BURY COUNCIL | CUSTOMER FEEDBACK

Initial Playback, August 2025

{=} **wordnerds**

EXECUTIVE SUMMARY

What we did

Bury Council commissioned Wordnerds to deliver a **Proof of Concept** showing how AI-led customer feedback analysis can maximise the value in quant data, prioritise issues, and ultimately, improve customers' lives.

We examined five key areas:

Celebrating success

Your repairs team are very good, with an average sentiment of nearly 57 for the transactional survey placing Bury Council among the top Housing Associations we've worked with. Where staff members have been particularly helpful they're often mentioned by name by the customer - be sure to celebrate these successes.

Customer voice

"From moving from a different council, I've found it enlightening to be with Bury. EVERY single job I've reported have been dealt with immediately and all dates/appts kept. I'm so happy. Thank you. And I LOVE the property I'm in. I feel so blessed."

EXECUTIVE SUMMARY

Potential first actions

P 14-15

Targeted safety improvements for independent living residents:
Address common concerns by prioritising enhancements in building security and visibility of landlord presence.

P 19-23

Clearer plan of action/communication for reporting a query:
Ensure there is a clear method for tenants to report a query. Provide an expected time frame for resolution, potentially producing progress updates (texts/emails) to reduce frustration with chasing for updates.

P 19-23

Help residents navigate responsibilities:
Provide clear contact details and reporting channels for council responsibilities, so residents know exactly where to direct concerns. Offer a simple "Who to Contact" guide in welcome packs and online.

P 26-27

Proactive ASB intervention:
Use cross-stream ASB identification to trigger quicker interventions and better team coordination, focusing on periods and locations with reported spikes.

P 28

Prioritise hazard-related repairs:
Focus on urgent HHSRS risks like heating and fall prevention in homes where vulnerable residents report poor conditions and accessibility challenges.

P 30

Preventative measures:
Work with the wider council to introduce CCTV or an enclosed bin area to deter non-residents using estates as a dumping ground.

NEXT STEPS

Proof of concept process

1. **Feedback and iteration**

This is not your final report! Tell us what's useful and interesting - and what's not - and we'll work together to reach a version that delivers the most value.

2. **Spread the word**

We'd love to help you showcase the work you've done here. Your proof of concept package includes a **presentation to your exec** or group of key stakeholders to share our findings.

3. **Build a business case**

If we've done our job well then you'll want to get the ball rolling on subscribing to Wordnerds for always-on real-time feedback analysis. We'll help you build the business case to navigate any and all procurement hurdles…

Future data strategies

Use your customer feedback as an early warning system for potential HHSRS complaints. Mentions of hazards such as Excess Cold can be seen across various datasets, with associated low sentiment indicating potential health risks - and potential complaints. Ongoing real time categorisation of this data will allow you to plan effective interventions before matters escalate.

Areas of wider council responsibility may be impacting your TSM scores. We've provided evidence to help you quantify and explain this to stakeholders.

Better identify and understand vulnerable groups. It's difficult for Housing Associations to be aware of all customer vulnerabilities, so listening to them expressing their changing circumstances in feedback data is another way to ensure you are equipped to meet their needs.

Track effectiveness of interventions. When Bury Council makes changes to improve the customer experience, we can create a quick feedback loop, allowing you to evidence the efficacy of what you did.
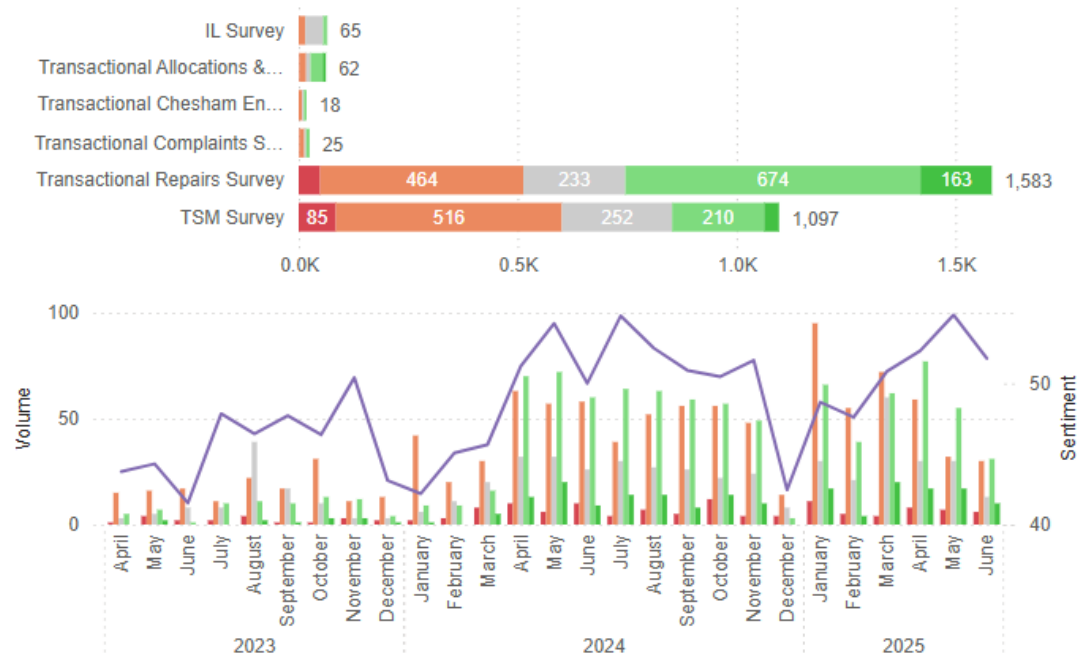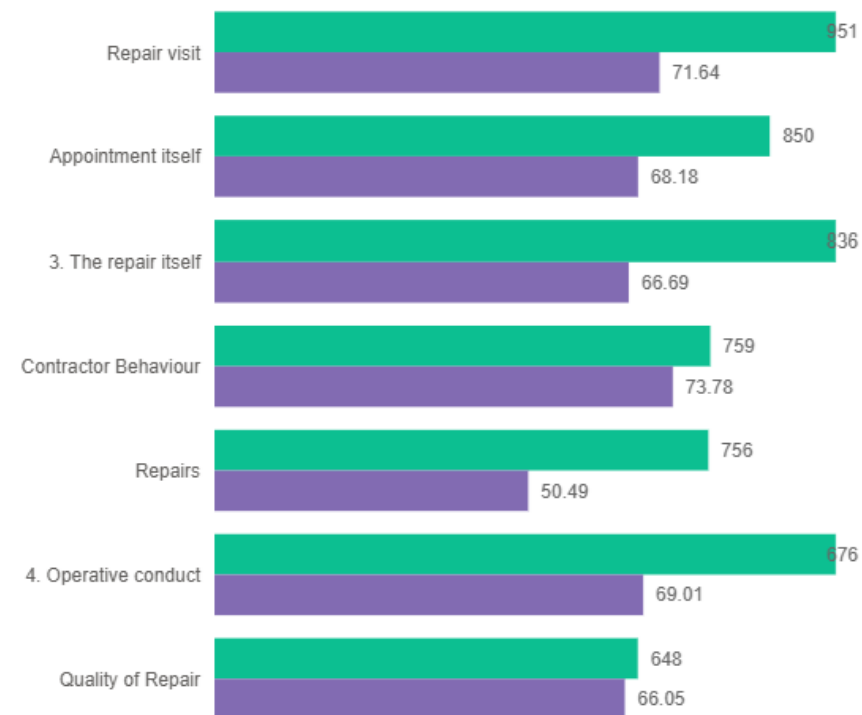
THEME BANK | TSM CATEGORIES

