Custom Software Development for Market Research Company

PROJECT DETAILS

🏷 **Custom Software Development**

📅 **Apr. 2021 - Ongoing**

💲 **Confidential**

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PROJECT SUMMARY

Shapeion Technologies is developing an AI text categorization tool for a market research company. The tool categorizes written feedback into 22 areas to create measurable data about management performance.

PROJECT FEEDBACK

The tool built by Shapeion Technologies has reached a 90% accuracy rate, placing it among the top AI text categorization tools in the world. The team is very clear about timelines, expectations, and client involvement, creating a smooth collaboration. Additionally, their expertise is impressive.

The Client

Introduce your business and what you do there.

In J TURNER Research, we do market research for the apartment industry, working with multifamily management companies to help them with their resident satisfaction and online reputation, conducting surveys as needed. We've also created a proprietary score that allows these companies to track their performance regarding online reputation. Overall, our work is focused on helping our clients find actionable ways to improve their businesses by keeping their residents and attracting new ones.

I'm the senior strategist within the company, so I wear a lot of hats. Primarily, I help with client relationship management, engaging with some of the executives of our client companies. Additionally, I spend a lot of time with our director of operations at our IT department to help figure out ways to make our company more efficient.

The Challenge

What challenge were you trying to address with Shapeion Technologies?

We needed help to develop an AI tool. Our clients get a lot of open-ended commentary data from the reviews that people leave online and the surveys that they answer. Each month, they get up to 2,000–5,000 pieces of feedback, which get very difficult to manage.

We found out that the executives we worked with didn't have the time to read every comment, but we thought that they contained important information to fully understand how people felt. Thus, we were looking to develop a tool that could categorize the comments into 22 different topics that could be summed up into performance metrics.
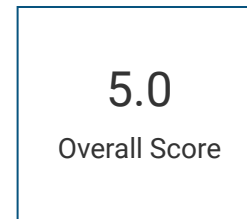
Joseph Turner Batdorf
Senior Strategist, J TURNER Research

11-50 Employees

Houston, Texas

CLIENT RATING

5.0
Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Shapeion is helping us create our AI tool. With this tool, companies will be able to identify their areas of improvement. For example, they might see in the metrics that communication is being negatively mentioned the most. In that case, they can easily see it as an area of improvement instead of having to read all 5,000 pieces of feedback each month to get to the same conclusion.

Prior to meeting with Shapeion, we had talked about the project with a few people, so we already had a general sense of how the system would work. However, they've been developing mostly from scratch. During the development phase, Shapeion has gone through different types of logics to get to the accuracy we're hoping for.

What is the team composition?

We've mainly worked with Alexander (Co-Founder & CTO), but another person has stepped in to help us with the system's optimization.

How did you come to work with Shapeion Technologies?

We found Alexander on Upwork. As I mentioned, we had met with other people to get their proposals on how they would approach the project. However, Shapeion's proposal was the most impressive one by far.

Additionally, Alexander was the easiest and most flexible person to work with from the ones we contacted, and we really appreciated his dedication to hearing our feedback. He did a great job showing us how he could take our suggestions to build a system that worked the way we wanted. He was also very open and transparent regarding expectations.

What is the status of this engagement?

We started working together in April 2021, and our engagement is ongoing. We will continue to work with Shapeion at least until the end of 2022. However, our eventual hope is to get this system embedded into our dashboards, so our partnership will continue indefinitely to improve and enhance the tool.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Shapeion has created an AI tool for text categorization that competes with the best tools in the world. They initially told us that the best AI models for text categorization were about 90% accurate. However, we challenged them to get us to at least that accuracy because anything less wouldn't be useful for us without some manual adjustment involved.

The first model that they delivered was about 77% accurate, and it helped us figure out how to improve it from there. Since then, Shapeion has optimized the model, changing some of its logic. We're currently at a 90% accuracy rate, and we're looking to make some additional adjustments to go beyond that percentage.

How did Shapeion Technologies perform from a project management standpoint?

Shapeion's project management has been very good. They've been very clear regarding expectations and timelines, as well as very transparent regarding our involvement in the engagement. For example, They've told us that we needed to attempt to annotate 30,000 comments. This approach has been instrumental in helping us plan the resources and time we need to allocate to accomplish our goal. Overall, it has been an easy process to follow, and Shapeion has been very helpful along the way.

We mostly communicate via email. Alexander is very responsive and reliable, and he answers at any hour of the day, even on weekends. We've also had 4–5 phone conversations with him to check in and discuss the bigger picture.

What did you find most impressive about them?

Shapeion's level of expertise and ability to openly communicate with us while taking our feedback into account separate them from other companies. The other companies we talked with didn't have the same level of expertise, or they were very stubborn in their approach in a way that didn't meet our needs.

Are there any areas they could improve?

Not really. After having the first model ready at 77% accuracy, we got a little plateaued, and the project faced a small delay because it took Shapeion some time to implement the new logic into the system. It would have been great if they could have implemented the new logic faster to speed up the process. However, it was a trial-and-error process, so I don't make them accountable for that.

Do you have any advice for potential customers?

The most important thing is to be clear with your expectations and requirements. We've had a lot of success since Shapeion understood exactly what we were trying to accomplish.