



latentview

Actionable Insights • Accurate Decisions

Driving Customer Loyalty Through Net Promoter Score (NPS) Analysis

Client

**US-based Leading
Travel Website**



The Problem

Given the high customer acquisition cost in the highly competitive online travel industry, establishing & nurturing customer loyalty can lead to higher profits.

The Before State

Insights into extent of customer loyalty in the OTA space was limited and the levers available to move customer loyalty were not known.

The After State

Based on NPS drivers analysis, company revised hotel ratings, sorted and re-focused marketing promotions, which resulted in **15% increase in repeat transactions from existing customers.**

The LatentView Solution

Identified the drivers of NPS by performing text mining on post purchase surveys and quantified the influence of NPS drivers on customer loyalty using regression approach.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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