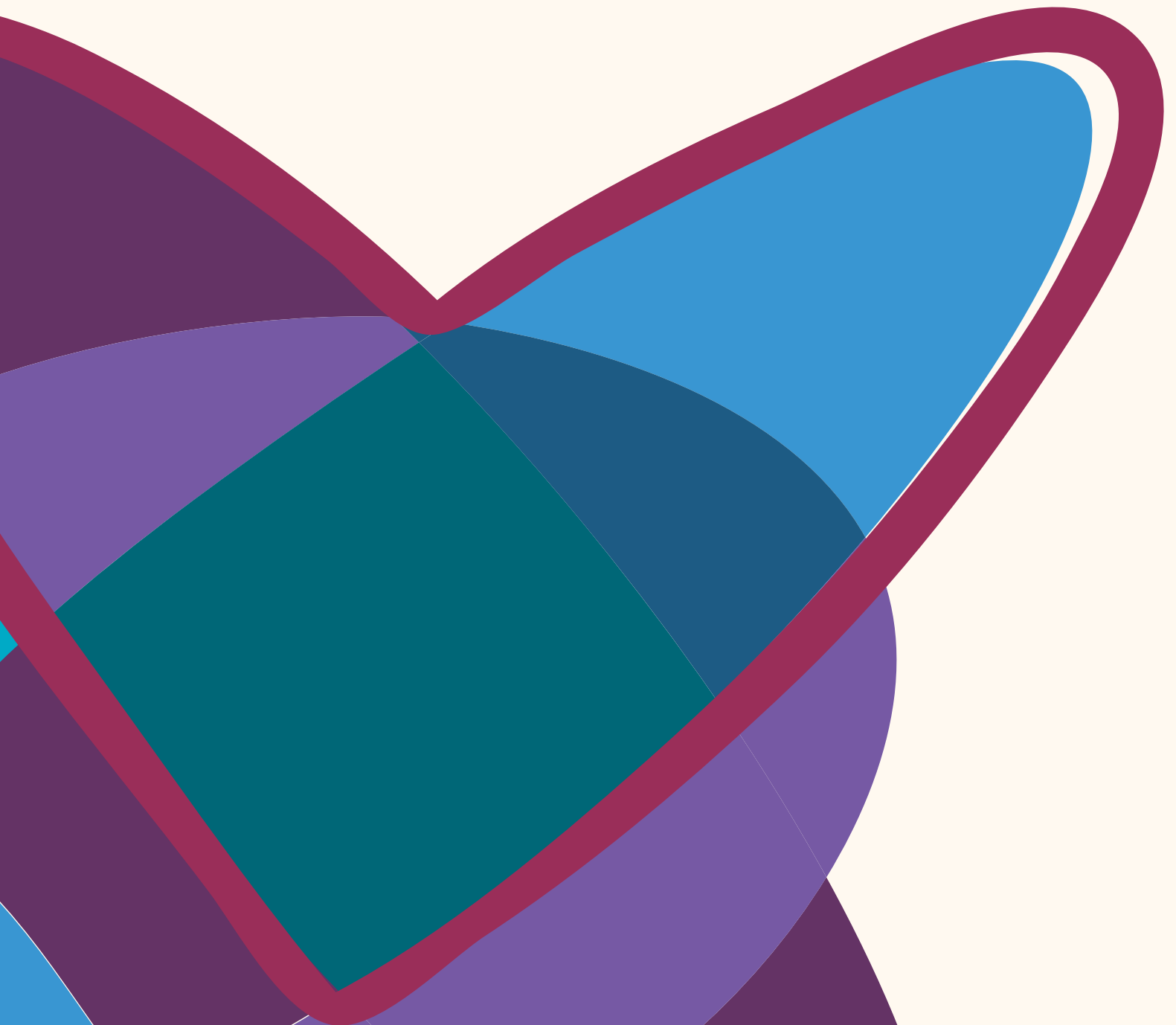




More Than a Score

Unlock More Authentic Voice of Customer
Analysis With Unstructured Feedback



Do You Even Empathy, Bro?

In today's fast-paced digital world, customer expectations have never been higher. Consumers seek more than transactional relationships; they expect brands to understand and care about their emotional and practical needs. Customer empathy is no longer optional—it is the cornerstone of effective customer experience (CX) strategies.

Empathy in CX involves understanding the feelings and motivations of your customers and using this insight to create personalized, meaningful experiences. Studies show that brands that emotionally connect with their customers enjoy 306% higher lifetime value and foster greater loyalty and advocacy. In essence, empathy is a strategic differentiator.

The Role of Open-Ended Feedback in Building Empathy

Open-ended feedback represents the unfiltered voice of the customer. Unlike structured survey responses, it captures authentic stories, emotions, and frustrations that provide a deeper understanding of customer experiences. This feedback accounts for 80–90% of all customer data, making it an invaluable resource for CX teams seeking to foster empathy.

However, analyzing open-ended feedback presents challenges. Its unstructured nature makes it difficult to scale insights effectively using traditional methods. This eBook explores how advancements in generative AI, specifically through tools like Canvs AI, unlock the potential of open-ended feedback to deliver empathy at scale.



