Major pharmaceutical seeks to understand the caregiver experience

c_space

The challenge

C Space is a leading customer agency, connecting major global brands with their customers through private online communities, facilitated co-creation, live events and workshops, data analytics, and creative services. Its communities host a wide range of topics and formats, including surveys, journals, and forums. Much of its data is unstructured text: highly valuable, but challenging and time-consuming to analyze.

One C Space client, a global pharmaceutical brand, sponsored a community of caregivers of individuals with schizophrenia. The brand sought to uncover what issues, communication channels, and resources were top-of-mind for caregivers. In the nine months of feedback that C Space analyzed, data spanned open-ended survey responses, discussion threads, journal entries, and photo comments. Alone, each data-set was informative, but analyzing them all as a single corpus – a critical step for uncovering themes and trends – was challenging. The client wanted to surface higher-level insights and ensure it wasn't "missing the forest for the trees."

An effective solution would:

- Analyze multiple channels of open-ended text in a single stream

- Combine open-ended text over time, but maintain identifying metadata

- Identify niche, emergent, and domain-specific words without data training

The solution

C Space turned to Luminoso to analyze the brand's multiple streams of unstructured text. Unlike traditional solutions, Luminoso is a generalized, AI-powered text analytics application. For C Space, this meant gaining the ability to analyze client text data across any industry or use case without data training, libraries, or ontologies.

C Space automated the manufacturer's analysis, delivering rapid findings for months' worth of data. For consultants, this top-down approach surfaced high-level trends while allowing them to more closely examine specifics. Using Luminoso, the C Space team merged data from dozens of projects, analyzing it in one place.

The benefits

✓ Instant analysis of 9 months of multi-channel text data

✓ Surfaced previously unknown caregiver sentiment, concerns, and segment nuances

✓ Quickly addressed messaging and resources to implement changes

> "Luminoso gives us the ability to instantly analyze text data, even in specialized domains, and uncover powerful insights for our customers."
> – Katrina Lerman, Associate Director of Research, C Space

The results

Using Luminoso to analyze the merged pharmaceutical data, the C Space team found that:

- Schizophrenia caregivers experience a range of emotions from day to day

- Caregivers often direct negative sentiment towards themselves, rather than their patients

- Newer caregivers had concrete questions about medicine and routine, while more experienced caregivers focused on giving and receiving support

Using these findings, the pharmaceutical company adjusted messaging and marketing techniques to more positively address caregiver concerns and needs.
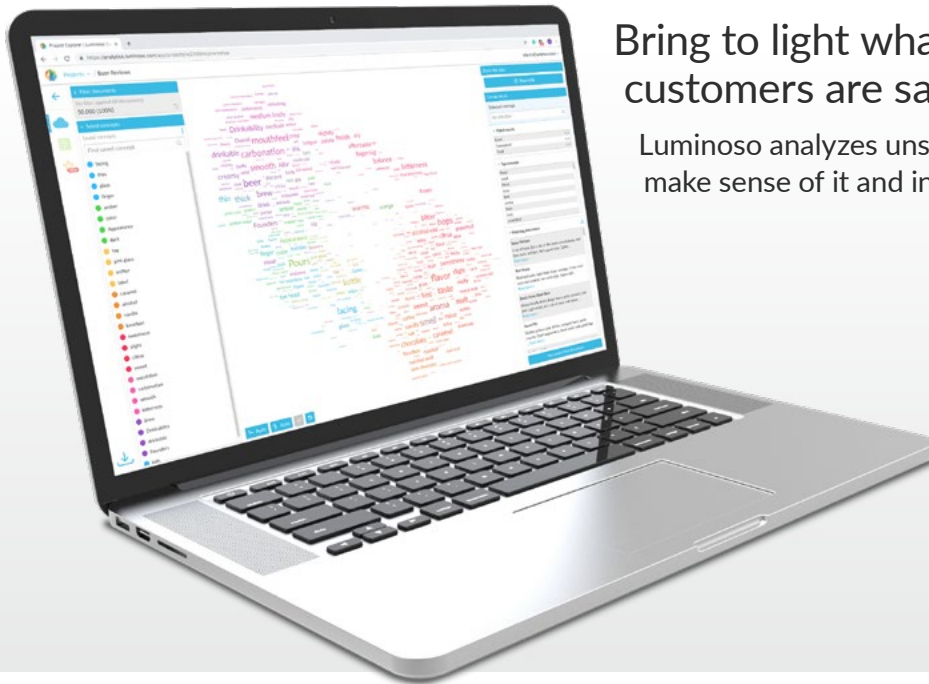
Bring to light what your customers are saying.

Luminoso analyzes unstructured text in minutes, to accurately make sense of it and inspire your organization's actions.

Luminoso builds text analytics products for analyzing conversational text data like support tickets, open-ended survey responses, and reviews. Using common-sense artificial intelligence to understand language, we empower organizations to discover, interpret, and act on what people are telling them. Requiring little setup, maintenance, or training, Luminoso combines world-leading natural language understanding technology with a vast knowledge base to learn words from context – like humans do – and instantly analyze text without libraries. Our products provide native support in 15 languages, so leaders can explore text data, make sense of feedback, and surface business-critical insights. Luminoso is privately held and headquartered in Boston, MA.

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