



RE-INVENTING BRAND RANKING WITH POLLY™

Learn how Consumer Choice Awards uses AI to select winners in markets across North America

INTRODUCTION

Consumer Choice Awards (CCA) approached ASI in 2018 to revamp the selection process for their business category winners. The catalyst for the switch was an increased bias in their results when scraping sites like Yelp and TripAdvisor from employees and trolls gaming the reviews. ASI's use of their AI, Polly™, for brand ranking brought the awards' focus back to the consumer and has touted CCA as the only awards organization to gather unbiased consumer opinions online.

METHODOLOGY

Polly properly curates data collected from Google reviews with a focus on balancing the ranking data to not be biased towards the most popular or largest business in the category, and directly addresses the following effects:

Halo Bias

Customers will be more likely to rate a business positively if they had a happy experience. Polly's language model detects the context in which the review was made and adjusts according to the experience.

Recency Bias

The tendency towards rating more recent experiences better than ones in the past. Polly can go back in time for a snapshot of how customers engaged with a business the day of their review, rather than having them fill out a survey about a past experience.

Trolls

These individuals have an online behaviour pattern that makes it easy for Polly to identify when looking at the account history. If a user consistently leaves bad reviews for 1+ businesses, Polly will adjust for this type of user input.

Size Bias

Larger companies are larger targets for bad reviews. Polly's algorithm considers the age and size of business to account for the opportunities for negative experiences from customers.

THE RESULTS

For 5 years, ASI has used their dynamic methodology to produce the most sophisticated, consumer-driven results available. Polly has increased the credibility of the awards organization, assuring that the winners are selected based on in-depth consumer evaluation and reinforcing purchase decisions for consumers in these markets.

Want to learn more about how you can implement AI in your competitive analysis? Check out our website at advancedsymbolics.com or reach out to support@askpolly.ai

AT A GLANCE

Polly™ – AI curated, unbiased company ranking



44 cities Polly ranks businesses for



30,000 avg. number of businesses considered in US markets



12,000 avg. number of businesses considered in Canadian markets



1 week avg. timeline for markets to be ranked & verified

"With Polly, we have never been more confident that we are awarding the most worthy businesses and have been able to expand our reach to more markets across North America."



JACK MCFADDEN

President of Consumer Choice Awards