You Need More than a Score

Customer feedback is central to every successful CX strategy. Most organizations collect feedback through tools like Net Promoter Score (NPS) and customer satisfaction surveys, which often include at least one open-ended question. These responses offer customers the freedom to express their thoughts and emotions in their own words. Additionally, CX teams increasingly look to unsolicited sources of feedback to get a 360 degree view of the customer, such as online reviews and comments, social media posts and support communications, all of which are primarily unstructured.

Why Open-Ended Feedback Matters

While structured survey questions yield quantitative insights, open-ended responses provide qualitative depth, revealing the “why” behind customer behaviors. These insights can illuminate:

- **Emotional Drivers:** Understanding the emotions behind customer decisions.
- **Unmet Needs:** Discovering gaps in products, services, or support.
- **Emerging Trends:** Identifying patterns that indicate shifting customer preferences.

Despite their value and after over a decade of meaningful CX technology investment, the majority of these responses are overlooked due to the sheer volume of data and the complexity of analyzing human language. This gap represents a missed opportunity to uncover the emotional insights that fuel empathy-driven CX strategies.



Neutral is not an Emotion

Organizations receive thousands of open-ended responses every day. The volume is overwhelming, and traditional analysis methods—such as word clouds or sampling—fail to capture the nuances of human expression, including:

- **Tone:** Detecting sarcasm or humor.
- **Context:** Understanding situational factors influencing feedback.
- **Emotion:** Decoding complex emotional sentiments.

This disconnect prevents brands from fully leveraging the richness of customer feedback to inform their CX strategies.

The Cost of Overlooking Feedback

Neglecting open-ended feedback can result in:

- **Missed Insights:** Overlooking subtle but impactful customer needs.
- **Weakened Loyalty:** Failing to address emotional concerns that drive customer satisfaction.
- **Lost Revenue:** Missing opportunities to strengthen relationships and reduce churn.



It's OK to Get Emotional

In an age where emotional connections are critical to business success, understanding customer emotions has never been more important. Customers who feel valued and understood are more likely to remain loyal, spend more, and become brand advocates.

How Emotional Insights Drive Results

- **Higher Loyalty:** Emotionally connected customers have significantly higher retention rates.
- **Increased Revenue:** Customers with emotional bonds to a brand spend, on average, 2-3 times more.
- **Stronger Advocacy:** Customers who feel understood are more likely to recommend a brand.

Generative AI tools like [Canvs AI](#) make it possible to extract and operationalize emotional insights from unstructured data, providing brands with actionable strategies to strengthen emotional connections.



Making it Happen: **Transforming CX with AI**

CASE STUDY 01:

Understand the “why”
in consumer feedback



CASE STUDY 02:

Reducing
customer churn



CASE STUDY 03:

Enhancing empathy
and efficiency



CASE STUDY 04:

Unlocking insights
from millions of reviews



Getting a Moving Experience Right



Improve customer experience by understanding the “why” in consumer feedback.

Data Used:

The PODS customer experience team used tens of thousands of open-ended responses from experience surveys to uncover the key pain points experienced by their consumers.

Analytics & Insights:

The team utilized the Canvs AI platform to process, analyze, and extract meaningful insights directly from the data. The analysis revealed:

- Key pain points in the customer journey, such as issues with delivery times and handling of items.
- Positive sentiments about the convenience and flexibility of PODS services.
- Specific areas for improvement in customer service interactions and support.

Impact:

With the insights generated from unstructured feedback, PODS made several strategic changes that significantly improved customer satisfaction. Key outcomes included:

- The ability to identify and anticipate specific issues to improve training.
- A thorough understanding of differences between customer segments to tailor how feedback is applied.
- Increased focus on communication and support throughout the customer journey, leading to higher customer retention and positive reviews.

The Solution:

The use of Canvs AI allowed PODS to move away from manual analysis, saving substantial time and resources when managing their millions of open ends.

“Canvs provides our ‘why’ behind the score better than other text analytic tools in the industry.”

Logan Fern,
Customer Experience Analyst

Reducing Customer Churn by Understanding Audience Sentiment



How National Geographic uses Canvs AI to enhance customer satisfaction and loyalty.

Data Used:

The National Geographic Brand Insights team analyzed thousands of open-ended responses from customer feedback surveys, capturing detailed sentiment and emotional drivers behind customer satisfaction and churn.

Analytics & Insights:

Using the Canvs AI platform, the team uncovered meaningful insights into audience sentiment and behavior, including:

- Drivers of dissatisfaction leading to potential churn, such as concerns about programming diversity and subscription value.
- Emotional triggers that foster loyalty, including admiration for National Geographic's educational and inspiring storytelling.
- Audience feedback on areas for improvement, including clarity in communication about subscription features and promotions.

