

PRESS RELEASE
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Crawdad Helping Firms Improve Customer Service

Many firms are realizing that they can create competitive advantage by gaining a deep understanding of their customers' concerns and desires. The richest customer feedback comes in the form of "unstructured text", embedded in survey and email comments, letters, and interview and focus group transcripts, yet this Voice-of-Customer data is often ignored because of the complexities and time involved in analyzing it.

Crawdad Technologies, LLC has announced the offering of turn-key services for clients who wish to gain insight from their customers' surveys comments, interview transcripts, and email. Crawdad uses its own proprietary method of text analysis (Centering Resonance Analysis) to identify what customers have said and not said, and why they said it. This enables customer service managers to identify and prioritize around critical product and/or service issues, and understand the needs and concerns of different customer segments.

In a recent project, Crawdad helped the client analyze several hundred key client interview transcripts. Crawdad was able to determine that customers became satisfied in different ways than they become dissatisfied. Customers were excited and positive about innovation and thought leadership within the service, while dissatisfied customers tended to focus on technical support problems. Crawdad also helped the firm identify a new focal area—recovery from service failures, which emerged as a strong theme in 2004 interviews. Crawdad was able to pinpoint that customer concerns varied across different executive levels and functional areas, and was able to identify several different "extremely satisfied" customer segments—customers who all answered the maximum value on the survey item concerning overall satisfaction, but who differed as to their reasons for satisfaction. Crawdad's client saved 80% on analysis costs compared to previous years' analyses, and initiated several service-related initiatives to take action upon the results.

Crawdad has worked with numerous industrial clients on service projects involving analysis of customer survey comments, interview and focus group transcripts, brand management statements, web sites, press releases, media stories, and incident and problem reports. Clients have included EDS, Intel, Catalyst, Amaren, Arizona Highways Magazine, KAET-TV, and Arizona State University.

About Crawdad Technologies Crawdad Technologies, LLC provides software and services to analysts and research professionals who need to transform unstructured text into insight. Crawdad operates from Chandler, Arizona, and was co-founded by Drs. Steven Corman and Kevin Dooley from Arizona State University. Crawdad licenses and develops products based on Centering Resonance Analysis (CRA), a novel form of network text analysis. Crawdad's development is in part sponsored by the U.S. Air Force Office of Scientific Research. Crawdad's 2004 Presidential Campaign Dashboard, which featured the Mud Meter™, was covered by numerous TV, radio, and newspaper outlets including the New York Times.