Making the unseen visible and actionable for meaningful CX change

nextdoor + Kapiche

Traditional solutions to Feedback Analytics have **failed us.**

Existing solutions lock users into a box...

Search:
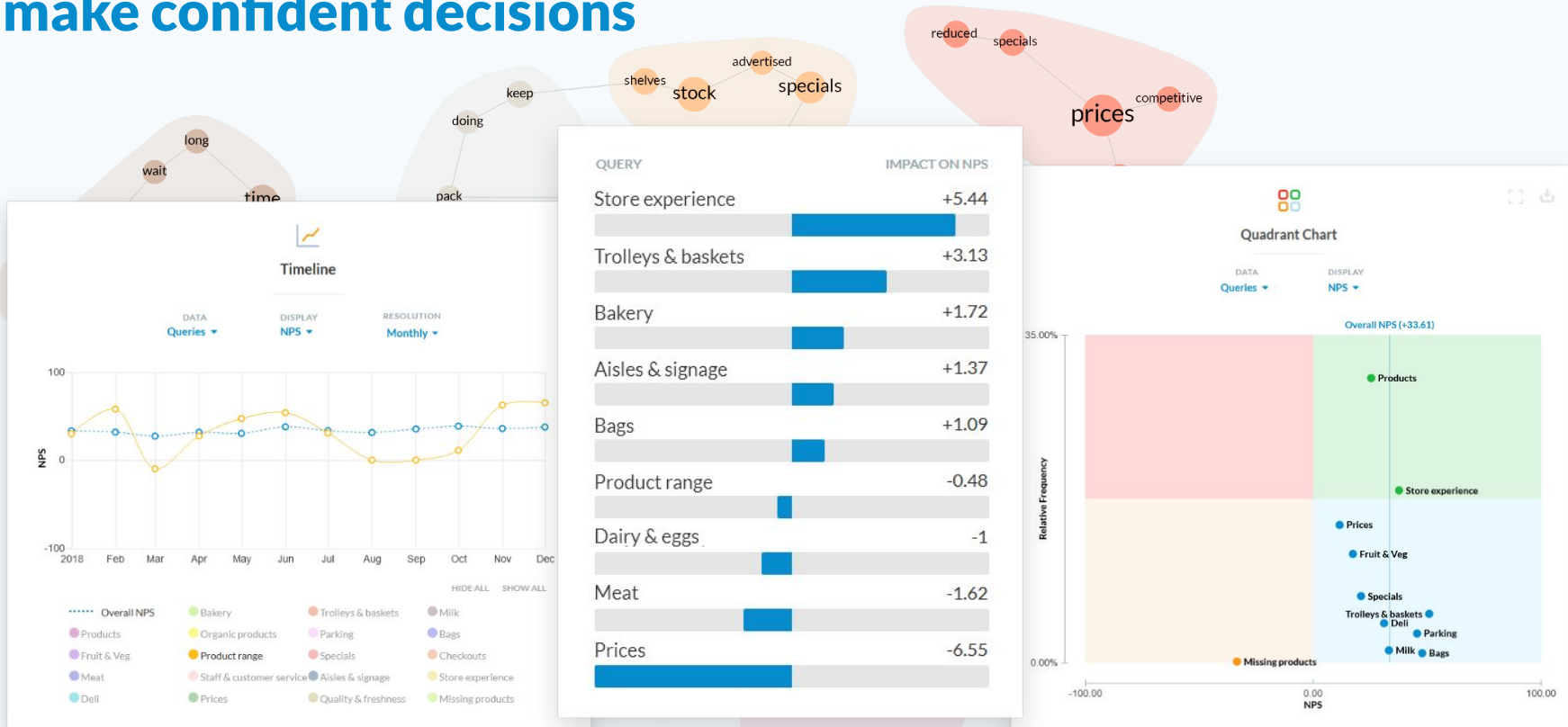
"How many times do customers mention X?"

