

Service Definition

Everything you need to know about our platform, support, and service

 Updated: December 2025

1. Introduction

This document sets out all the functional and non-functional elements of our service, including our methodology, platform features, support packages, Service Level Agreements, and our policies on security, platform management, and technical requirements.

It's provided to all our G Cloud 15 customers as a resource for understanding the wider service you receive when using our platform.

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2. What Wordnerds Does

We turn customer feedback into improvements that stick

You're not short on customer feedback. You're drowning in it - surveys, complaints, reviews, call transcripts, social media, CRM entries. The problem isn't getting feedback. It's knowing what to do about it. That's where we come in.

Wordnerds helps large organisations understand what thousands (or millions) of customer conversations are really telling them, prioritise what actually matters, and track whether the changes they make are working.

The challenge isn't analysis anymore - it's action

Five years ago, the bottleneck was manual analysis. Teams spent weeks reading and coding feedback, trying to spot patterns. AI has changed that game. Automated categorisation and sentiment analysis are increasingly commoditised - every platform can tell you "what customers are saying."

But here's what we've learned:

Insights without action are just expensive reports that sit in drawers.

The real struggle has moved. Today's challenge is:

- **Which insights should we act on first?**
- **How do we get stakeholders to care and take action?**
- **How do we prove our improvements made a difference?**

We built Wordnerds to solve these problems. We don't just analyse feedback - we help you turn it into decisions people actually make, and improvements that measurably work.

What makes us different

We meet you where the struggle is

Not where it used to be. Different organisations struggle at different points, and we're designed to help at each stage.

We're flexible, not prescriptive

By integrating with Power BI, we let you prioritise based on your metrics and structures.

We enable, we don't replace

We're the intelligence infrastructure. When you need delivery support, we partner with specialists.

We're transparent about accuracy

Theme health scores mean you always know how accurate your categorisation is. You're in control.

3. Who It's For: Where You Are on the Journey

Different organisations struggle at different points. We serve clients across three journey stages:

Stage 1

"We're drowning in feedback"

Your struggle: Too much unstructured data. No way to make sense of it at scale.

What you need: Categorisation, themes, sentiment - turning noise into signal.

How we help: Our platform automates the heavy lifting of categorising feedback, identifying themes, and surfacing topics you didn't know to look for. We do this brilliantly, but we'll be honest - this capability is common in the market. If this is your only need, we're a great fit, but the real value unlocks as you progress.

Stage 2

"We've got insights, but nobody knows what to do with them"

Your struggle: Reports don't drive action. You don't know which problems to prioritise or how to get stakeholders to care.

What you need: Prioritisation. Context. Validation. A way to turn insights into influence.

How we help: Our Frameworks feature lets you create focused views around customer journeys, pain points, or strategic priorities. Our "Influencers" analysis shows you which themes actually move your key metrics. Our Power BI integration means you can present insights alongside the business metrics your stakeholders already care about.

Stage 3

"We need to actually improve things (and prove we did)"

Your struggle: Even when you know what to fix, continuous improvement is hard. You can't track whether interventions worked or measure real impact.

What you need: Intervention tracking. Impact measurement. Proof that changes made a difference.

How we help: We provide the platform and intelligence that enables continuous improvement tracking. You can monitor whether specific themes improve over time, correlate changes with your intervention timeline, and demonstrate ROI. Where clients need hands-on support designing and implementing improvement programmes, we connect them with delivery partners who specialise in execution.

***Note:** Most organisations move through these stages over time. You might start at Stage 1 and progress to Stage 3. Or you might already have analysis covered but need help with prioritisation and action. We're designed to support you wherever you are.*

4. How It Works: Platform Capabilities

First, Get Your Data In

We ingest feedback from multiple channels to give you a unified view:

- **Survey and consultation responses** - From any provider
- **Complaints and contact centre data** - Call transcripts, email, chat logs
- **Reviews** - Amazon, TripAdvisor, Trustpilot, Google, industry-specific sites
- **Social media** - Twitter/X, Facebook Business Pages
- **Forums and community feedback** - Including Reddit
- **CRM and support tickets** - Your existing customer management systems

Input API: Integrate your data tools directly with Wordnerds to ingest data in real-time via API.

