

**CASE STUDY**

# MMGY: Uncovering insights in customer feedback and RFID behavioral data

MMGY and a global cruise line combined Thematic's theme discovery with RFID data to understand top issues for key passenger segments, while automating analysis that would have required a full-time employee.



## Background

MMGY Global is the world's largest integrated marketing company, specializing in the travel, tourism and hospitality industry. The company represents multiple agency brands and serves over 400 travel and tourism marketing experts across the globe.

One of MMGY's clients is a global cruise line with over serving over one million passengers per year. With an extremely complex customer journey, the cruise line worked with MMGY to collect data through mobile NPS surveys and the Medallion RFID badge, which passengers use for access and transactions on board.

MMGY embedded a full-time employee, Stephanie Michaud, at the client's office to coordinate communication and project execution. With access to extensive RFID data, customer survey ratings, and open ended feedback, as well as the full array of MMGY marketing resources, the company was uniquely positioned to help their client understand and respond to customer feedback in innovative ways.

## Objectives

The cruise line wanted to combine open ended feedback with customer demographic, CRM and RFID data in order to understand the issues that were impacting key customer segments. The 8,000 comments generated each month offered a wealth

## Challenges

- Time required to manually identify themes in customer comments.
- Difficulty identifying issues by customer segment.
- Inability to quickly answer questions about customer feedback from executive stakeholders.

of insight into what was impacting customer satisfaction.

However, surfacing and summarizing the themes from comments offered a significant roadblock. Manual analysis took too long and simply wasn't feasible. "We wanted to understand what customers were saying," said Stephanie, "but it would have taken literally all of my time to analyze the customer comments."

Without the ability to process feedback at scale, purchase and behavioral data from RFID sensors and survey ratings lacked context and ad-hoc reporting was impossible. According to Stephanie, "the cruise line executives wanted clarity into top customer concerns, and often had specific questions about certain issues, and I had to manually search spreadsheets to find answers. It often wasn't possible, and certainly wasn't sustainable."

## Solution

After evaluating other approaches and vendors, MMGY selected Thematic. “What stood out was their bottom-up approach to discovering and quantifying themes,” said Stephanie. “Instead of configuring rules or simply counting words like other vendors, Thematic could discover and distill key themes — and then segment them by transactional or behavioral data.”

**Favourite features**

- **Automated theme discovery:** Automating the process of analyzing feedback eliminated the need to manually read comments.
- **Data integration:** By integrating with multiple sources of customer data, Medallion RFID transaction history and trip records, Thematic could pinpoint issues for specific customer segments.
- **Automated reporting:** Automatically surfacing ‘Top 3’ customer issues to inform executive decision making.
- **Ad-hoc reporting:** Enabling rapid drill-down into themes for specific segments (e.g. customers who purchased drinks and mentioned problems with payment in comments).

with regular reporting, and when there are more questions, I can quickly find answers without the time and headache of manual feedback analysis.”

For example, when customer comments from a specific ship start mentioning issues purchasing drinks, Thematic can quickly identify other key themes in feedback for customers who purchased drinks on that boat or other boats by using RFID transaction data as a filter.

Because of the time savings, Stephanie can now focus on delivering insights on what customers care about, and helping the cruise line improve services and execute innovative marketing solutions.

### Key wins

- **1 FTE:** Thematic delivers insights instantly that would have taken weeks for a full-time employee to produce
- **Clarity:** MMGY and the cruise line now receive automated reporting on the top three issues for customer
- **Ad-hoc:** When stakeholders have questions about specific segments or issues, Thematic can surface quantified answers using customers own words.

“With Thematic, we now have a continuous pulse on what customers are saying. I’m able to keep the company focused on top issues with regular reporting, and when there are more questions, I can quickly find answers.”



**Stephanie Michaud**  
Senior Account Executive,  
MMGY Global



## Results

Stephanie now reports: “With Thematic, we have a continuous pulse on what customers are saying. I’m able to keep the company focused on top issues

**Considering Thematic or just want more info?  
Contact us now to get started!**

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