... Kapiche *is different*

Discovery:

"What do my customers care about"

Deeper, contextual insights to make confident decisions

reduced   specials

prices   competitive

advertised

shelves   stock   specials

keep

doing

long

wait   time   pack

Timeline

DATA
Queries ▾

DISPLAY
NPS ▾

RESOLUTION
Monthly ▾

100

NPS

0

-100
2018   Feb   Mar   Apr   May   Jun   Jul   Aug   Sep   Oct   Nov   Dec

HIDE ALL   SHOW ALL

┄┄ Overall NPS
● Bakery
● Trolleys & baskets
● Milk
● Products
● Organic products
● Parking
● Bags
● Fruit & Veg
● Product range
● Specials
● Checkouts
● Meat
● Staff & customer service
● Aisles & signage
● Store experience
● Deli
● Prices
● Quality & freshness
● Missing products

QUERY	IMPACT ON NPS
Store experience	+5.44
Trolleys & baskets	+3.13
Bakery	+1.72
Aisles & signage	+1.37
Bags	+1.09
Product range	-0.48
Dairy & eggs	-1
Meat	-1.62
Prices	-6.55

Quadrant Chart

DATA
Queries ▾

DISPLAY
NPS ▾

Overall NPS (+33.61)

35.00%

Relative Frequency

● Products

● Store experience

● Prices

● Fruit & Veg

● Specials

Trolleys & baskets
● Deli

● Parking

● Milk   ● Bags

0.00%   ● Missing products

-100.00   0.00   100.00
NPS

aisles   signage   better

Improve   quality

fresher

fruit

veg   vegetables

Kapiche

How **Nextdoor** **transformed** their handling of customer NPS feedback

Nextdoor = *Neighborhood*

Where we started:
Mountains of free text feedback

Our survey includes the NPS question plus a question related to our purpose and one related to our mission

* **How likely is it that you would recommend Nextdoor to a friend or colleague?**

Not at all likely   Extremely likely

0	1	2	3	4	5	6	7	8	9	10

Why did you give Nextdoor this score?

How would you describe the tone of conversation in your Nextdoor community?

○ Not at all respectful   ○ A little respectful   ○ Somewhat respectful   ○ Very respectful   ○ Extremely respectful

How disappointed would you feel if you could no longer use Nextdoor?

○ Not disappointed   ○ A little disappointed   ○ Somewhat disappointed   ○ Very disappointed   ○ Extremely disappointed

Methodology

Each week, we send an NPS Survey to 0.5% of the neighbors who use Nextdoor and meet the criteria of being:

- Verified neighbors (not business or agency)
- Good actors on the platform
- Do not have notifications/email turned off
- Have not been surveyed in the last year

Data Architecture & Process

Collect in SM

Store in data lake

Clean data

Push to S3

Insights delivered

Analysis in Kapiche
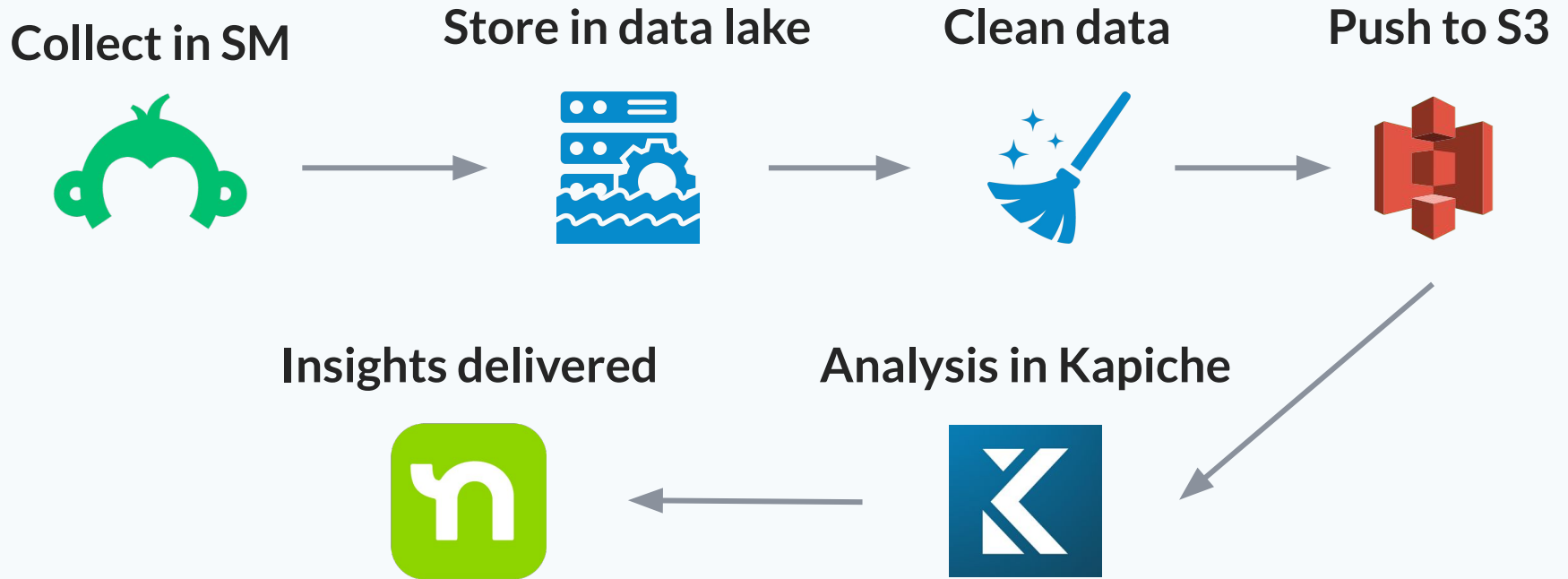
*The all-too human pressures of start-up life combined with challenges of dealing with mountains of text feedback **leads to inaction…***

