

Technology to quickly
analyze and respond to rich
customer feedback

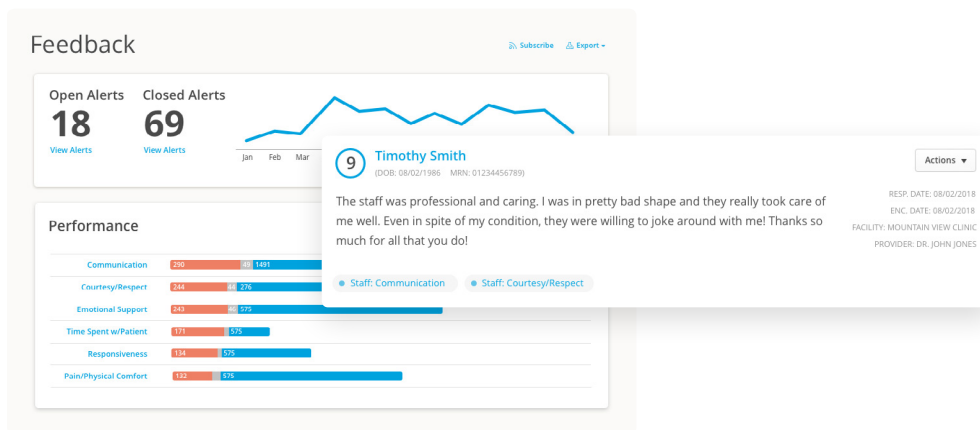
Understanding and acting on “why”

Natural Language Processing from NRC Health

A shorter, real-time feedback approach allows for the opportunity to include an open-ended comment where customers can share what matters most to them, delivering immense volumes of rich customer feedback. Using Natural Language Processing (NLP), NRC Health enables healthcare organizations to quickly make sense of the invaluable insights their customers are sharing, and take timely action.

73%

of healthcare consumers want to share feedback within a few minutes to a few days after receiving care.



Analyzing candid customer feedback

Open-ended comments allow your customers to share feedback on any aspect of the care experience. NRC Health's proprietary NLP engine is designed—and constantly refined—to address the specific needs of the healthcare industry and its consumers. Our NLP helps organizations understand their customers' expressed feelings throughout the entire comment, via categorization and sentiment analysis by category.

Taking fast action to intervene

Category and sentiment analysis allow for rapid identification of customers who could benefit from service-recovery outreach or clinical follow-up. At a larger scale, improvement efforts against emerging trends can be prioritized for action before they escalate.

“With NLP and Real-time, the feedback is exponentially greater and provides us with more opportunities to react in real-time to our patient’s concerns and provide appropriate recovery.”

—David Riddle, Administrative Director, Patient Experience, Harris Health System

Natural Language Processing: Top five takeaways

NRC Health's NLP capabilities are embedded in our Real-time feedback solution, which reaches out to 100% of customers within hours of their encounter via email, text, or phone (IVR) with a short list of questions and an open-ended comment field.

01 Deeper insights

Open-ended comments allow customers to tell you what matters most.

02 Meaningful categories

Every comment is tagged with categories specific to analyzing the healthcare customer experience.

03 Sentiment analysis

Each category tagged to a customer comment is assigned a sentiment.

04 Fast service recovery

Automated alerts allow for immediate service recovery or clinical outreach.

05 Confident decisions

Trust your data with accurate analysis that stays current as consumer conversations change.