Sample Report – Customer Service Insights
Disclaimer

- This is a representative sample report for an illustrative business case

- The content/look and feel of this report is customized to the client business problem, for e.g.:
  - If some of the charts/graphs/tables are not generating insights for that particular business case it will be dropped from the report,
  - On the other hand some additional charts maybe incorporated which are depicting valuable insights

- Most of the charts/graphs and data displayed in this sample report can be extracted from the tool’s analysis and reporting interface
Customer inputs

- The following were the inputs received from Client A for this analysis:
  - Business Problem Statement
  - Brands to be analyzed
  - Key competitor names
  - Key campaign to be analyzed, its start and end dates, marketing taglines, any marketing collaterals, etc
  - Any Key functionality/feature/theme that you want specifically investigated
  - Any geo preference
The overall analysis objective and scope are as follows:

- The primary objective of this analysis is to learn what is being said about Client A (in relation to Customer Service, Quality, Prices and other factors that influence a customer to stay/leave a service provider) and its key competitors for e.g. Competitor B, C, D, E, F on social media by the consumers.

- Also understand the SOV related to what is been said in the context of these Telecom operators. Some of the features/aspects related to Telecom Operator / Customer Service analyzed are:
  - Responsiveness
  - Quality (Network/Coverage etc.)
  - Prices
  - Reasons for leaving the network
  - Reasons for staying with the network
  - Delays faced by customers
  - Billing related experiences/issues
  - Customer experience across various channels (live chat, website, mobile app, stores)

- Highlight key insights derived from this analysis
## Client A: Scope

<table>
<thead>
<tr>
<th>Elements</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Brand Categories</td>
<td>Telecom Operators A, B, C, D, E</td>
</tr>
<tr>
<td>Topic Of Interest</td>
<td>Billing, Retention, Churn, Responsiveness, Channel, Delay, Quality</td>
</tr>
<tr>
<td>Sources</td>
<td>News, Blogs and Message Boards</td>
</tr>
<tr>
<td></td>
<td>Videos and Reviews</td>
</tr>
<tr>
<td>Languages</td>
<td>English</td>
</tr>
<tr>
<td>Geography</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Time period</td>
<td>20-June-2014 to 16-July-2014</td>
</tr>
</tbody>
</table>

The analysis is based on a sample data, the coverage from our data partner used in the analysis will include:
- 1-2% Face Book sample
- Blogs (20+ million regularly with 100+ million in the database)
- Forum Sites (175,000+ sites containing over 5M individual forums)
- Review Sites (40,000+ review sites, plus more than 100 forums that are typically part of review sites)

The results produced in this analysis are business indicative in nature as it is based of a sample data...
Client A has a overall positive share of voice among its customers but the overall buzz for the client is lags its competitors. This is an area of concern as it shows that its customers are less vocal/ show less emotions towards the brand, which can lead to less engagement in the social media space

- The conversations on social media are focused largely around Billing, Channel, Quality and Customer services related experiences/issues
- The overall buzz on Client A’s brand in relation to customer service is lukewarm as its customers are not vocal, and are not actively promoting/recommending the brand on social media
- Client A customers have medium affinity towards Quality of the network with conversations focusing on lack of signal indoors, lack of 4G data despite coverage claims etc. and had a low affinity towards Channels of interaction with Live Chat support being disparaged for giving inaccurate/vague information to customers
- Time factors/Delays had low affinity for customers of Client A, as its customers had the least complaints to make in this regard, as compared to leading competitors
Competitive Landscape – Volume of Buzz.....