Theme Category	1. Maintenance & Repairs	2. Safety	3. Communication & Engagement	4. Complaint Handling	5. Estate & Neighbourhood Management	6. Financial
Themes	Accessible Home Appointment availability Appointment itself Appointment follow up Damage to property Estimate/Quote Incomplete repairs Long time to repair Modernisation Multiple repair visits Operative No show Problem getting worse Quality of repair Replacements Repairs (General) Repair actioned quickly Repair only temporary Surveyor Taken time off	Asbestos Building security Carbon Monoxide Causing or exacerbating health issue Damp & mould Fire safety Fire/Smoke alarm Gas safety checks Health & safety Hygiene Injuries Lift safety Pest problems Water safety	Accessible information Call wait times Communication & Engagement Digital navigation Felt heard/listened to Felt ignored/not listed to Good customer service Had to chase Information accuracy Kept informed No call back Poor communication Quick response Reliable - take action/do what they say they will Reporting a query Staff knowledge/expertise Staff show respect/empathy Unreliable - don't take action/do what they say	Compensation & Settlements Complaints Complaint accidentally closed Complaint closed Complaint reopened Complaint resolved Complaints: agent handling Complaints: handled in reasonable timescales Complaints: long wait for resolution Complaints: no response/resolution Complaints: records keeping Escalate (General) Escalate: legal action Escalate: MP or Councillor Escalate: Ombudsman Escalate: press/media Reputational risk Stage 1 Stage 2	Estates & Neighbourhood (General) ASB Crime and vandalism Building/external works Car parking/garages Communal areas Communal cleaning Fences and walls Gardening Grass & weeds Grounds maintenance Lifts Litter/fly tipping Bins Local facilities Neighbours Pavements Security and concierge services Stairways Street lighting Trees & hedges Visibility of landlord Parcels and post Ivy and creeping plants	Benefits Card payment Cost of Living pressures Direct Debit/Standing Order Energy costs/bills Energy Efficiency Fair and clear pricing Financial (General) Pay online Refunds Rent Rent increase Rent reduction Rent to Buy Service charge Value for money

1/ HEADLINES

Overview | TSM Analysis | Trends

DATA OVERVIEW

Data sources & volume

Transactional Repairs Survey

- Responses: 2,235
- Date Range: Mar 24 - Jun 25

TSM Survey
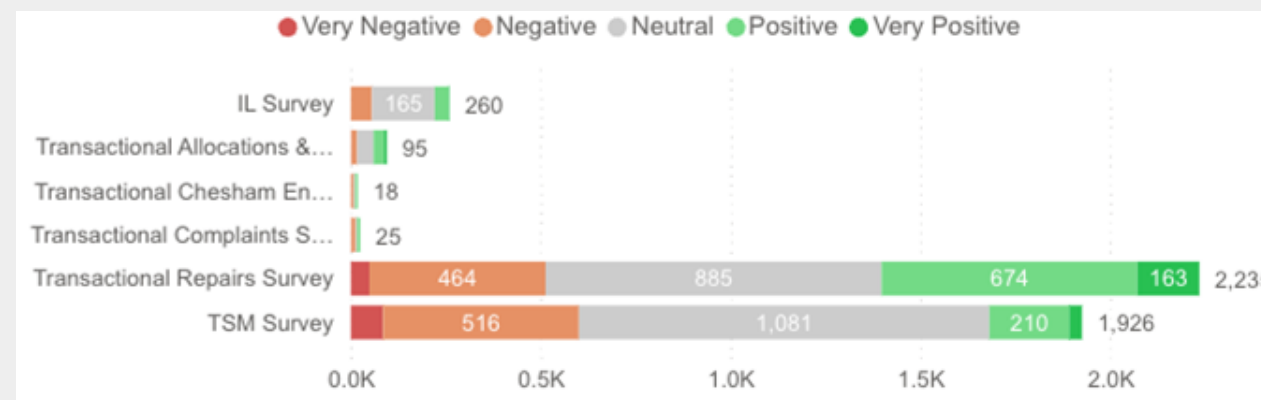
- Responses: 1,926
- Date Range: Apr 23 - Jun 25

IL Survey
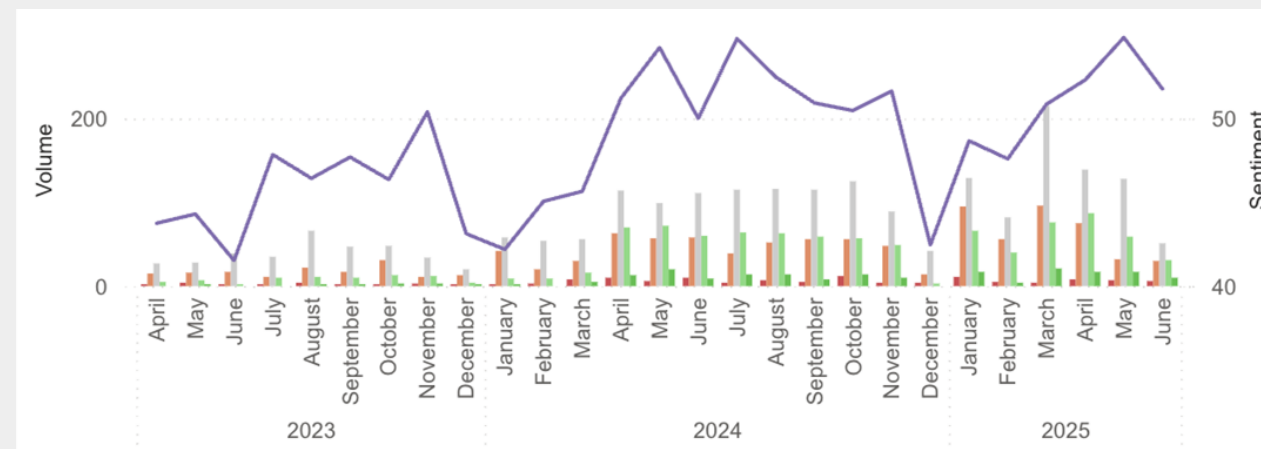
- Responses: 260
- Date Range: Feb 25 - May 25

Other Transactional Surveys

- Responses: 138
- Date Range: Feb 24 - Jun 25

Total volume

Volume / sentiment over time

TSM QUESTIONS

2024/25 vs 2025/26 year to date
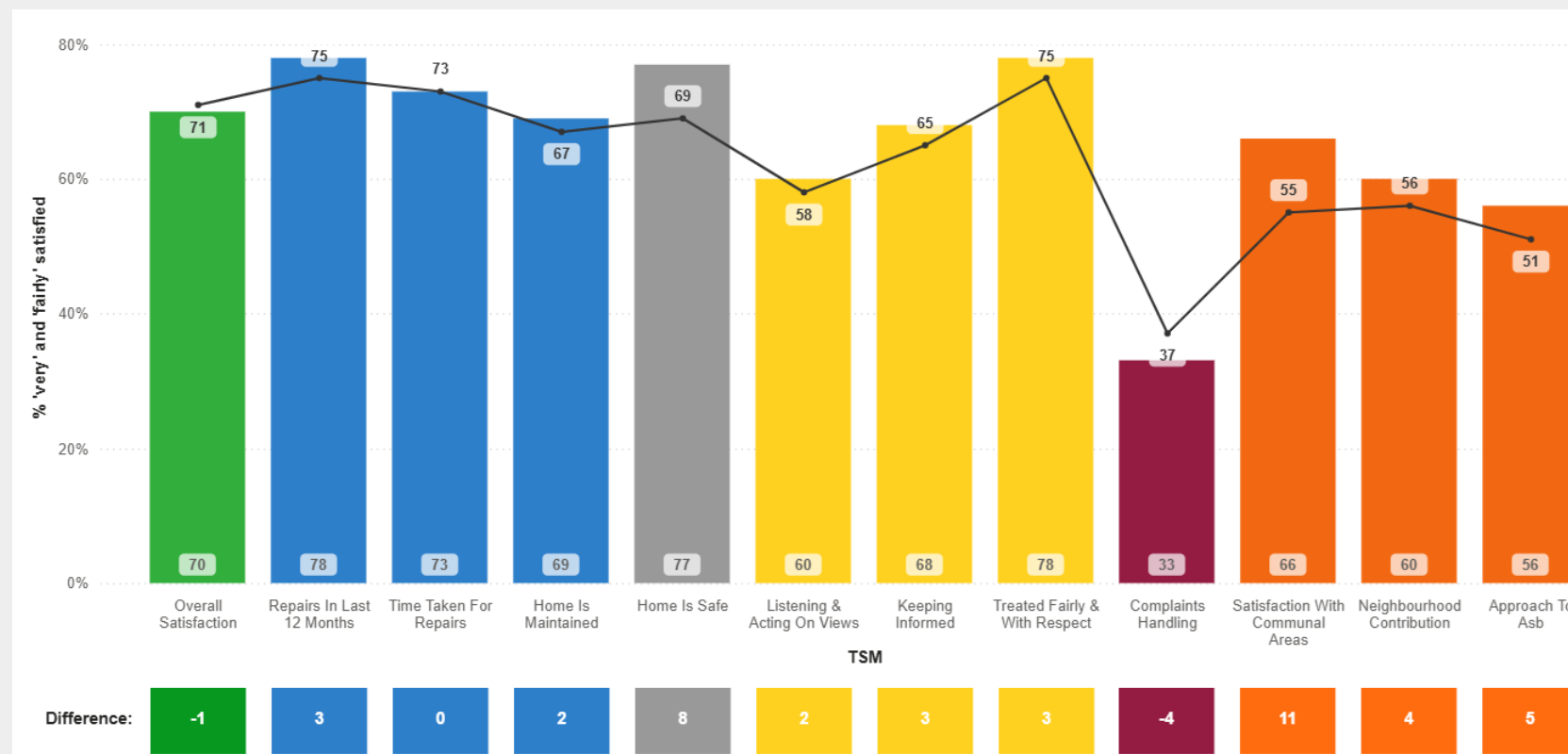
Bars: Financial year 2025/2026 year to date. Lines: Financial year 2024/25.

