

Customer Sentiment Analysis

Key Questions

- 1) How to **evaluate** the new mechanisms that influence decision-making processes?
- 2) How to **identify** the users that are closest to a product and that cause the most sensitive issues as influencers?
- 3) In which areas or **countries** are substantial differences emerging in brand and product perception?
- 4) What **actions** should be taken as a result?



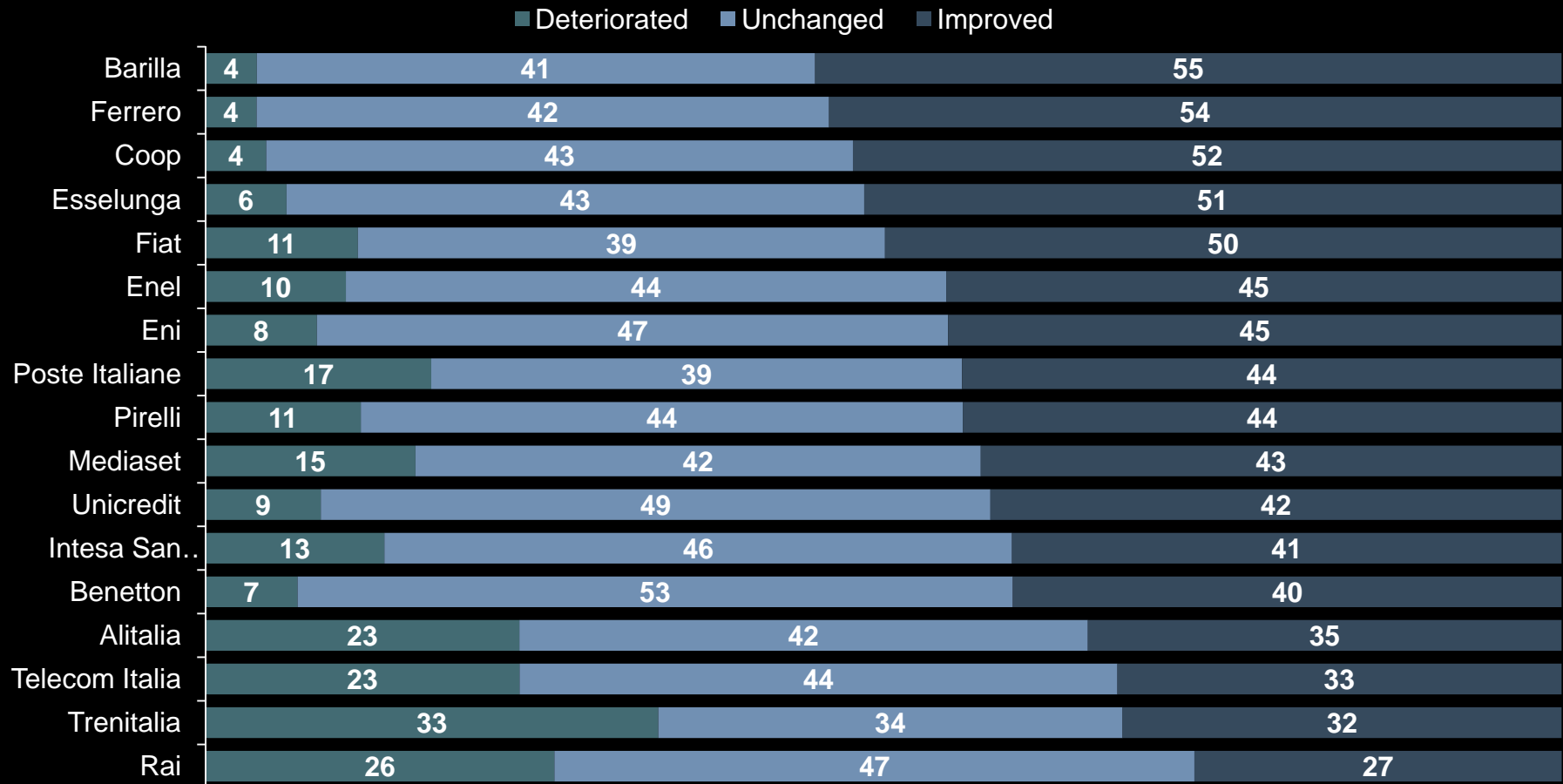
Scenario

- New technologies have enabled a greater ease of circulating information, and their rapid take-up by companies as tools for customer communication and relationship offers both major opportunities and issues requiring extremely careful handling.
- Consumers are increasingly using the Internet as a place for discussion and sharing experiences, a point of reference especially when they are considering the purchase of complex goods and services.



2.0 Effects vs Brand Reputation

Based on what you have read \ seen \ heard on a SOCIAL NETWORK \ COMMUNITY, blog or forum recently, your general view on ... (company) is ...



