How Greyhound Leveraged AI & Customer Feedback to Improve Customer Experience

Samuel St-Martin
20 Million Customers Per Year

250,000 Origin-Destination Pairs

We provide easy and convenient mobility, improving quality of life by connecting people and communities.
Customer Insights Evolution

- **Legacy**
  - Basic Survey Tool
  - Manual Analysis
  - Comments Read by Managers

- **2016**
  - Enhanced Customer Insights Team
  - More Focused Surveys
  - Slightly Automated Analysis
  - Comments Read by Managers

- **Fall 2017**
  - **Survey Monkey** for Customer Facing Surveys
  - **Thematic** for Natural Language Processing (NLP)

- **Spring 2019**
  - Customer Insights Through **Thematic** Adopted and Acted Upon
  - 20 point increase in NPS
Helping our Station Managers

**Then**
- Required to read *all* survey comments
- Less time spent on improvement

**Now**
- Not every comment & every survey
- Visual sentiments, themes, and NPS
- Easy to see trends
- Minimal technical expertise

3 hours

Survey Responses Collected (Survey Monkey) ➔ Responses Feed to Thematic (API) ➔ Dashboard Auto-Build (Weekly)

3 minutes
Improving the Customer Experience
Using Streamlined Surveys

32 Questions : 20 minutes

5 Questions : under 2 minutes

Completion Rate: 68% to 94%
AI-Powered Customer Feedback: Results Achieved

- **Analysis time** down 95%
- **Survey completion** up 38%
- **NPS score** up 20 points
THANK YOU

Samuel St-Martin
samuel.st-martin@greyhound.com

Alyona Medelyan
Alyona@getThematic.com