Michelin

Michelin is a major tire manufacturer and a leader in sustainable mobility that provides services for various types of vehicle, including airplanes, automobiles, bicycles, motorcycles, agricultural equipment, and trucks. It also publishes travel, hotel and restaurant guides, maps and road maps.
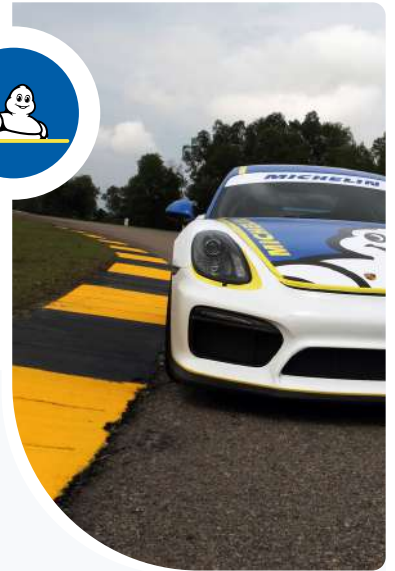
Region: **Europe**

Industry: **Automotive**

Countries: **170**

Employees: **111,000+**

Plants: **67 in 17 countries**

Considering that Michelin provides services and goods for all car segments and releases its own maps and restaurant guides, it was necessary to understand how to categorize the mentions to ensure quality monitoring.

Challenges:

○ Inability to track requests of potential customers;

○ Lack of tools for customer feedback segmentation by various types of products and services;

○ Inability to process all mentions.

Challenge accepted!

Results:

✓ Measured the level of customer loyalty thanks to automatic sentiment detection;

✓ Improved the accuracy of feedback, using the functionality of autocategories which excluded all commercial posts;

✓ Eliminated all irrelevant references with the help of a well-formulated search query;

✓ Increased sales by tracking potential customers' queries on relevant topics.

"Modern technologies should help businesses satisfy their customers` needs as much as possible. In our case, in particular, by helping us create tires that meet their needs and ensure high-quality and timely service. Collected information allows us to understand our customers, their needs and preferences better, as well as evaluate our products` perception. Also, YouScan helps us quickly find customers who need our support and assist them immediately,"

- Artem Stepanov, Influencer marketing and technical communication manager at Michelin.