SOV : Client A and its Key Competitors

Buzz Profile

- **Time Period**: 19-June-2014 to 17-July-2014
- **Dataset Statistics**: ~33K documents were selected for analysis. They were further analyzed to generate ~100K high value snippets
- **Sources**: 87.6% of the content constitutes discussion boards. News consist of another 5.6%, blogs about 4.4%, videos 1.5% and the rest of the 1% social media buzz is primarily created over reviews and micro blogs
- **Brand landscape**: Competitor B had the maximum content (29.3%) followed by Client A (27.4%), Competitor C (27%) and Competitor D (7.2%), Competitor E (4.7%) and Competitor F (4.3%)
- **Topics**: Discussions around ”Quality of network” dominated most of the chatter in social media (27.7%) followed by conversations around “Billing” (25.9%) and conversations around “Responsiveness” of personnel (11.6%). Conversations around why customers were leaving the network were covered under the “Lost” category (6.4%), while factors leading to customer retention “Retain”, Spending patterns(2.8%) and “Time/Delay” in response from customer service had a share of (1.9%) in customer conversations
Client A customers were most concerned about **Billing, Responsiveness and Channel** (website, online chat, mobile app) related issues in their online discussions about the brand.
Client A: Overall Trend Analysis

Client A: SOV Trend analysis shows clear uptick with customers responding to premium offers through the mobile application and negative sentiments expressed in relation to network and speed issues face by customers.

Client A: Share of Voice Trend

Client A Mobile app promotion launched with free cycling goody bag from a leading department store.

4G service issue in location X with enterprise customers missing calls, texts.

Client A customers unable to open specific websites, and reporting download failures due to network issues.

Client A announces that 3G clients will get an upgrade to the company’s 4G network at no extra expense.
Client A’s customers were most concerned about **Billing, Responsiveness and Channel** (website, online chat, mobile app) related issues in their online discussions about the brand.

**SOV Trend for focus areas across operators**
Client A customers are amongst the least vocal on social media for issues/discussions related to customer service, network quality etc. This can be a cause for concern as it also leads to a lack of positive mention as opposed to its leading competitors and less brand engagement for customers.
Sentiment Analysis – Billing related Issues/Experiences

- Client A Customers show the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B UK (33%), Competitor E (32%) and Competitor D (30%)

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives

- Competitor E customers leads the operators among billing related customers with 24% of its customers reporting a positive experience over this factor

- Competitor C (an Client A subsidiary) has the most amount of negative experiences related to Billing, with a whopping 56% SOV among customers

- Only 16% of Client A customers reported a positive experience in the Billing area as compared to Competitor B (19%), Competitor E (24%) and Competitor D (17%)

- Key concerns were additional charges levied on bill
  - High charges for international calls
  - Extra charges for even Emoji in icons in images
  - Services cut-off even post payment of bills by customer
  - Customer service not providing clear information on extra charges levied
Sentiment Analysis – Channel related Issues/Experiences

- Client A’s Customers show the least sentiment while discussing the brand on social media (27%), as compared to other operators like Competitor B (29%), Competitor E (33%) and Competitor F (33%)

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives

Various problems reported by Client A's customers are related to:

- No international sign-in for customers travelling internationally
- Issues with Live Chat (outsourced call centers) providing inaccurate information and confusing answers
- Long waiting times for Non-Core Client A’s customers (Competitor C)
- Customers seeking help in forums are constantly redirected to calls, chat, thereby negating the purpose for which forums were created
Sentiment Analysis – Customer Churn (leaving the network) related experiences

- Client A’s Customers show the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B (33%), Competitor E (32%) and Competitor D (30%)

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives

- Key reasons for customers leaving the network were
  - Lack of 4G signal in many areas despite coverage claims
  - High number of complaints about lack of indoor signals and lack of data signal across locations where competitor services perform well
  - Customers wanting to leave the network being levied additional charges and being unable to cancel their contracts
  - Misleading/In-accurate information from live-chat related to issue resolution
  - Lack of mobile signal post 4G rollout for many customers
Sentiment Analysis – Quality related Issues/Experiences

- Client A's Customers are showing the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B (33%), Competitor E (32%) and Competitor D (30%).

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives.