Identify & Understand
Amorphous

What are the issues that neighbors really care about?

What does this feedback really mean?

It's hand coded, error-prone and expensive. Tedious to drill down and get to the bottom of it.

Quantify
Can't size

How many people does it impact, really?

What metrics does it impact?

It's anecdotal, I can't size it.

Prioritize
Need to Move on

Project shipped late…

Next project is breathing down my neck

I need to triage and move on

Identifying and then **quantifying** & **understanding** the importance of user-driven themes has helped us **prioritize** issues that were flying under the radar, or that were all too easy to dismiss.
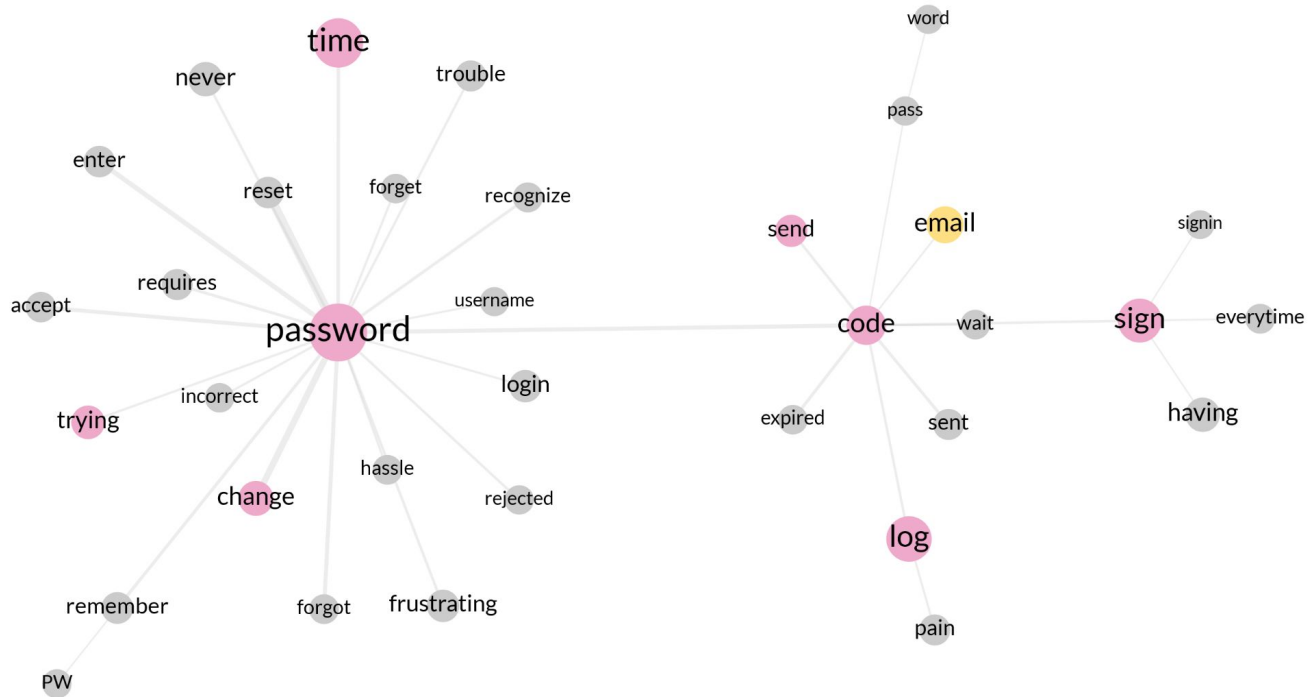
Example #1: Login
Users can't get in the door
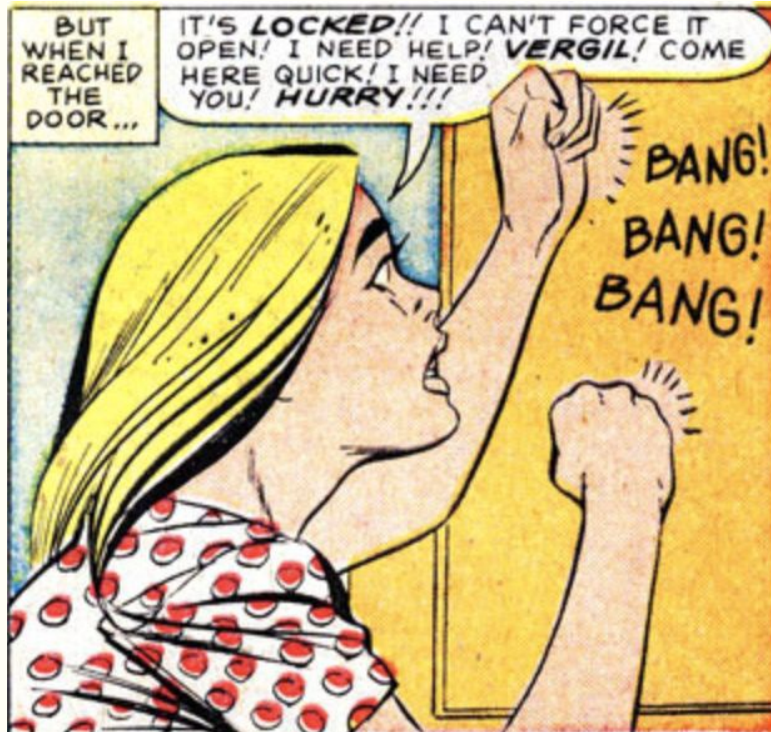
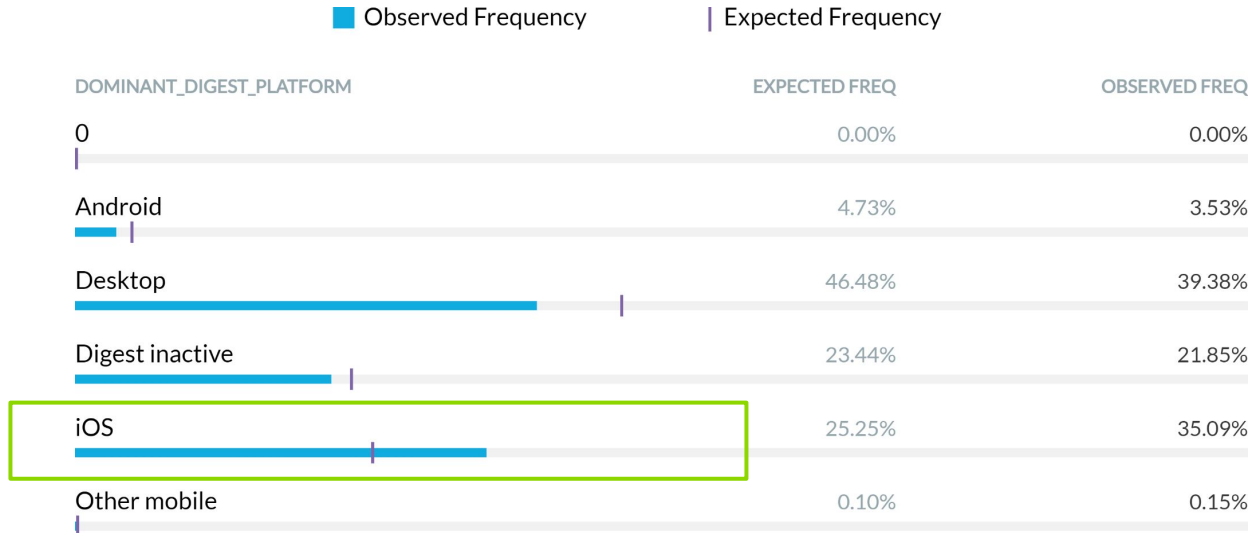# *"Login" emerges as a problematic theme from the mountain of free text*

This theme had a very strong impact on negative NPS at **-2.30**. The theme itself had an NPS of **-72.15**.

