



Text Mining and Survey Analysis

Services: **NLP and text analytics**



Context

Telecommunications service feedback included large volumes of open-ended survey responses that were difficult to analyse manually, especially across multiple South African languages and inconsistent spelling and grammar. Human-in-the-loop review processes were time-intensive and difficult to scale.

Solution

Developed an NLP pipeline to analyse qualitative survey responses and produce structured labelled outputs for downstream analysis. The solution applied text mining and topic-modelling techniques to categorise open-ended feedback, while handling multilingual inputs and noisy text characteristics common in customer survey data.

Impact

Significantly reduced manual analysis effort by converting unstructured feedback into a labelled dataset suitable for reporting and further insight generation. This improved the speed, consistency, and scalability of qualitative survey analysis.