This year's TSM results so far are giving mixed messages on direction of travel. For most of the questions we see an improved score, particularly around building safety and responsible neighbourhood management, where **home is safe** has improved by 8% and **satisfaction with communal areas** has improved by 11%.

The repairs responses have improved slightly, but **time taken for repairs** remains the same. This combined with the 4% decrease in **complaints handling** could be why the **overall satisfaction** has dropped by 1%.

# TSM CATEGORIES

Across all data

Due to the size of the transactional survey, themes from the **maintenance & repairs** category are mentioned the most in the comments from residents, with just over half the comments carrying a positive sentiment. However, this category does also provide the largest number of negative comments. More consistency across repairs could help improve tenant satisfaction.

Both **safety** and **financial** are much smaller categories, but with a large proportion of negativity. The biggest points of concern being around **damp & mould**, **security** and **exacerbating health conditions**. As well as worries over **cost of living pressures** and **rent**.
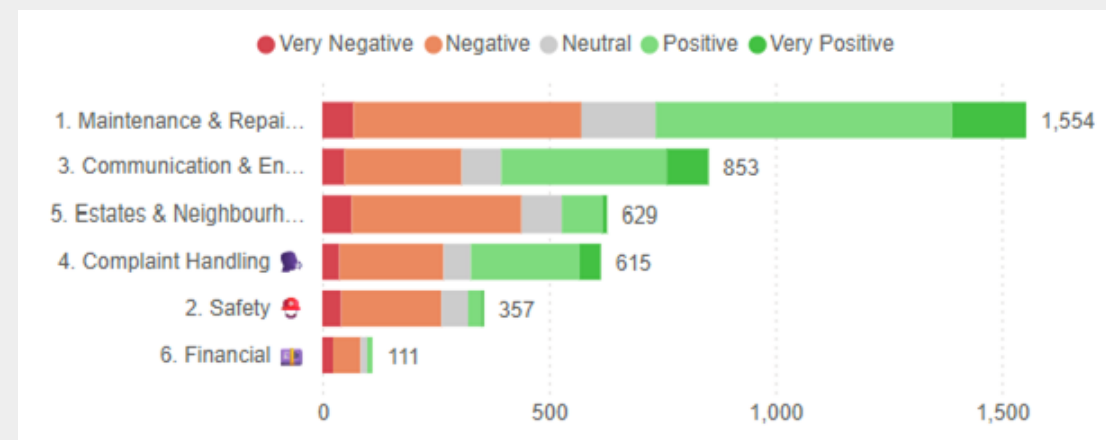
Example quotes

Cost of living pressures / Damp & mould

"Need help with damp already rung up about it several times and nothing is done about it cant afford to have my heating on 247 and when I don't have it on its freezing and damp."

"Damp in flat for nearly 6 years. Lied to about it being my fault. Eventually I realised it wasn't my lifestyle. Flat supposedly tanked, however, continuing water ingress. My health is compromised by this accommodation."
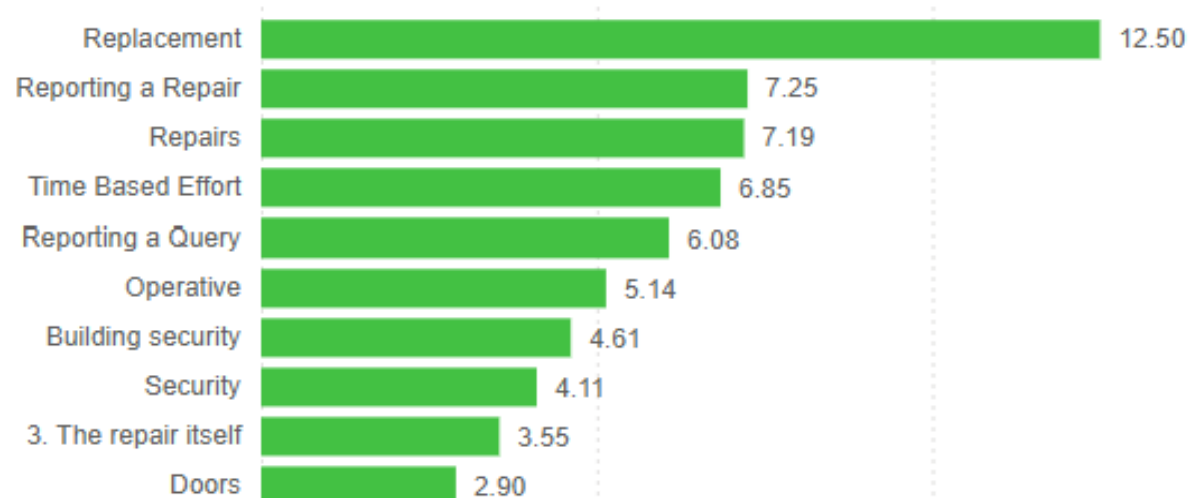
TOP RISERS

Positivity across all data

There are a number of themes that drive positive sentiment. The graph on the right shows the top 10 risers in sentiment.

Replacement (a theme in the maintenance & repairs category) has had the biggest increase in sentiment this financial year (so far) compared to last year, with a 12.5 point jump. Although the sentiment this year is still only 37.5, it is moving in the right direction!

The next biggest risers are also all about repairs, indicating an improvement in the entire repairs process, particularly **reporting/booking a repair**, as well as the **time taken**. Where staff members have been particularly helpful they're often mentioned by name by the customer, a sign of excellent engagement.

Building security has had a 4+ point increase in sentiment, which is likely linked to the sentiment increase in conversations around **doors**.

Top 10 Risers: Sentiment Difference - 2025/26*

Theme	Value
Replacement	12.50
Reporting a Repair	7.25
Repairs	7.19
Time Based Effort	6.85
Reporting a Query	6.08
Operative	5.14
Building security	4.61
Security	4.11
3. The repair itself	3.55
Doors	2.90

Excluding themes with a volume less than 10

Example quotes

Reporting a repair — *"All requests for help ,assistance and repairs have been handled quickly, courteously and efficiently. Well done."*

Replacement — *"The service was good and the repair carried out very professional. Recommend a new front door."*

TOP FALLERS

Negativity across all data

There are a number of themes that drive negative sentiment. The graph on the right shows the top 10 fallers in sentiment from last financial year to this year.

