

How Greyhound reduces analytics time tenfold, with Thematic Text Analytics

Clear and precise data, superfast insights, and customized dashboards that directly guide station managers to resolve issues.



Greyhound is the well-known bus transportation network, with services across the United States, Canada and Mexico.

We spoke with Matthew Schoolfield, the Senior Customer Insights Analyst at Greyhound, to discover how their small insights team helps the organization allocate resources more effectively.

With Thematic, things that used to take 2-3 weeks to do, we can do in 10 minutes. We can find specific problems in specific terminals, before the customer has even left



Matthew Schoolfield
Senior Customer Insights Analyst,
Greyhound

Cutting edge tech that solves their problems

Matthew remembers how much time was invested in manually doing the work that Thematic now completes in a matter of hours: "Previously, only one person, myself, would manually analyze the feedback. It was about 80% of my job.

"The problem was, by the time we had manually compiled the results and sent them out across the company, the data was already 3-4 weeks old. So, we're trying to make improvements but by then, it's been going on for weeks.

We found a ton of insights that we didn't think we'd ever be able to find, using the data we had available and the workforce we have.

Greyhound's aim was to remove the manual reporting, and find something that fit within their budget.

"We had looked at a couple of other text analytics providers, and did a few trials but we never implemented their solutions. Even on paper, they didn't stand up to what Thematic could do."

Clear and concise data

The tool of the future for Greyhound.

Greyhound loves Thematic. It saves them time, and means they can do other research inste

“This was the biggest selling point for us: the data was clear and concise, and told us exactly what we thought were going to see.”

Super easy implementation – quick set up

It was extremely easy to implement Thematic. All Greyhound had to do was connect their raw file of survey results - Thematic took care of everything else.

“Within a minute of opening the tool we can see what our biggest challenges are. Thematic is a one stop shop to see what your customers think about your company, and what you can do to make them think more highly of you.”

Easy to track new and existing issues

To spot problems outside of on-time performance, station managers just didn't know where to start. Issues occurring outside of office hours were especially difficult to identify.

Now, station managers check Thematic's dashboards to stay on top of emerging issues.

Corporate managers review Greyhound's NPS score and the themes for the month - with findings like “mechanical breakdowns have increased 3% month over month.”

With this knowledge, they can ask their Maintenance department: “do we have more buses out of service this month?”, or “are we having more issues with mechanical failures on the road?”

Shorter surveys – high success rate

Since starting with Thematic, Greyhound have shortened their surveys significantly.

The data and themes that Thematic provides means they don't need to ask 30 questions. “Now, we can use a four question survey that customers are happy to fill out, they're more honest with, and they give us a key identifier that we didn't see before.”

See how Thematic works magic on your data

Our feedback analytics platform makes it fast and easy for everyone to understand customer needs and perceptions.

[Book a demo of Thematic](#)