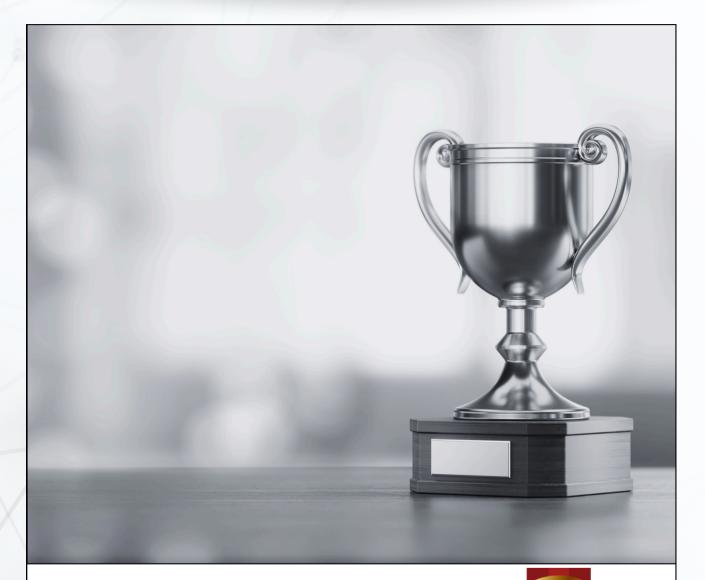CASE STUDY

RE-INVENTING BRAND RANKING

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

i **About CCA**- Today, CCA is the only organization in North America to utilize statistically supported independent market research to determine brand reputation, customer satisfaction and business excellence.

AT A GLANCE

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. time line for markets to be ranked & verified

INTRODUCTION

Consumer Choice Awards (CCA) approached Polly 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 & TripAdvisor from employees and trolls gaming the reviews. Polly brought the awards' focus back to the consumer and touted CCA as the only awards organization that gathers consumer opinions online.

askpolly

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 address the following effects:

Halo Bias

Customers will be more likely to rate a business positively if they have 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 they 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 the business to account for negative customer experiences.

Results

For 6 years, Polly has used her 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.

"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, Consumer Choice Awards

Get in Touch

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