Estates & neighborhood has had the biggest decrease in sentiment this year, eight of the next nine biggest fallers are all aspects of estate and neighbourhood upkeep, with a more significant drop in **windows** and **fences**.
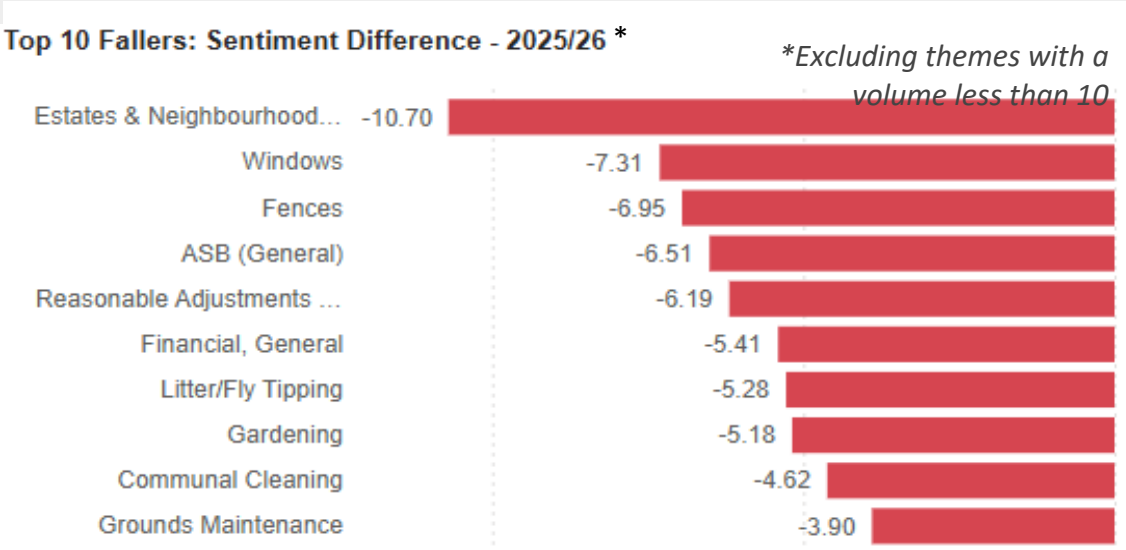
Example quotes	*"I am unhappy because the people from the bury council destroyed my fence two years ago when they were cutting down trees. Nobody has fixed it yet."*
Fences	
Windows	*"I am still waiting for my window to be fixed it's been smashed now for a year now."*

Top 10 Fallers: Sentiment Difference - 2025/26 *

Excluding themes with a volume less than 10

Theme	Value
Estates & Neighbourhood...	-10.70
Windows	-7.31
Fences	-6.95
ASB (General)	-6.51
Reasonable Adjustments ...	-6.19
Financial, General	-5.41
Litter/Fly Tipping	-5.28
Gardening	-5.18
Communal Cleaning	-4.62
Grounds Maintenance	-3.90

Sentiment by financial year

Themes	2023/24	2024/25	2025/26
ASB (General)	26.47	32.76	26.25
Communal Cleaning	35.94	52.34	47.73
Estates & Neighbourhood (General)	28.26	30.70	20.00
Fences	21.88	27.40	20.45
Financial, General	20.37	30.41	25.00
Gardening	25.00	27.24	22.06
Grounds Maintenance	26.35	23.90	20.00
Litter/Fly Tipping	25.00	27.78	22.50
Reasonable Adjustments Criteria	21.25	27.34	21.15
Windows	27.88	30.38	23.08

The table shows the actual sentiment scores for each theme for each financial year. It shows that although **communal cleaning** has had a fall in sentiment, overall it is a fairly neutral theme.

2/ DEMOGRAPHIC ANALYSIS

Age and vulnerable groups

STATS & KEY DRIVERS | AGE

Independent Living Survey only

Theme ▼	Sentiment	Volume
80 or older	50.93	10
70-79	49.49	22
60-69	40.63	20
Under 60	33.33	1
Total	46.06	53

Age data is only available from this survey, with most feedback coming from the 70–79 and 60–69 age groups. Sentiment is mid-range across all groups, with slightly more positive experiences among residents aged 70–79 (49.49) and 80+ (50.93). The 60–69 group shows a lower score (40.63), suggesting more mixed or negative feedback. Responses from under 60s are too limited to analyse, and the high volume of older respondents reflects the survey's independent living focus.

Example quotes

"When I first moved into the service there was a warden service and I now miss having that service" Safe Home - 80 or older

"Being able to talk to a named person when reporting anything rather then just anybody, could do with local social gathering for neighbourhood." Community - 70-79

"anyone can get into the gardens from the gates by the bins and can follow us in because the door doesn't always work properly and some people are letting anyone in wanting drugs." ASB - 60-69

STATS & KEY DRIVERS | AGE

Independent Living Survey only

Top themes 60-69

Theme	Sentiment ▼	Volume
Building security	38.33	8
Safe Home	53.85	7
Estates & Neighbourhood (General)	40.63	5
ASB - Drugs	28.57	4
Catch all ASB/Crime	28.57	4
Security	40.63	4

Top themes 70-79

Theme	Sentiment ▼	Volume
Safe Home	51.67	10
Security	51.79	8
ASB (General)	56.25	5
Catch all ASB/Crime	50.00	5
Visibility of Landlord	55.56	5
Building security	56.25	3

Top themes 80+

Theme	Sentiment ▼	Volume
Safe Home	51.92	7
Security	45.83	7
Building security	50.00	5
Visibility of Landlord	41.67	3
Kept Informed	66.67	2
Appointment - Availability	50.00	1

Across all age groups, common concerns include **Safe Home**, **Security**, and **Visibility of Landlord**, indicating shared priorities around feeling secure and informed.

The 70–79 and 60–69 groups also frequently mentioned **anti-social behaviour and crime**, with the 60–69 group highlighting issues related to drugs and neighbourhood conditions.

Only the 70–79 group raised Community, while the 60–69 group uniquely mentioned Health & Safety and Estates and Neighbourhood (General), suggesting a broader focus on environmental and safety issues among younger respondents.

STATS & KEY DRIVERS | VULNERABLE GROUPS

Across all data

Theme	Sentiment	Volume
Reasonable Adjustments Criteria	24.73	92
Children	34.64	82
Disabled, general	28.74	82
Poor Health (Physical)	22.62	42
Mental Health	27.56	38
Substance Abuse	26.19	19
Elderly	35.42	12
Autistic/Neurodiverse	29.17	6

Example quote | Disabled, general

"Jobs appear to be half completed to appease tenants. The finish is not satisfactory either. I've had to sleep on the bare floor for 5 nights. As a disabled aging person this is not satisfactory!"

Our custom theme analysis identified 245 comments across all of the provided data linked to potentially vulnerable groups.

The most frequently flagged themes were **reasonable adjustments criteria** (92 comments, sentiment score 24.73), households with **children** (82 comments, 34.64), and **disability** (82 comments, 28,74) suggesting these groups are more likely to raise concerns. Other themes, including poor physical health and mental health, showed lower sentiment, pointing to more negative experiences.

While volumes were smaller for groups such as those affected by substance abuse, neurodiversity, or age-related needs, their presence highlights a broad range of resident experiences.

Notably, sentiment was highest among elderly residents and those with children, suggesting comparatively more positive experiences in these groups. These findings offer valuable direction for more inclusive and responsive service planning.

STATS & KEY DRIVERS | VULNERABLE GROUPS

Across all data

Theme	Sentiment	Volume
Mental Health and Wellbeing	26.39	17
Mobility Issue, general	28.33	13
Wheelchair User	25.00	8
Depression	21.43	7
Anxiety	20.83	6
Autism	29.17	6
Asthma, Breathing Issues	20.00	5

Further analysis of the 245 flagged comments reveals more detailed health-related barriers linked to vulnerable groups.

Mental health and wellbeing is the most frequently mentioned specific issue (17 comments, sentiment score 26.39), followed by mobility-related concerns such as general **mobility issues** (13 comments) and **wheelchair use** (8 comments), both with low sentiment, suggesting difficult experiences.

Example quotes | Mental health & wellbeing

"I have mental health and I just give up chasing because I will be constantly trying to chase repairs that never happen."

"I feel when I go out I don't want to return to this property very depressing and bad for mental health."

Example quotes | Mobility issues

"I have problems with mobility ie falls, the flags at the front of my house are dangerous."

