Global provider of sanitation products pulls reviews to understand effectiveness

About: Offers services, technology, and systems that specialize in water treatment, purification, cleaning, and hygiene

Customers: National restaurants, food, home service, and health chain locations

Market Cap: ~$50bn

Opportunity

This sanitation provider partnered with Yelp to run sentiment analysis on reviews in order to pick up signal when consumers complained about the the cleanliness of certain locations.

Results

"Yelp reviews allow us to **understand how consumers feel about the cleanliness of our customer's locations**, as well as **find new brands** experiencing facility maintenance problems."

- VP of Analytics and Data Science