

# athenahealth:

Understanding customer feedback  
with AI-powered text analytics



LUMINOSO

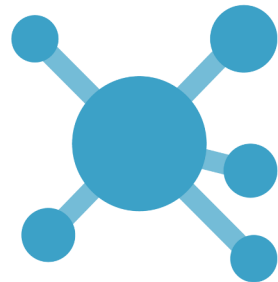


athenahealth is a leading provider of cloud-based services for medical practices and health systems, connecting care and driving meaningful, measurable results for more than 160,000 health care providers.

The athenahealth Voice of the Customer Team focuses on capturing customer feedback and translating it into actionable insights that influence business decisions.



Listen



Quantify



Advocate



Close the loop

Scores like Net Promoter Score (NPS) are a great place to start, but open-ended feedback is key to understanding metrics.

Quantitative data:

Buyer NPS surveys  
User NPS surveys

Open-ended question:

*“What is the MOST important way athenahealth could improve its relationship with you?”*

## Initial attempts to analyze NPS data included:

- Building an in-house topic mining tool with Python
- Using open-source NLP
- Spending 2 weeks each quarter holding “tagging parties”

# Using AI-powered text analytics to analyze NPS data

Luminoso



Buyer NPS surveys  
User NPS surveys

Better customer feedback insights  
delivered faster to business stakeholders

Luminoso finds not only known words, but also related ways people express them.

With no-code text analytics, setup is as simple as uploading data.



Marrying quantitative and qualitative data uncovers what drives scores.



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