"I waited a month for bury council to fix the only gate I can use to get out with my daughters wheelchair. Do you know how that feels? I doubt it!"
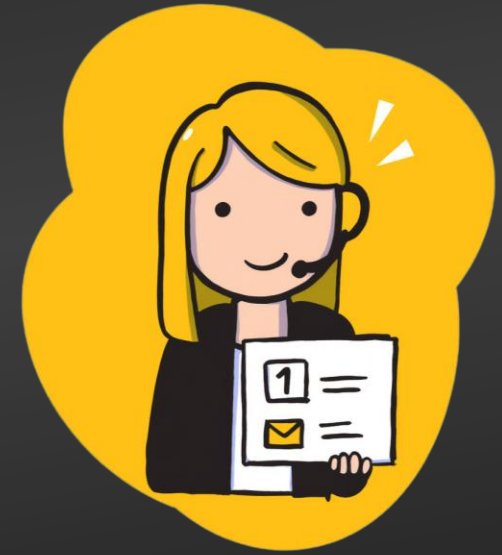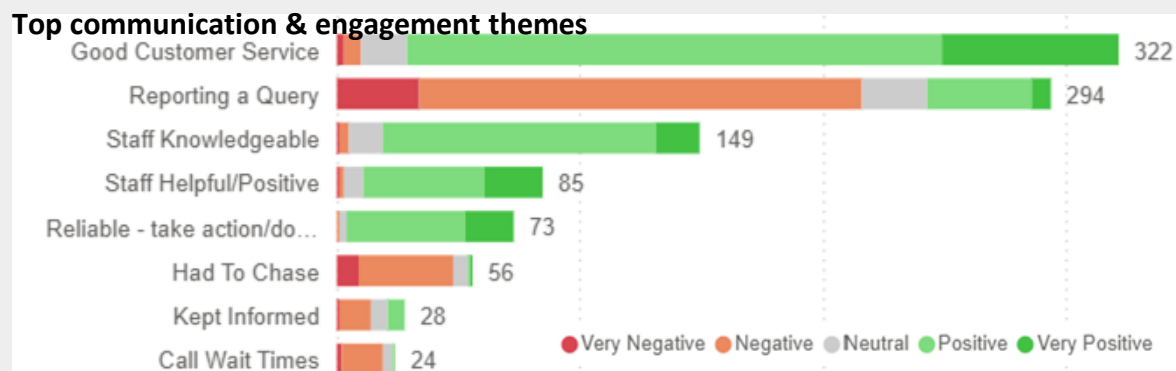
COMMUNICATION & ENGAGEMENT

Across all data

Top communication & engagement themes

Good customer service is by far the biggest driver of positivity with 293 positive mentions. Of these 259 reference a **repair visit** and 221 talk about the **contractor behaviour**, many specifically stating the "friendly workmen". **Staff knowledgeable**, **staff helpful/positive** and **reliability** are also positivity drivers.

Reporting a query is the key source of negativity with 216 negative responses, commonly also mentioning **repairs** or **reporting a repair**. There is a also significant number of responses around **time based effort**, **long wait for resolution**, as well as **phone** and **operative** issues.

Example quote | Good Customer Service

"Here when scheduled. Repair accomplished efficiently. Polite and courteous. Very satisfied thank you."

Example quote | Friendly Workmen

"The workman was very friendly and chatty and solved the problem."

Example quote | Staff Knowledgeable

"The electrician who called round to undertake the repair was very pleasant. He seemed very experienced and took the time to explain what the problem was and the different light fixtures in the surrounding properties. He did an excellent job."

Example quote | Reporting a Repair

"I have been asking for my door to be replaced due to it being unsafe still not got reply."

COMMUNICATION CHANGES

All data

Communication & Engagement category only

Following the transition back into Bury Council from the ALMO in February 2024, we see a significant increase in both sentiment and volume. This increase in volume is largely due to the number of surveys introduced after this point, however the second graph shows that besides this, the proportion of comments talking about **communication & engagement** also increases from an average of ~15% to 20-25%.

The overall sentiment also increases from 45-50 to 50-55, while the sentiment of only **communication & engagement** was decreasing before the change and then shot up to more than 60 after the change (excluding December 2024, where both the sentiment and volume decreased across the board - see slide 24).

Example quote | Reliable / Post change

"Really happy with the work done and very helpful from the phone call to the finished job. The plaster went above and beyond with great customer care :)"

COMMUNICATION CHANGES

Six months before vs six months after

Comparing the themes within the **communication & engagement** category six months before (Aug 23 - Jan 24) and six months after (Feb 24 - July 24) the changes, we see a response volume increase of 206 and a sentiment increase of 23 (volume and sentiment visuals on the next two slides).

Good customer service had the largest increase in conversation with 108 more comments after the changes and a small sentiment increase of two points. There was also a significant increase in responses about **reporting a query**, where the sentiment jumped up by six points, as well as **staff helpful/positive**, **staff knowledge** and **quick response**. Before the changes there was no mention of **quick response**, but in the six months post change it was referenced nine times, with an average sentiment of 72!

Unfortunately there was an increase in people reporting they **had to chase**, but despite this the sentiment here still increased by seven points.

Example quote | Quick response / Post change

"Great communication from Becky regarding the repair. Very prompt. Workmen very respectful and let me know what upcoming repair will entail."

Example quote | Had to chase / Post change

"There was nothing wrong with the service guy. He was very polite, the emails I had to send over this repair was frustrating. The door is rotting away and let's in rain and i am registered disabled with severe osteoarthritis so damp and cold makes my condition worse. Reporting of repairs is frustrating and unnecessary, sorry."

COMMUNICATION CHANGES | VOLUME

Six months before vs six months after

Volume Comparison

Bars = Post Changes, Line = Pre Changes
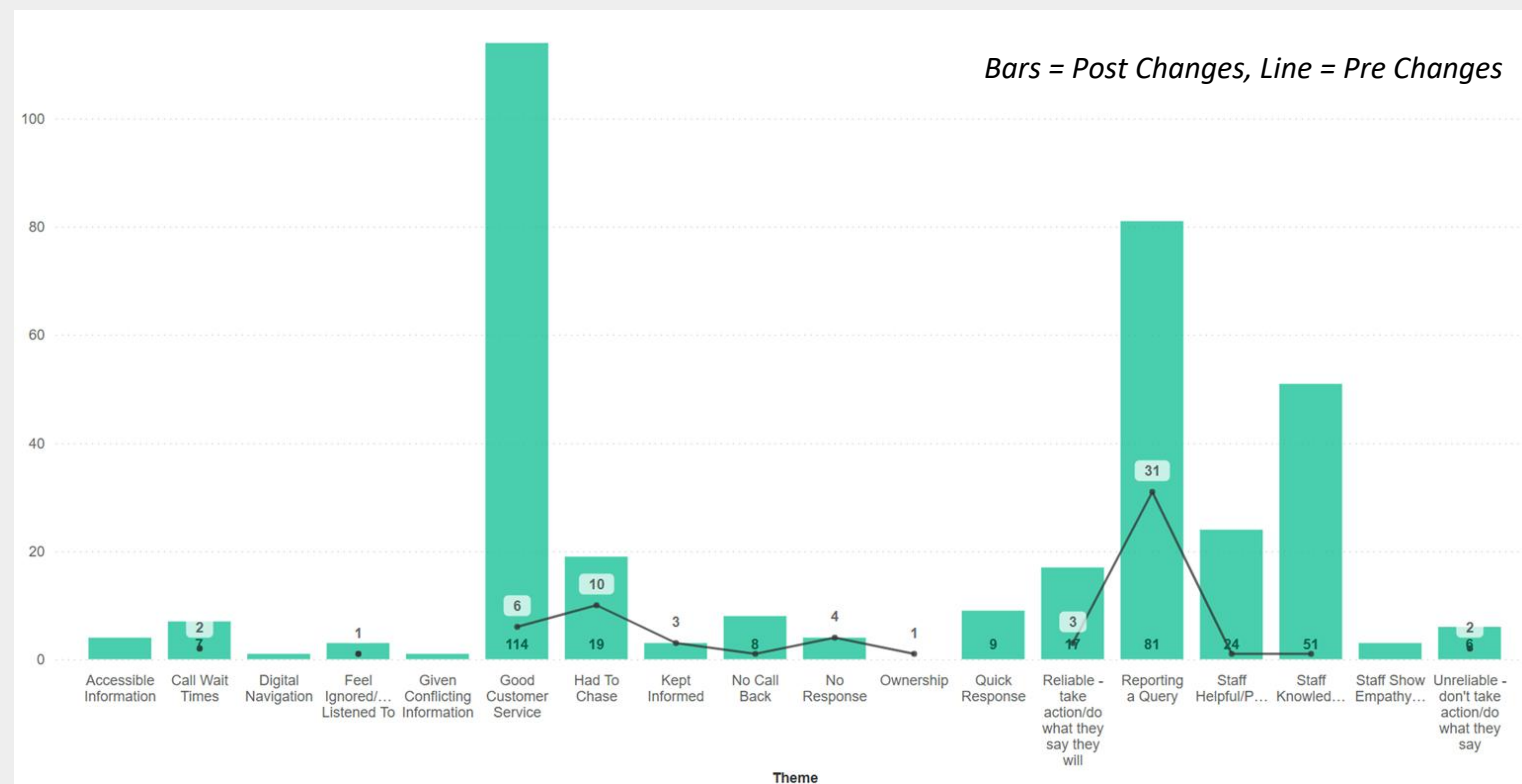
Theme	Difference
Accessible Information	4
Call Wait Times	5
Digital Navigation	1
Feel Ignored/Not Listened To	2
Given Conflicting Information	1
Good Customer Service	108
Had To Chase	9
Kept Informed	0
No Call Back	7
No Response	0
Ownership	-1
Quick Response	9
Reliable - take action/do what they say they will	14
Reporting a Query	50
Staff Helpful/Positive	23
Staff Knowledgeable	50
Staff Show Empathy/Understanding	3
Unreliable - don't take action/do what they say	4
Total	206