Power BI Integration: Connect enriched data back to your Business Intelligence tools via a cloud data warehouse for seamless reporting alongside your other business metrics.

Then, Understand What It's Telling You

Sentiment Analysis

Every piece of feedback gets a sentiment score (0-100) showing how negative or positive it is. But we go beyond simple positive/negative - our mixed sentiment capability can identify when someone says something positive and negative in the same comment.

Organic Topics

Open any dataset and our linguistic engine automatically surfaces topics without you having to specify what to look for. This is your "unknown unknowns" detector - finding emerging issues you didn't know to search for.

Definition-Led Themes (Train-Your-Own AI)

T: +44 (0)191 300 9444

E: hello@wordnerds.ai

W: www.wordnerds.ai

M: [Google Maps](#)

When you find an interesting topic and want to know who else is talking about it, you can train your own AI classification model in just a few minutes, using a new user interface powered by intuitive GenAI.

Here's what makes this special: Our contextual word embedding model finds feedback that shares meaning or context even when customers use completely different vocabulary.

Recently upgraded: Definition-led themes are a new way to create themes using natural language descriptions instead of manually tagging data samples. Rather than showing the system examples of what you want, you simply describe your theme in plain English. This approach is faster, more intuitive, and produces improved results.

Full transparency: No AI is 100% accurate. We show you health scores for every theme so you know exactly how well it's performing. You validate and refine - the AI learns from you.

Other Analysis Features

- **Trending Analysis** - Track topics over time, spot volume spikes and sentiment shifts
- **Topic Analysis** - See statistically significant word pairings, not just what's loudest
- **Questions Detection** - Automatically surface the most commonly asked questions
- **Inbox & Deep Dive** - Filter down to individual items, read in context, export for analysis

Now, Prioritise What Actually Matters

This is where we help you move from insight to action.

Frameworks

Create focused, curated views of themes organised around what matters to your business:

- Customer journey stages (awareness, consideration, purchase, support)
- Top pain points for weekly executive tracking
- Regional or geographical groupings

- Product or service categories
- Departmental views (every team sees only their relevant themes)

Different stakeholders get different dashboards from the same data - no more generic reports that help nobody.

Influencers Analysis

This is brilliant for building business cases. See which themes are actually shaping your key metrics (NPS, CSAT, star ratings, etc.).

Filter to negative influences and you've got your action plan: "These specific issues are dragging down our NPS. Fix these first."

Unique Analysis

Your data detective. Compare any two customer segments (detractors vs promoters, Gen Z vs Millennials, Region A vs Region B) to discover what makes them different.

Sometimes it's not the loudest complaint that matters most - it's the unique insight hiding in plain sight.

Power BI Dashboards

Connect your Wordnerds insights directly to Power BI for seamless reporting alongside your other business metrics.

Why you'll love this: No more copying and pasting between systems. Create executive-ready dashboards that combine customer feedback insights with operational KPIs, track trends over time, and share findings across your organisation effortlessly.

T: +44 (0)191 300 9444

E: hello@wordnerds.ai

W: www.wordnerds.ai

M: [Google Maps](#)

Nerds With Words Ltd. (Trading as Wordnerds) is registered in England & Wales, Company Number 10567864
Registered Office: Proto, Baltic Business Quarter, Gateshead, NE8 3DF
VAT Registration Number 284 0397 87

5. How We Support You

We're massively invested in your success. Our support model is designed to help you get value quickly and sustain it over time.

