Anja Decker
Head of MOTOR-TALK Intelligence
MOTOR-TALK

Business challenge
Car manufacturers and auto insurers want to know what customers think of their products and services, but gaining unbiased insight into customers’ opinions can be difficult and expensive.

Transformation
By analyzing posts from its online forums, MOTOR-TALK can understand how consumers perceive automotive products and services, and offer detailed feedback that helps its clients meet consumers’ needs.

Anja Decker
Head of MOTOR-TALK Intelligence
MOTOR-TALK

"IBM technology enables us to provide a more valuable service to clients than ever before."

MOTOR-TALK
Unlocking eye-opening insights into consumer opinions with cutting-edge analytics

With more than 2.6 million registered users and 45 million posts on its forums, MOTOR-TALK is Europe’s largest online community for motoring enthusiasts. The platform is visited by 4.9 million people each month, who write about 10,000 new posts every day.

Business benefits:

Unlocks insights about the automotive industry, attracting new clients

Full ROI on the solution achieved within a year

90% faster analysis saves weeks of work for staff

"IBM technology enables us to provide a more valuable service to clients than ever before."

Anja Decker
Head of MOTOR-TALK Intelligence
MOTOR-TALK

Share this

Treasure trove of consumer opinions

Automotive manufacturers are eager to understand how they are perceived in the market, so that they can build on their strengths and address their weaknesses to sell products and services more effectively. This information is equally valuable for other stakeholders in the automotive industry, such as insurers and component manufacturers. But how can these companies find out what consumers really think of them?

Anja Decker, Head of MOTOR-TALK Intelligence at MOTOR-TALK, has the answer: “Our online discussion forums are a gold mine of unbiased opinions from the full range of automotive customers—including casual users, motoring enthusiasts, people seeking help with technical problems, and those who are looking to purchase a vehicle. Their forum posts reveal what they like about each vehicle or insurance policy, what they want to change, and ideas for products that they would like to see on the market. "We knew that by analyzing this huge body of collective knowledge, we would be able to deliver priceless insights to help our clients in the industry. But to extract value from these massive volumes of data efficiently, we needed to look beyond our existing manual methods of analysis.”

Harnessing state-of-the-art analytics

When Anja Decker visited an IBM® SPSS® Roadshow, she realized that IBM Analytics software could provide the answers that MOTOR-TALK was seeking. She comments: “At the Roadshow, we gained a lot of valuable information and insight about the IBM solutions and potential use cases. Seeing how other organizations were using SPSS inspired us to move forward.”

Joining forces with IBM, MOTOR-TALK deployed IBM SPSS Modeler Premium and IBM SPSS Statistics analytics software. Using these solutions, MOTOR-TALK’s analysts can easily apply sophisticated analysis techniques to transform the large volumes of unstructured data generated by the online community into valuable knowledge.

Heiko Rechenberger, Business Intelligence and Data Analysis Program Manager at MOTOR-TALK, comments: “The SPSS technology is impressive. When analyzing text, the solution takes into account complex linguistic concepts and can understand double meanings, irony and even emojis to reveal community members’ true feelings. The software can also identify relationships between different topics, and over time we have adapted it to recognize more and more terms and acronyms specific to the automotive industry.

He adds: “IBM provided us with outstanding support to help us take full advantage of the sophisticated technology from day one.”
Game-changing insights

Equipped with cutting-edge analytics technology, MOTOR-TALK has already uncovered a huge array of valuable consumer views.

Anja Decker remarks: “We have discovered how customers feel about the service they receive from major automotive companies. We can also see which factors influence the decision to purchase a new vehicle.

“What’s more, we can see which manufacturers and models consumers like most, and why. We can also examine emerging trends in the automotive sector, and find out what users are most interested in. With this information, our clients will be able to design better products, market them more effectively, and ultimately strengthen their competitive advantage.”

Anja Decker adds: “Our clients like working with us because we help them to achieve tangible success. Our aim is to foster long-term partnerships with our clients to help their businesses and ours flourish, and to make customers happy.

“The insights we gain are richer than we could ever hope to obtain using traditional market research. Rather than being restricted to what our clients plan to investigate, we can give them answers to questions they haven’t even thought of.”

Continuous brand monitoring

MOTOR-TALK is also launching a new service to clients: a monitoring and early warning report that is designed to highlight potential issues and provide direct feedback from customers.

For example, when MOTOR-TALK performed a study for a tire manufacturer, it found that one of the company’s brands was not clearly positioned in the market: customers simply did not associate it with any specific values. By re-establishing the brand as a winter-tire specialist, the manufacturer has been able to turn its performance around.

MOTOR-TALK also assisted a car insurer that was struggling to sell policies effectively while competing on price. By repositioning itself as a company that is always there to help its customers, it has successfully boosted sales.
Heiko Rechenberger explains: “We can show motor insurers with high churn rates why they are failing to retain customers, and how to make their policies more appealing. Similarly, if several users complain of a problem with a particular car model, we can report it to the manufacturer so that they can investigate the issue.

“By looking at the volume of posts and number of users in online conversations, we can identify the hot topics that users are talking about – which might help, for example, with assessing the impact of marketing campaigns. We can also aggregate feedback from unhappy customers, to help our clients resolve problems more rapidly.”

Full ROI within a year

Switching from manual analysis to IBM Analytics has also enabled MOTOR-TALK to achieve enormous efficiency gains.

“We can repeat certain analyses, or run several sets of similar analyses, with much less time and effort,” says Heiko Rechenberger. “For example, categorizing posts for a new report used to take two people three weeks. Because the IBM software can categorize most posts automatically, one person can complete the task in just three days—an acceleration of 90 percent when we’re bringing a new client on board.”

Anja Decker concludes: “Improving efficiencies and gaining new clients have enabled us to achieve a full return on our investment in the IBM solution within a year. IBM technology helps us to provide a more valuable service to clients than ever before, supporting them make smarter decisions for their businesses.”

Solution components

• IBM® SPSS® Modeler Premium
• IBM SPSS Statistics

Take the next step

To learn more about MOTOR-TALK, please visit www.motor-talk.de

IBM Analytics offers one of the world’s deepest and broadest analytics platform, domain and industry solutions that deliver new value to businesses, governments and individuals. For more information about how IBM Analytics helps to transform industries and professions with data, visit ibm.com/analytics. Follow us on Twitter at @IBMAnalytics, on our blog at ibmbigdatahub.com and join the conversation #IBMAnalytics.

Connect with us

© Copyright IBM Corporation 2015, IBM Corporation, 1 New Orchard Road, Armonk, NY 10504 U.S.A. Produced in the United States of America, December 2015.

IBM, the IBM logo, ibm.com, and SPSS are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at ibm.com/legal/us/en/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates. The performance data and client examples cited are presented for illustrative purposes only. Actual performance results may vary depending on specific configurations and operating conditions. It is the user's responsibility to evaluate and verify the operation of any other products or programs with IBM products and programs. THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.