COMMUNICATION CHANGES | SENTIMENT

Six months before vs six months after

Sentiment Comparison

Bars = Post Changes, Line = Pre Changes
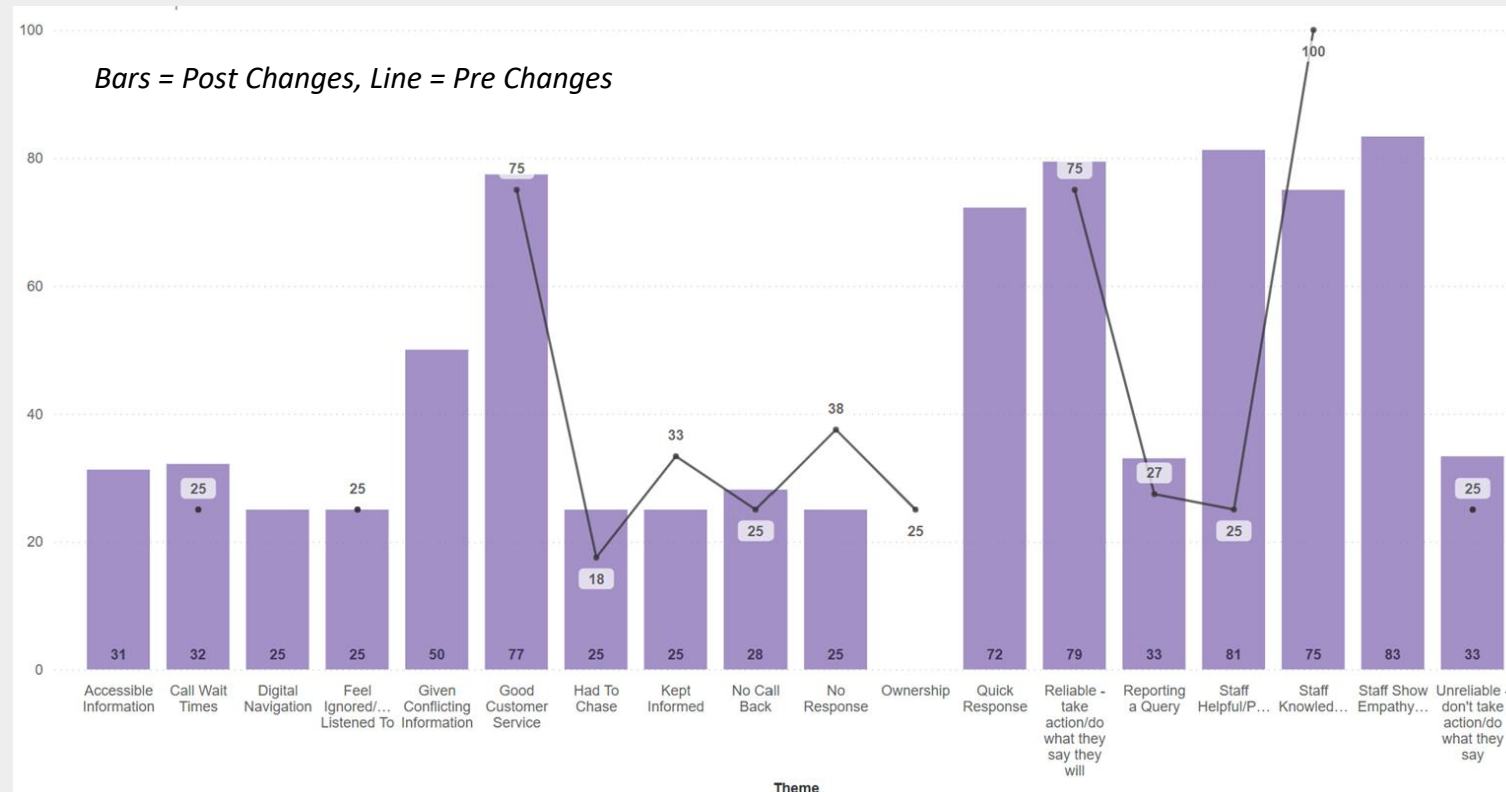
| Theme	Difference
Accessible Information	31
Call Wait Times	7
Digital Navigation	25
Feel Ignored/Not Listened To	0
Given Conflicting Information	50
Good Customer Service	2
Had To Chase	7
Kept Informed	-8
No Call Back	3
No Response	-13
Ownership	-25
Quick Response	72
Reliable - take action/do what they say they will	4
Reporting a Query	6
Staff Helpful/Positive	56
Staff Knowledgeable	-25
Staff Show Empathy/Understanding	83
Unreliable - don't take action/do what they say	8

COMMUNICATION ANOMALY

What happened in December 2024?

TSM categories | Dec 2024
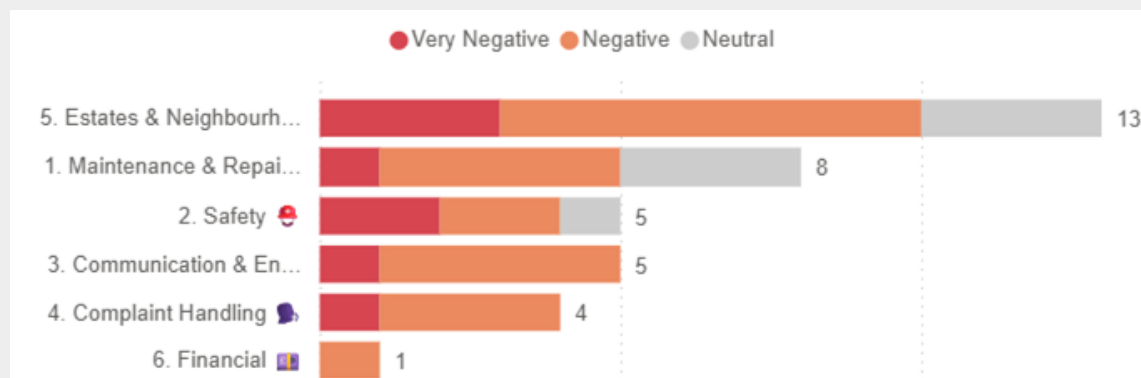
Communication & engagement themes | Dec 2024
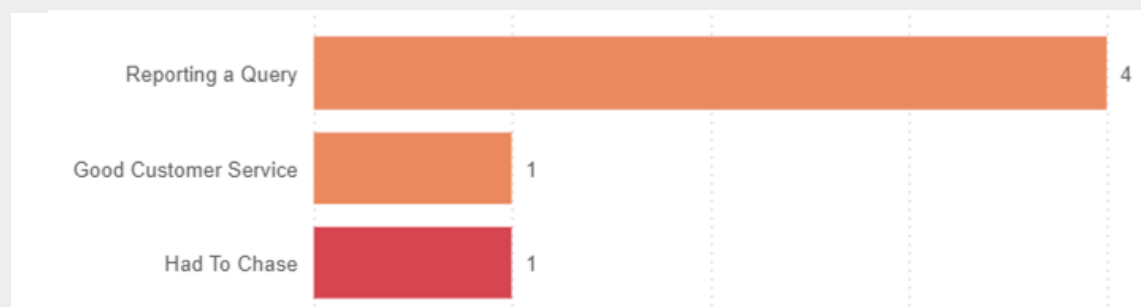
In December 2024 all of verbatim from the main TSM driving categories was categorised as very negative to neutral.