Based on who has heard, seen, or read company information on a blog. Forum, social network ... (CAWI)



Sentiment Analysis: Definition

- **Sentiment analysis** or **opinion mining** refers to a broad (definition challenged) area of natural language processing, computational linguistics and text mining. Generally speaking, it aims to determine the attitude of a speaker or a **writer** with respect to some topic.
- The attitude may be their judgment or evaluation (see appraisal theory), their affective state (that is to say, the emotional state of the author when writing) or the intended emotional communication (that is to say, the emotional effect the author wishes to have on the reader).



Customer Sentiment Monitoring

The design and the success of Customer Sentiment analysis are primarily configured in the definition of the following areas:

- Define Goals and objectives expected by the web tracking and analysis

Goals & Objectives

- Identify drivers representing the brand that will be monitored in order to meet goals

Drivers

- Identify the audience you want to listen and target

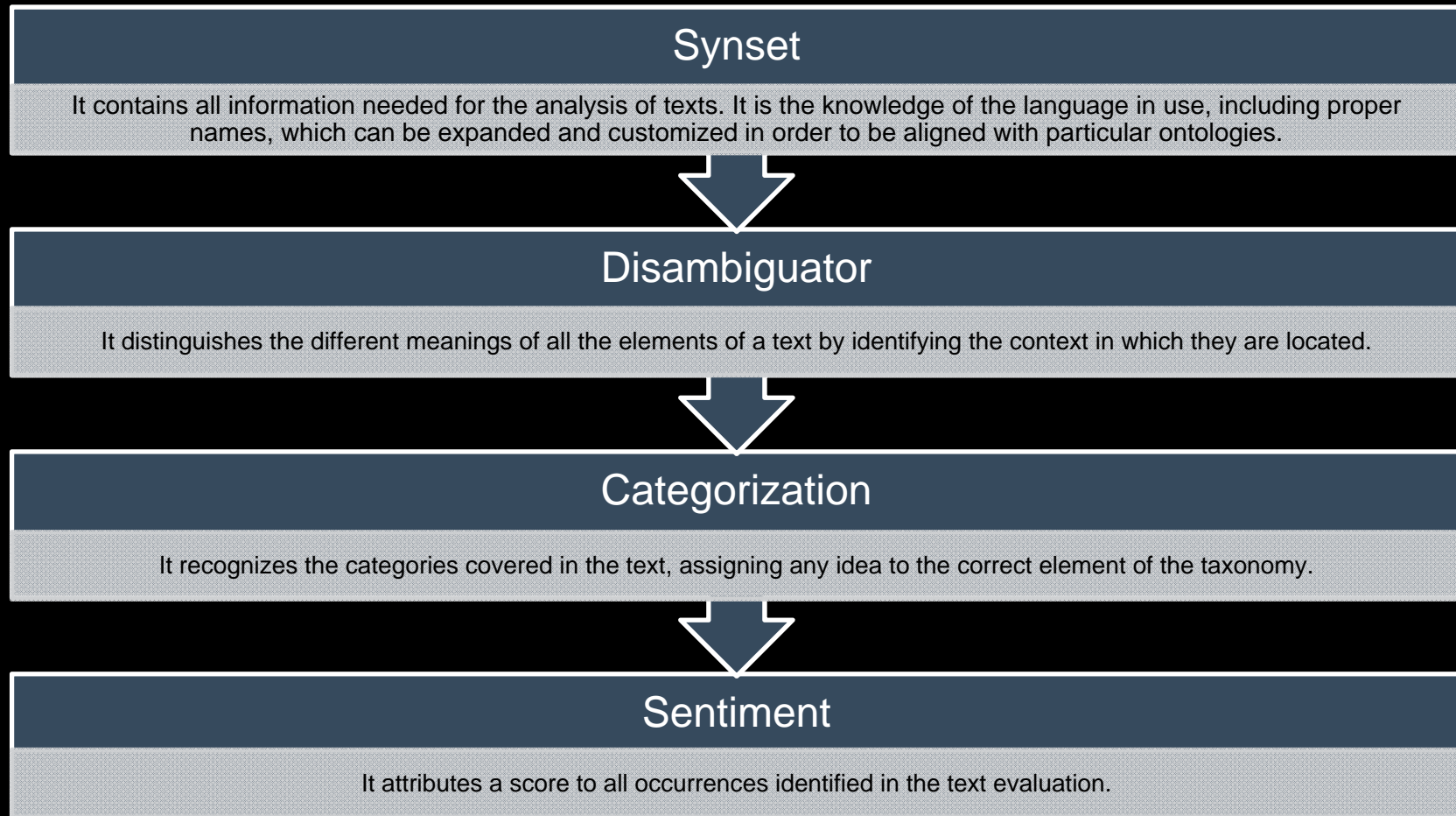
- In digital media:
 - What is my audience on Social Media?
 - What kind of profile do they have?
 - Where are they?

