



**MAXIMIZING THE VALUE:  
INTEGRATING DATA AND TEXT ANALYSIS**

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For years, manufacturers have shown that effective data analysis can reduce warranty costs by more than 15%. More recently, text analysis has moved into the spotlight. But despite pockets of success, text analysis has failed to show a true ROI on its own. By integrating text analysis with effective data analysis processes, manufacturers are now taking a more comprehensive and useful view of their field failure information.

Based on work with Sub-Zero Freezer Company, American Honda Motor Company, Volvo Trucks, and other manufacturers, this session will use case studies to demonstrate how companies have integrated text and data analysis into processes such as claim coding, early warning, data selection, and problem definition to maximize the value of their field failure data.

Participants will learn the following:

- Key areas of focus for integrating text and data analysis.
- How to increase the effectiveness of their early warning systems.
- How to enhance the speed and precision of their problem-solving process.
- How to reduce the amount of time spent reviewing warranty claims, while increasing the accuracy of problem definition.
- Lessons learned in integrating text and data analysis.