What Every Customer Gets

1. Onboarding Programme

Kick-off Discovery Meeting - We understand your objectives and create your onboarding plan

Platform Set-up - We configure your data sources and project structure

Tailored Training - Training for your superusers, recorded for sharing with others

Regular Progress Meetings - Weekly or fortnightly check-ins while you're getting up to speed

Onboarding Graduation - We create your 3-month success plan once you're comfortable

2. Ongoing Success Support

Dedicated Customer Success Manager - Your named contact who knows your organisation

Knowledge Hub Access - Unlimited library of guides and videos

Ticketing System Support - Email or web chat, typically within hours, max one working day Mon-Fri

Executive Business Reviews (EBRs) - Quarterly sessions to review progress and plan next steps

Monthly Progress Meetings - Optional check-ins for superusers

Show & Tell Workshops - We'll present to other teams in your organisation

Technical Support for API Access - Setup guidance when you're ready to integrate

3. Managed Services (Optional)

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Need more hands-on support? We offer fully managed services either as part of your subscription or on an as-needed basis:

- **Regular Insight Reporting** - We manage the reporting process end-to-end
- **Ad-hoc Deep Dives** - Commission specific investigations as they emerge
- **New Use Case Set-up** - We'll set up proof of concepts and deliver initial insights
- **Theme Bank Set-up** - We'll train additional themes for you

Partnership Approach

We recognise that some organisations need support beyond platform provision - particularly those at Stage 3 executing continuous improvement programmes.

We're not consultants - we don't position ourselves as a delivery partner who'll implement improvements for you. But we do work with specialist consultancies (like Clarasys) who can provide hands-on execution support when you need it.

6. Service Delivery & Reliability

Service Level Agreement

The Wordnerds team works 9am-5pm, Monday-Friday, excluding bank holidays.

Service Area	SLA
Dedicated Customer Success Manager	Available via email during office hours
General enquiry response time	Maximum 24 hours (typically within a few hours)
Platform uptime	99% availability within office hours

Platform Reliability

- **Uptime Commitment:** 99% service availability within office hours (9-5 Monday-Friday)
- **Performance:** Auto-scaling infrastructure ensures consistent user experience
- **Monitoring:** Continuous automated monitoring with regular deep checks
- **Redundancy:** No single points of failure, spread across 2+ availability zones
- **Recovery Point Objective:** 30 minutes
- **Recovery Time Objective:** 4 hours

7. Security & Compliance

Security Approach

- Annual Cyber Essentials Plus certification
- Annual penetration testing of the platform
- Secure Software Development Lifecycle processes
- Horizon scanning for emerging threats
- Modern encryption in transit and at rest
- ISO 27001 aligned practices (letter of commitment to achieving accreditation in place)

GDPR & Data Protection

- Data Protection Impact Assessments (DPIAs) for all platform use cases
- **UK/EU data residency** - All data stored in London or EU data centres
- Full GDPR compliance built into platform design
- Complete sub-processor transparency available on request

UK data residency advantage: Unlike some international competitors, we guarantee UK data storage as standard. This provides simplified compliance, faster response times, clear jurisdictional governance, and alignment with UK data protection requirements.

Public Sector Considerations

- **Regulatory compliance support:** Including Tenant Satisfaction Measure (TSM) categorisation, and other industry-specific requirements
- **Accessibility:** Committed to meeting public sector accessibility standards
- **Social value:** UK-based scale-up contributing to the UK technology sector

8. Technical Requirements

Using the Platform

Wordnerds is a cloud-based SaaS tool accessible from any modern web browser on any computer. No special software installation required.

Advanced Integration Options

API Integration

Our Input API allows programmatic data addition to your Wordnerds projects. Commonly used for:

- Survey responses (new surveys arriving in real-time)
- Call transcriptions (as calls are transcribed)
- Support enquiries (as tickets are created/updated)
- Any customer feedback from your existing systems

Requirements: You'll need your own software engineering team or technical supplier to create the integration. We provide API documentation and technical support.

Business Intelligence Integration

Most customers integrate Wordnerds-enriched data with their existing BI tools (Power BI, Tableau, etc.) for unified reporting.

How it works: We provide access to a data warehouse (currently AWS Redshift, moving to Microsoft Fabric) containing your enriched feedback data.

Requirements: Static IP address, BI expertise (typically your existing BI team), connection details and schema documentation from us.

Key differentiator: This integration gives you the flexibility to combine customer feedback insights with your other business metrics and create dashboards that make sense for your organisation.

Wordnerds

Helping organisations turn customer feedback into improvements
that stick.

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