Can also see <u>where</u> is this issue coming from... it's coming mainly iOS Okay...focus there first...

■ Observed Frequency | Expected Frequency

DOMINANT_DIGEST_PLATFORM	EXPECTED FREQ	OBSERVED FREQ
0	0.00%	0.00%
Android	4.73%	3.53%
Desktop	46.48%	39.38%
Digest inactive	23.44%	21.85%
iOS	25.25%	35.09%
Other mobile	0.10%	0.15%

We could use emergent sub-themes to understand the issue

"It's been hard for me to navigate the sign in and password. I continue to sign in and the next time I try it tells me my <u>password is rejected and invalid. I used to come to Nextdoor several times a day, now I've given</u> up"

"I have tried to change my password several times. <u>When I get the numeric passcode on email, it has always expired</u>. I can't watch my email for hours on end. I have NEVER been able to get past login. I have tried and tried. I am so frustrated!

The team was able to act on the information, fix login issues and make Nextdoor a more welcoming platform.

Example #2: Ease of Use

Users complained that our product is not easy enough to use.

It's hard to take action on feedback coded merely as "ease of use"

Not Shiny:

"Every product suffers from complaints about "ease of use"

Inured to the issue

Too amorphous:

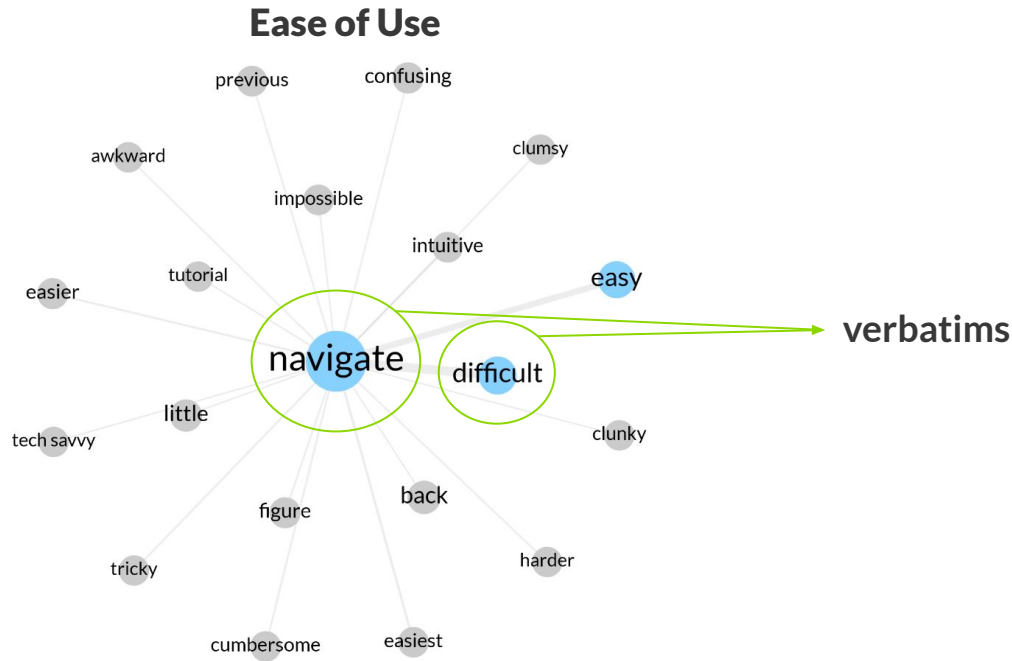*"That's so vague, people say that about every product. What do they mean by that?"*

Don't know where to start

... but quantifying gets attention

This theme had an NPS of **-39.80**, and impact on NPS of **-0.47**

Emergent sub-themes tied to verbatims made the amorphous actionable

Ease of Use turned out to be navigation (and it wasn't just about the navbar). **"Navigation" really meant "wayfinding"** (searching, categorizing) and in particular re-finding content you were previously interested in.

Ease of Use

previous
confusing
awkward
clumsy
impossible
intuitive
tutorial
easier
easy
navigate
difficult
little
tech savvy
clunky
figure
back
tricky
harder
cumbersome
easiest

verbatims

RE-FINDING POSTS

"Nice concept. Difficult to navigate. <u>Difficult to search for past posts.</u>"

"It's hard to use. Hard to find even your own posts and <u>posts I've previously viewed</u> that I am interested in."

CATEGORIZATION

"I find Nextdoor difficult to navigate or find particular threads. It's hard to navigate and find my way around or locate the <u>different umbrella subjects</u>.."