Domains



Sentiment Survey Main Phases

The survey of sentiment and evaluation of the contents pass through a series of processes / steps that ensure a high quality of results.



Customer Sentiment Monitor Process

Using Defined Drivers, a classification Thesaurus, domains and the appropriate scheduling, the system indexes and collects all results within a relational database for later use and analysis of findings.



Structured Data Results

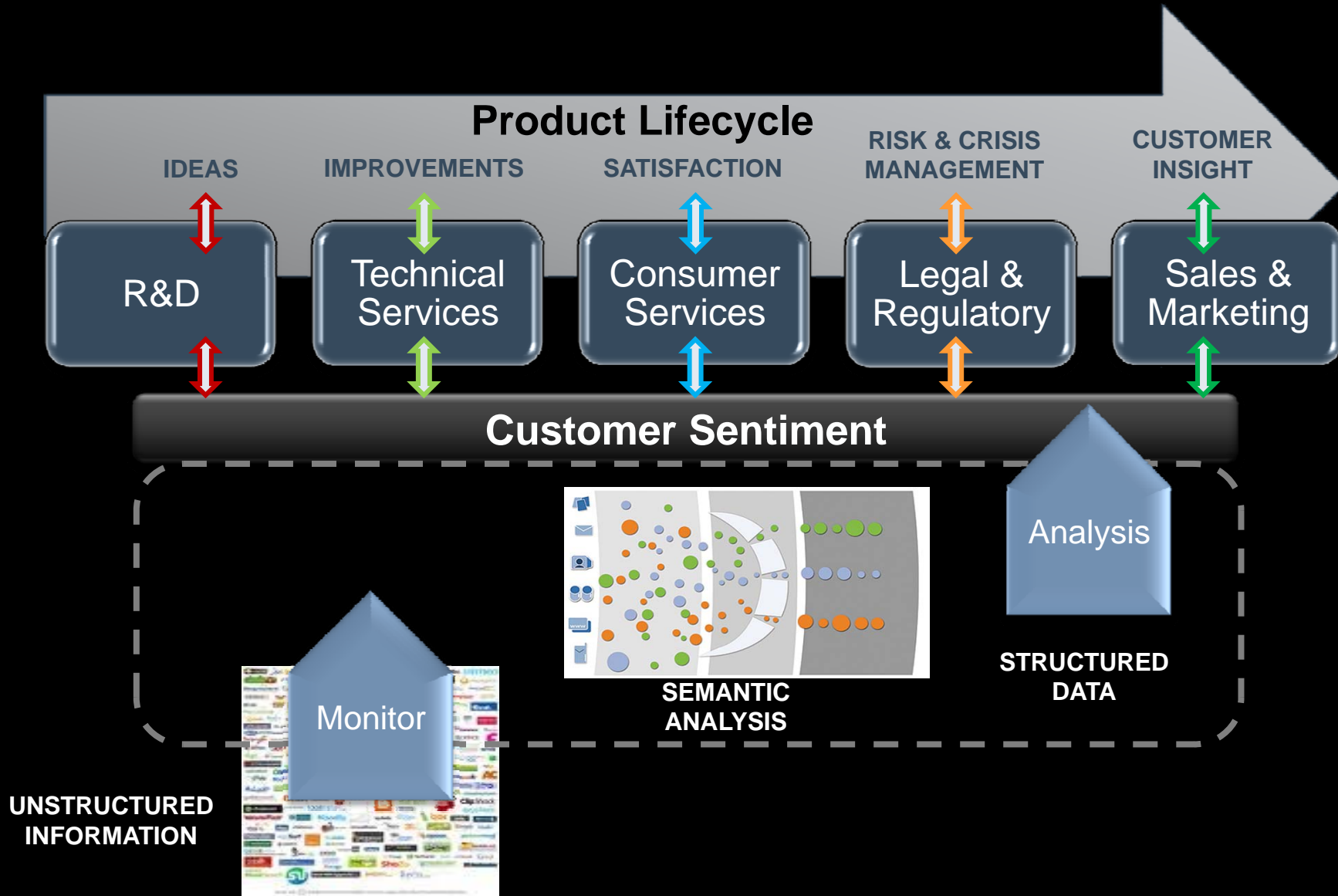
Through the use of semantic technologies, all the user generated contents are analyzed, understood and evaluated for all defined Drivers.

Each occurrence is automatically given a vote.

Data are made available for intelligence activities, dashboard and reporting in order to support the business strategies.



Example of Customer Sentiment Use



Thanks

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