

Building an insights engine to accelerate growth for LinkedIn

LinkedIn is the world's largest online professional network, as well as a hugely influential social media network with 756 million members.

With their trusted sales tool Sales Navigator, LinkedIn enables sales professionals to find and build trusted relationships with leads and prospects.



Overview

LinkedIn wanted to increase its revenue and customer base with product-led refinement, but were struggling to identify and prioritize the right improvements. Their customer feedback data was structured inconsistently across Excel sheets, creating a barrier to effective analysis. To give a greater voice to LinkedIn's customers, they asked us to help break down their data silos and transform the insights process.

We partnered with Allison Schoer, group manager of research at LinkedIn Sales Navigator, to build LinkedIn's insight engine. Thematic's sophisticated AI engine organized and tagged all customer feedback, uncovering what drove negative experiences and where they could focus improvements.



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What's really powerful about Thematic is being able to synthesize verbatims with quantitative data.

You have the power to take high-level measures to the executive level while getting surgical with sub drivers and specific open ends with the product team.



Allison Schoer
Insights professional at LinkedIn

The Challenge

At LinkedIn, NPS is the primary indicator of customer experience. From analysis of their quantitative data, the Sales Navigator team discovered that the ease of search for leads and potential recruits was a key NPS driver. When search wasn't working, NPS dropped. But with multiple sources of qualitative feedback data structured inconsistently across Excel sheets, each team was struggling to use feedback to make sense of what impacted search experiences. Distilling insights from these datasets was manual and disjointed, slowing insights down when deadlines were tight.

Approach

LinkedIn needed a way to automate their manual and time-intensive analysis. Our AI engine qualitatively analyzed all their customer feedback, building a theme model and uncovering what drove negative experiences and where they could focus improvements.

The research team also looked to validate the analysis and theme mapping, to win the trust of stakeholders in delivering results and recommendations. In Thematic, an organization's feedback taxonomy is created directly from what is in their dataset, to ensure analysis is unbiased and adaptive. Within the platform, analysis is transparently mapped to each piece of feedback, much like affinity mapping, so LinkedIn's market research team could see how phrases mapped to themes. They used the no-code theme editor in Thematic to make a few refinements and get a stronger sense of customer context. With this refinement process, which takes less than an hour, the theme model was customized to LinkedIn's needs and product interests.

Outcome

Thematic helped LinkedIn clear the bottleneck by taking care of the organizing, tagging and statistical analysis of their customer feedback. The LinkedIn Sales Navigator team now has a centralized source of NPS analysis, which explains what matters to customers and why. The team has a clear focus on what product features to improve as well as better alignment amongst stakeholders.

The whole process ensures it's quicker and easier to deliver data-led insights to product teams on what their customers want. Teams find it easier to clearly validate and agree on decisions, a testament to the company's recent rocketship-like 23% growth year on year.

How Thematic helped



Provided effortless focus on priority improvements



Unified feedback and transcended data silos



Improved the quality and scale of insights

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