Impact:

With these insights, National Geographic implemented targeted strategies to improve customer satisfaction and reduce churn. Key outcomes included:

- **Proactive Churn Mitigation:** By identifying dissatisfaction early, the team addressed key pain points such as unclear subscription terms or unmet programming expectations.
- **Enhanced Customer Loyalty:** Highlighting and reinforcing emotional connections—such as the audience's appreciation for authentic storytelling—helped increase overall satisfaction.
- **Data-Driven Decision Making:** Faster analysis of open-ended feedback allowed the team to implement changes more quickly, ensuring a better experience for their audience.

The Solution:

The integration of Canvs AI enabled National Geographic to move beyond surface-level data, unlocking the “why” behind customer behavior. This approach provided actionable insights to improve customer experiences, increase satisfaction, and protect long-term loyalty.

“Canvs allows us to go deeper into understanding what truly matters to our audience, giving us the tools to improve satisfaction and retain loyal customers.”

National Geographic Brand Insights Team

Transforming Patient and Employee Experiences with Canvs AI



Enhancing empathy and operational efficiency by analyzing unstructured feedback.

Data Used:

The Wellstar Consumer Experience team analyzed thousands of open-ended responses from patient and employee feedback surveys to uncover critical insights into the emotional and practical needs of their stakeholders.

Analytics & Insights:

The team utilized the Canvs AI platform to process, analyze, and extract meaningful insights from feedback. The analysis revealed:

- Key patient concerns, such as wait times, service efficiency, and communication.
- Positive sentiments around professionalism and attentiveness of staff.
- Employee stressors, career motivations, and key areas for engagement improvement.

The Solution:

The use of Canvs AI allowed Wellstar to move away from manual feedback analysis, enabling faster, more empathetic, and data-driven decision-making. The integration with platforms like Qualtrics and Snowflake streamlined the feedback process, with actionable insights exported into Tableau dashboards for seamless reporting and collaboration.

Impact:

With the insights generated from unstructured feedback, Wellstar implemented several strategic initiatives that improved satisfaction among both patients and employees. Key outcomes included:

- **Improved Patient Experience:** Addressing key concerns like wait times and communication led to enhanced patient satisfaction and trust.
- **Elevated Employee Engagement:** Identifying stressors and career aspirations allowed Wellstar to provide targeted support, boosting workforce morale and productivity.
- **Increased Efficiency:** The Canvs AI platform enabled the Wellstar team to process feedback with three analysts doing the work of twelve, saving substantial time and resources.

"Canvs AI is a very sophisticated tool that allows us to ask questions, bring insights into meetings, and lead conversations to understand opportunities and challenges."

Alicia Alonzo,
Director of Consumer Insights and Patient Analytics

Scaling Global Feedback Analysis to Enhance the Learning Experience



How Udemy uses Canvs AI to unlock insights from millions of learner reviews and surveys.

Data Used:

The Udemy Consumer Insights team analyzed millions of open-ended responses from learner reviews and feedback surveys to uncover actionable insights that improve course offerings and the overall learning experience.

Analytics & Insights:

The team leveraged the Canvs AI platform to process and analyze unstructured feedback. The analysis revealed:

- Key themes in learner feedback, such as course quality, instructor effectiveness, and platform usability.
- Positive sentiments about the breadth and accessibility of Udemy's course library.
- Specific areas for improvement, such as content updates, course pacing, and technical support.

Impact:

With the insights generated from unstructured feedback, Udemy made significant strides in scaling their feedback analysis and improving the learning experience. Key outcomes included:

- **Improved Course Content:** Udemy identified and addressed areas where courses needed updates or refinements based on learner input.
- **Enhanced Platform Usability:** Feedback helped prioritize usability improvements, making it easier for learners to navigate and access courses.
- **Scalable Feedback Analysis:** Canvs AI enabled Udemy to analyze massive volumes of feedback more efficiently, saving significant time and resources while delivering deeper insights.

The Solution:

By adopting Canvs AI, Udemy transitioned from manual feedback analysis to a scalable, AI-driven process. This allowed the team to efficiently uncover actionable insights from millions of learner reviews, helping them prioritize improvements that drive satisfaction and retention.

"Canvs AI helps us quickly identify and act on the most important feedback, ensuring we continuously improve the learning experience for our global audience."

Atif Ashraf,
Senior Market Researcher

Conclusion

In an increasingly competitive marketplace, organizations that genuinely understand and act upon their customers' emotions will thrive. Canvs AI empowers businesses to uncover the authentic voice of the customer, transforming fragmented, unstructured feedback into cohesive, actionable insights. By leveraging cutting-edge AI technology, Canvs AI enables CX professionals to identify and address the root causes of dissatisfaction, driving customer loyalty, reducing churn, and fostering meaningful relationships.

Canvs AI equips teams to analyze tens of thousands of open-ended responses with unprecedented speed and precision. These capabilities help organizations move beyond surface-level insights, connecting customer sentiment to measurable business outcomes.

The path to creating exceptional customer experiences begins with empathy. With Canvs AI, companies can elevate their understanding of customer needs and motivations, creating strategies that not only meet expectations but also build enduring brand trust and advocacy. Start turning insights into action today—because in the experience economy, empathy is your greatest competitive advantage.



Ready to elevate your empathy?

Learn More at canvs.ai/cx