"It's not Intuitive to navigate, <u>are there categories or some way to sort this?</u>"

Example #3: Information & Community
Users tell us that what they love most about Nextdoor is information & community

The feedback analytics engine not only helps us drill down into problems, it also reminds us to lean into what users love most

"I like the exchanges between neighbors, the helpfulness, sympathy, and information shared. Always something interesting, touching or uplifting going on. I've gotten some good info on different things, been helped in searches for other things, and been touched by sympathetic comments to neighbors." **(NPS: 10)**

Community

Those who referencing the "community" theme have <u>almost double the expected likelihood </u>a of being very/extremely disappointed if they could no longer use Nextdoor.

Nextdoor's Purpose

To cultivate a kinder world where everyone has a neighborhood they can rely on.
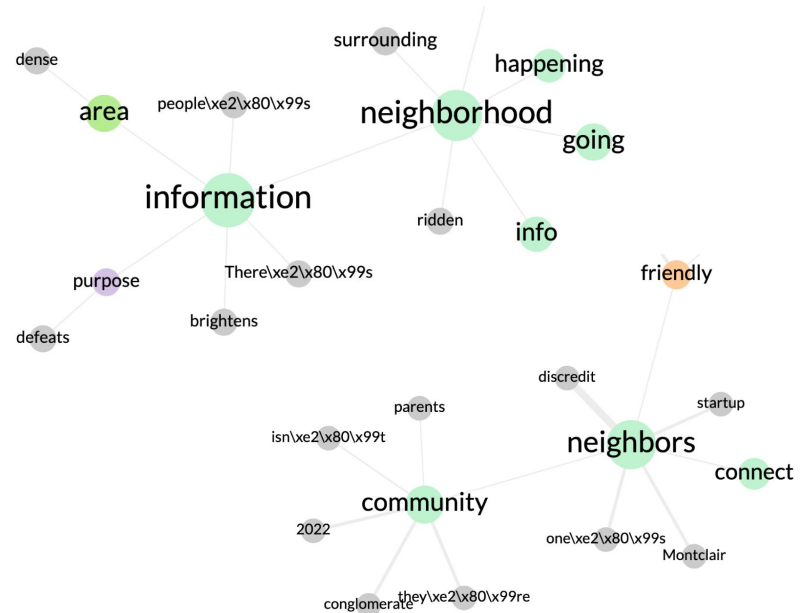
The feedback analytics engine not only helps us drill down into problems, it also reminds us to lean into what users love most

"I gave Nextdoor a 10 because of all the useful information. Homeowners can find how to handle many questions and answers to help solve problems that pertain to them and about the town they live in. Many items that are for sale and also free. Nextdoor is very informative on many aspects in life." **(NPS: 10)**

The theme of "information" had an NPS of **+42.07**, and positive impact on NPS of **+10.92**

and is the second most frequently mentioned theme, after "neighborhood"

Nextdoor Mission
To be the neighborhood hub for trusted connections and the exchange of helpful information, goods, and services.
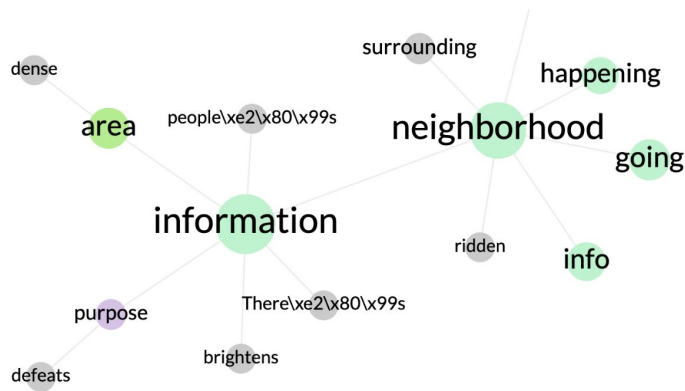
Sharing and socializing the findings - the more the better

Quarterly deep dive analysis, presented to:

- Exec Team

- Teams related to issues found - often results in follow up research as they work on developing solutions

- Bi-weekly cross-functional learning meeting

- All hands

- All company emails

- Published to highly utilized internal research site

The pleasure of working with a feedback analytics engine like Kapiche is that it helps us avoid the lure of the shiny object and the challenges of mass text feedback.

By helping us quickly identify, quantify, and understand it helps us put at least some of our attention on the bricks.

Thank you!

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