

# Optimizing Customer Experience Evaluation Through ML

Pandera led the consultancy with Google and brought in the necessary specialists.

## The challenge

Road Scholar faced the challenge of evaluating their customer experience feedback data to improve program quality. They previously reviewed all program evaluation data manually and results regularly included incomplete evaluations and unconventional text which limited their program quality assessment capabilities to only 2-3 programs per day.

## The solution

To mitigate the issues of manually evaluating program evaluation data, filtering through unconventional text resulting in incomplete evaluations, Pandera utilized the Google Cloud Platform to develop an enrichment pipeline that ingests daily program evaluation comments, enrich with sentiment, topic classification and keywords, then return the results for visualization and activation.

## The results

Through the capabilities of the Google Cloud Platform, Road Scholar can now effectively analyze the performance of every program and quickly identify problem areas. The utilization of Google Cloud's features provide Road Scholar the ability to review all program data for quality deficiencies as opposed to only a couple hundred a year.

Through the capabilities of the Google Cloud Platform, Road Scholar can now effectively analyze the performance of every program and quickly identify problem areas.



About Elderhostel, Inc.

Road Scholar is an American not-for-profit organization that provides educational travel programs primarily geared to older adults. The organization is headquartered in Boston, Massachusetts.

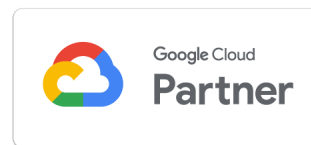
Industry: Tourism & Leisure

Primary project location: United States



About Pandera Systems LLC

Full service, full stack consulting firm with Data Analytics Management, Cloud Design and Development, Managed Services, and Data Science Practices.



## Products

Google Cloud Platform