There are five comments within the **communication & engagement** category, four of which reference difficulties **reporting a query**, more specifically either **reporting a repair** or reporting issues around **grounds maintenance** or **ASB**.

Example quote | Reporting a query / ASB
"Reported anti social behaviour beginning of November 24 still have not had a response from housing officer."

Example quote | Reporting a query / Reporting a repair
"I asked for bury council to come out and look at my front door and back door they are old and very drafter but the other bungalow got new front and back door."

4/ ANTI SOCIAL BEHAVIOUR

Including HHSRS insights

ASB KEY DRIVERS & STATS

Across all data

| Theme	Sentiment ▼	Volume
ASB (General)	29.26	126
ASB - Keywords	30.36	80
ASB - Crime	28.49	41
ASB - Drugs	30.11	41
ASB - Noise	31.52	23
ASB - Harrassment	29.41	16
ASB - Weapons	25.00	3
ASB - Evict	12.50	2
ASB - Vandalism	25.00	1

Example quote | ASB - Drugs

"Putting some sort of security in place, we are coming to the lounge or laundry room in a morning and finding doors open or unlocked this building is called the drug den by most people in Radcliffe." IL Survey customer

All Bury datasets were analysed for mentions of anti-social behaviour (ASB), with a total of 126 **general ASB-related** comments identified, alongside more specific themes such as **crime** (41), **drugs** (41), **noise** (23), and **harassment** (16). Sentiment across these themes is predominantly negative, reflecting high levels of resident concern.

While there is some crossover between themes (e.g. a single comment may reference both crime and noise), the data clearly indicates that ASB is a recurring issue across various forms.

Identification of ASB across multiple feedback streams enables faster response and better coordination across teams and channels. By capturing issues like noise, drug activity, or harassment—even when not reported through the correct survey or team—this approach helps surface emerging problems earlier and ensures they reach the right services without delay.

ASB VOLUME & SENTIMENT OVER TIME

Across all data

This graph shows how mentions of anti-social behaviour (ASB) have changed over time, highlighting both the volume of ASB-related comments as a percentage of total feedback and the average sentiment score (out of 100) associated with those comments.
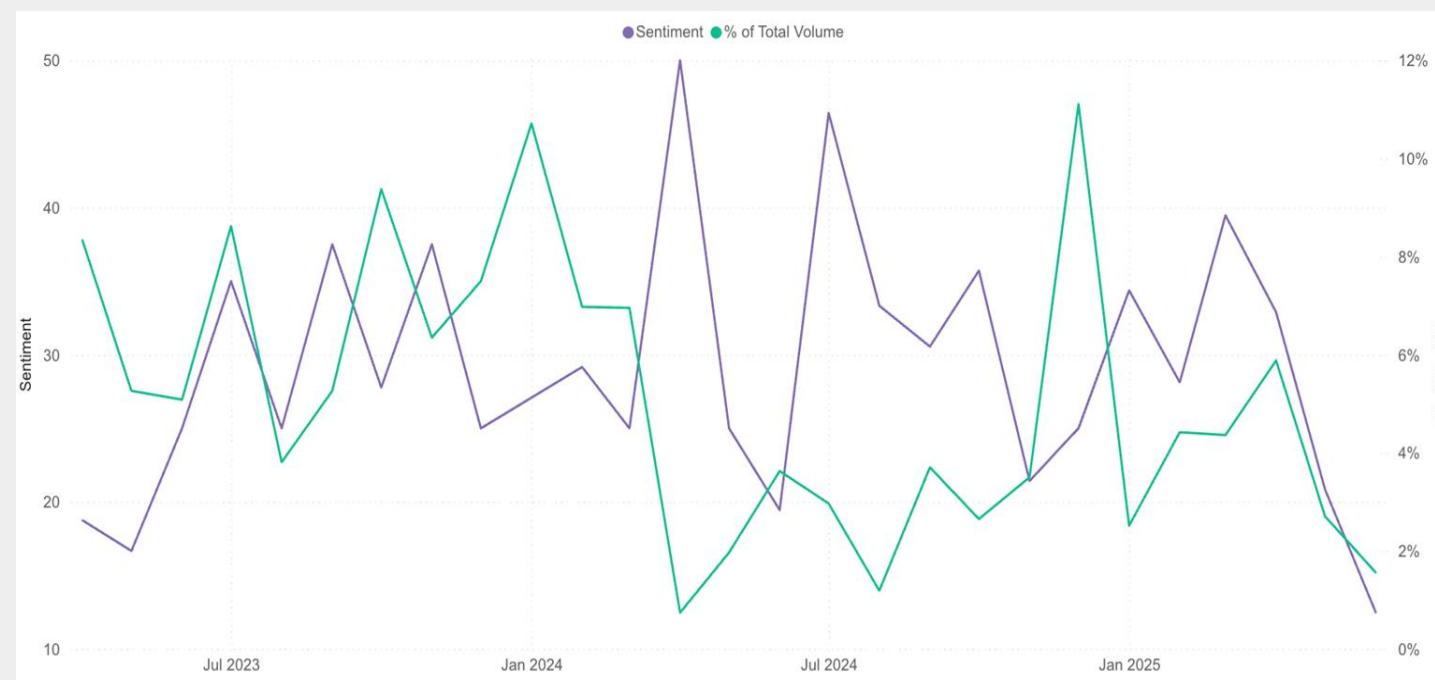
ASB mentions show periodic spikes, with noticeable peaks in mid-2023, late 2023, and mid-2024.

Sentiment trends downward overall, with lower scores typically aligning with higher ASB volumes.

While the graph shows sharp sentiment changes, scores are out of 100—so fluctuations are moderate rather than extreme.

Recent months show both lower volume and sentiment, suggesting fewer reports but continued negative experiences.

This trend data supports targeted action during peak periods and helps track the impact of interventions over time.

HHSRS HAZARDS

Across all data

Theme	Sentiment	Volume
Excess Cold	25.00	43
Position and operability of amenities	21.67	15
Falls	16.67	12
Electrical hazards	25.00	6
Overcrowding	33.33	3
Entry by intruders	12.50	2
Excess Heat	37.50	2

Example quote | Excess cold

"It would be nice if someone came and spoke to us, there's just 11 people live here, we have the oldest of heating and doors, it's so cold in winter as the door doesn't fit right there's big gaps when it's shut...." TSM Survey

This custom theme analysis focuses on HHSRS (Housing Health and Safety Rating System) hazards identified in resident feedback. Of the 29 HHSRS hazards, several were flagged in the data, particularly those related to physiological and accident risks. **Excess Cold** was the most frequently mentioned (43 comments, sentiment score 25), indicating ongoing concerns around thermal comfort and heating—an issue that can have significant health implications, especially for vulnerable residents.

Other hazards raised include **Falls**, **Electrical Hazards**, and **Entry by Intruders**—all linked to accident prevention. **Position and operability of amenities** was also notable, reflecting accessibility issues. All themes remain broadly negative, indicating persistent resident concern and potential risk.

