NOOM

CASE STUDY

Noom: Using text analytics to drive insights and action

Improved experiences by having real-time automation and data at their fingertips

Significant cost savings from making improvements that impact the user experience

Having Medallia to leverage insights from sophisticated text analytics, at scale, and in a very cost-effective way, has been a game changer for us.

Gabe Strano
Customer Insights Director at Noom Inc.
The need to better understand a growing user base

Noom is a digital health platform that is disrupting healthcare with its award-winning mobile app leveraging behavior change and gold-standard psychological techniques to help people live healthier lives by changing their long-term habits.

The company’s product and service teams have a deep “test and learn” culture, focused on continuous experimentation to improve the user’s experience and, ultimately, drive adoption and ongoing usage. In order to better understand the experience, Noom needed a way to ingest and analyze customer interactions from disparate systems.

Prior to using Medallia, Noom used manual processes to prioritize issues associated with their two main interaction channels: email and chat. The customer insights team outsourced the reading and tagging of chat transcripts to try to understand issues as they came up. However, it would take, on average, three months to analyze root causes and identify potential solutions they could test.

As the business added more users, Noom knew they needed an automated way to understand the entirety of customer conversations, to quickly identify emerging trends and understand the scope of issues affecting their customer base.

Identifying actionable key insights at scale

After an extensive evaluation of different solutions, Noom decided to partner with Medallia. Using the Medallia platform, Noom now can easily use text analytics to surface important issues, quickly validate a hypothesis, and then test improvement ideas. They apply this capability to all areas of the business, with a goal of reducing cancellation and improving user engagement:
Having Medallia at every level enables us to do experiments across teams and products, and track success. It has given us quantifiable data that we can put in front of the product teams to influence development or identify gaps.

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Customer Insights Director at Noom

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• prioritizing product development, including new features and bug fixes
• evaluating the most effective ways for CX to support users
• understanding how communications, such as marketing campaigns, are impacting user engagement

The ability to analyze all interactions has unlocked new capabilities for scoping potential improvements. For example, Noom noticed that 10% of all transcripts included comments and questions about how to use a particular function within the app. By quantifying the issue, the service teams were able to get funding to experiment with different solutions, including specialized training for a subset of team members who could guide users through this particular feature.

The results have been significant: Noom has seen the experience enhanced for users everywhere. Using text analytics for in-depth insights has also led to significant cost savings by removing manual effort and accelerating user experience innovations.

About Us

Medallia is the pioneer and market leader in Experience Management. Medallia’s award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Medallia.com