These insights help highlight which HHSRS hazards are most frequently experienced or observed by residents, providing valuable evidence for targeting property improvements that directly impact health, safety, and wellbeing.
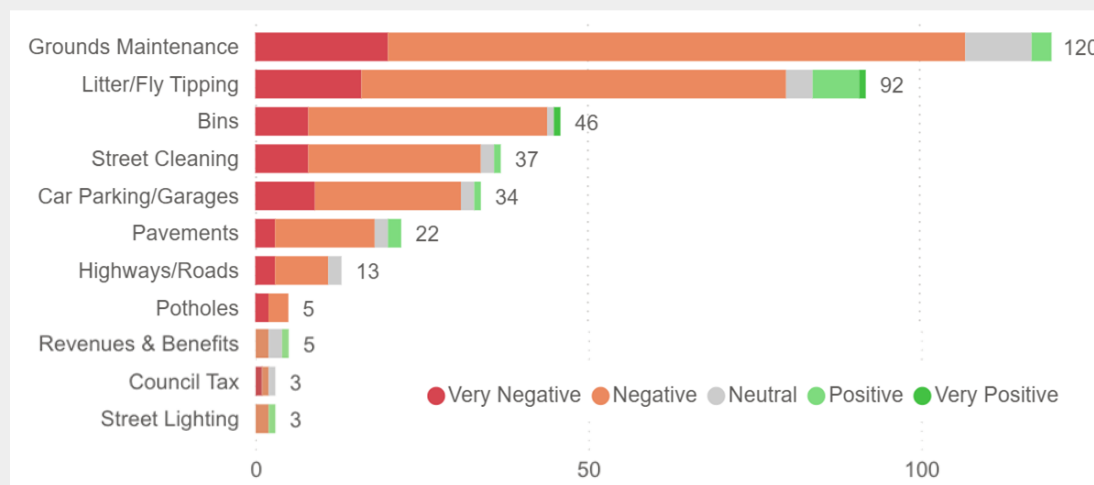
wordnerds

4/ WIDER COUNCIL SERVICES

Customer issues beyond your control

WIDER COUNCIL SERVICES

Access & Update

Top themes beyond the housing team's control

A total of 248 (5.7%) responses mention themes that are not in your gift, with overwhelmingly negative sentiment.

Almost half of these responses commented on the **grounds maintenance**, with frequent mentions of **gardening** and **trees & hedges**, specifically stating there are trees that need to be cut back. This often overlaps with concerns around the safety of vulnerable people, namely the **elderly** or **people with disabilities**.

Litter/fly tipping is the second largest point of conversation, half of these responses also mention the **bins**, explaining that they are regularly overfilled due to non residents using them for their own rubbish. Suggestions to manage this included CCTV or an enclosed bin area. Other comments reflected on residents using the wrong bins and the lack of recycling, providing recycling bin instructions to new residents could be a way to minimise this.

Example quote| Grounds Maintenance

"The grass cutting is never done regular in summer and tree saplings start to grow which is a trip hazard for me..."

Example quote| Litter/Fly Tipping

"I really think the car park and communal bins area should have cctv in operation to prevent constant fly tipping and the bins being filled by non residents. The fly tipping is more than once a week and the bins get filled within hours of them being empty..."

APPENDIX

The Wordnerds Methodology

SENTIMENT

Defining how customers feel

Our Contextual Word Embedding Model was created by training an AI supercomputer to examine every aspect of a sentence - grammar, syntax, meaning of individual words, and how those words interact.

By looking for patterns in this data, and then patterns in those patterns, and so on, the platform has thousands of aspects of each sentence.

When building the model we ran millions of sentences, pre-tagged as positive or negative, through this process, so that the system learns what a positive and a negative sentence looks like.

This model has been effective - whilst it isn't perfect, we have seen a distinct improvement on leading NLP providers like Google NLP and IBM Watson, especially on complex issues like sarcasm. Find out more here
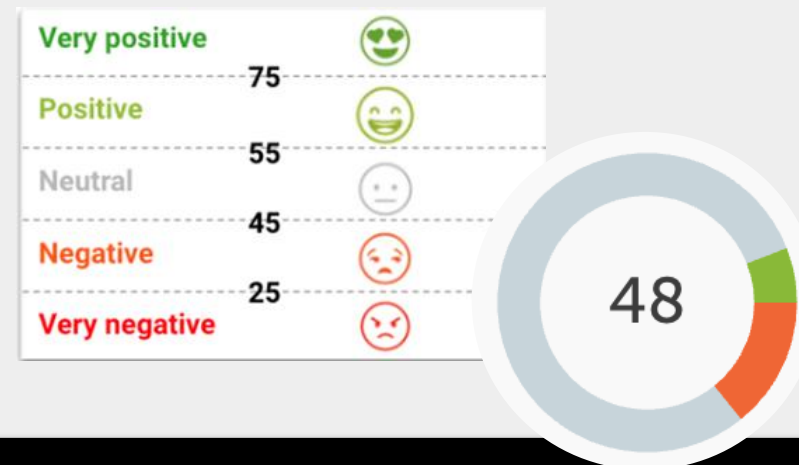
✓ Sentiment is scored on a scale of 0-100, and assigned at the sentence level, with each sentence given a probability of being within one of the five sentiment categories (from very negative to very positive)

✓ To get the sentiment for the whole post, the platform takes a mean average of the sentiment scores across the sentences

✓ To aggregate the sentiment across a data set we take a mean average of the scores of the individual posts included in your filtered data set and display it on the 0-100 scale

✓ No sentiment analysis can be 100% accurate (ours is more like 90-95%!) - and sentiment can be manually edited in the platform.

TOPICS

An organic view of customer concerns

The Wordnerds Topic algorithm uses probability, and the structure of the language, to establish how likely a fragment is to be interesting to you.

First, we put the data through an Artificial Intelligence that breaks down the grammar of the sentence, looking at the job each word is doing in the sentence, and how the words are interacting with one another.

We then find the words that are doing a job in the sentence that matters to the meaning.

We look at how the other words are interacting with these key words, finding the collections of words that are being used together more often than you would expect, given their overall use.

We then attach a sentiment score to these fragments, using another neural network to establish whether the context is positive or negative.

Finally we establish whether the fragment is used as part of a question.

😍 north star	84	😍 repairs ... quickly	23	😍 polite ... job	13
😁 friendly neighbours	12	😍 quiet area	10	😁 came on time	10
😠 north star	73	😠 tenant called	52	😠 tenant ... said	49
😠 hot water	40	😠 ian williams	34	😠 job raised	34

✔ Topic analysis in the platform will show you common phrases used in your data set, and surface them for you
✔ Instantly available (no training or set up required), giving you a good feel of what your data says with no effort
✔ Use topics to find surprises in your data, and see what is emerging in a data set
✔ Spot polarising topics
✔ Use in conjunction with themes to get down to tangible insight
✔ Sentiment is assigned to each topic (calculated as the average sentiment of all sentences containing that topic)
✔ Automated clusters group individual topics that appear similar to each other
✔ Use topics to surface discussion you want to size and track over time by building a theme

THEMES

Categorising data your way

Themes allow you to group the things you care about to size issues and prioritise, and are a robust and consistent way to track changes over time, both in the volume of the conversation, and sentiment. Themes provide both a individual and category level of insight (a Theme Category is a group of themes together under one header).
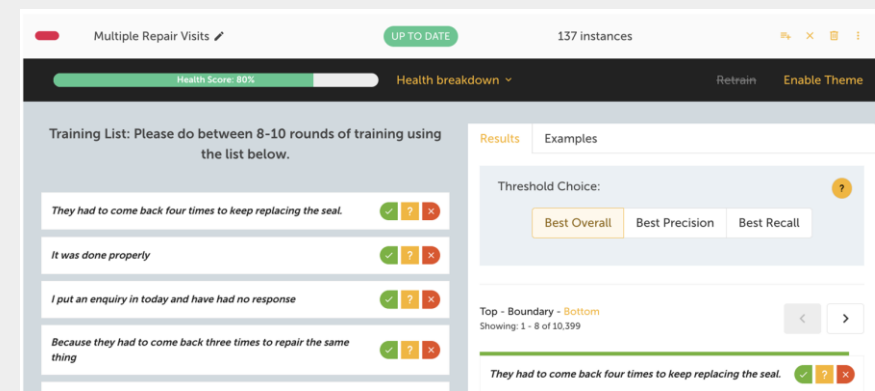
Context themes

Trainable by you so that you have full control over what is in and out of the theme. Our context themes are great for when a customer could be describing something in lots of different ways, and the context is what is important.

Keyword themes

For when you want to find mentions of specific words, and there are limited ways a customer would speak about what you're looking for.

Upload themes

The meta data included in your uploads that enable you to slice the data in the ways you care about.

✔ Custom theme bank categorises your data into the groups you care about

✔ Full control of what is in or out of your theme, with full visibility on the training data used

✔ Theme health feature to show the effectiveness, and health, of your context themes (during training, and over time)

✔ Use different theme frameworks as a lens through which to see your data - e.g. customer effort

✔ Use the upload themes attached to your data uploads to slice the data in the way you want (product, geo, BU, segment, NPS score, etc.)

✔ Add new themes when you find a new topic you want to track