- Key issues for which customers were vocal about were:
  - Drop in phone signal across various areas post 4G services launch
  - Client A's not providing compensation/alternatives to customers affected by repeated Service outages
  - Indoor Call quality being abysmal
  - and more…
Sentiment Analysis – Customer Service related Issues/Experiences

- Client A’s Customers are show the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B (33%), Competitor E (32%) and Competitor D (30%)

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives

- Customers are deeply concerned about
  - Calls from third party vendors who have access to their detailed contract details
  - “Bureaucratic” attitude of Client A’s customer service agents in relation to shutting down services without offering customers clear alternatives to current services being used
  - “Un-ethical” incidents where customer service personnel seemed to have noted credit card payment details for customers
  - Live Chat representatives providing In-accurate/Wrong information
  - Response on customer forums being vague with customers being redirected to call centers/live-chat instead, thus negating the purpose of forums
Sentiment Analysis – Pricing related Issues/Experiences

- Client A’s Customers are showing the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B (33%), Competitor E (32%) and Competitor D (30%).

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives.

- Customers were deeply concerned about:
  - Cost of Client A's refresh phones seems to be higher as compared to market rates
  - International Call/SMS rates are deemed too expensive and is a common complaint among Client A's customers
  - Current 4G plans (bundle offering) are seen as lower value than plans being used by customers earlier (had higher call /sms limits at lower prices, thus increasing the perception that customers are paying less for more)
Sentiment Analysis – Time/Delay related Issues/Experiences

- Client A’s Customers are shown to have the least sentiment while discussing the brand on social media (28%), as compared to other operators like Competitor B (33%), Competitor E (32%) and Competitor D (30%).

- This is a concern since it indicates low interest/customer engagement with the brand actively on key issues, which can hamper service improvement initiatives.

  Customer concerns were related to:
  - Client A’s agents on live chat mentioning 3-4 day resolution timelines for issues that take less time for resolution across customers.
  - High waiting times being reported by a large number of customers.
  - No response from customer service agents to customer emails for long durations.
Higher percentage of males prefer Client A as compared to females, while Competitor E holds the least share of voice among both genders.
A demographic analysis reveals that for online discussions, Quality of network, Responsiveness of customer service agents and Billing related issues are the most discussed topics for both male as well as female customers.
Client A customers have medium affinity towards Quality of the network with conversations focusing on lack of signal indoors, lack of 4G data despite coverage claims etc. and had a low affinity towards Channels of interaction with Live Chat support being disparaged for giving inaccurate/vague information to customers.

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Billing</th>
<th>Channel</th>
<th>Lost</th>
<th>Quality</th>
<th>Responsiveness</th>
<th>Retain</th>
<th>Spending</th>
<th>Time/Delay</th>
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<tr>
<td>Competitor C</td>
<td>220</td>
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<td>Competitor E</td>
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<td>113</td>
<td>88</td>
<td>51</td>
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<td>12</td>
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<td>Client A</td>
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<td>674</td>
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<td>1160</td>
<td>316</td>
<td>128</td>
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<td>67</td>
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<tr>
<td>Competitor F</td>
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<td>39</td>
<td>104</td>
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<td>43</td>
<td>24</td>
<td>10</td>
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<tr>
<td>Competitor G</td>
<td>1098</td>
<td>682</td>
<td>210</td>
<td>858</td>
<td>435</td>
<td>106</td>
<td>91</td>
<td>73</td>
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A deep dive into the affinity matrix reveals that Client A customers had highly negative experiences with regards to Billing related concerns. Resolving these issues as highlighted in the Billing related customer sentiment analysis should be top priority for Client A in its quest to continuously improve its customer service.
Answering questions at conversational speed facilitates one-to-one customer advocacy and engagement to identify the brand champions for Client A.

**TOP 10 AUTHORS BY VOLUME**

<table>
<thead>
<tr>
<th>Author</th>
<th>Number of Snippets</th>
</tr>
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<tbody>
<tr>
<td>Xyz</td>
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<td>Abc</td>
<td>120</td>
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<td>Jack</td>
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<td>pui</td>
<td>10</td>
</tr>
</tbody>
</table>

Top 10 Author = xyz
Sentiment = Positive
Number of Snippets = 44

By clicking on the author name, we can download the actual snippets posted by the author where we could engage in one-on-one customer advocacy and problem mitigation. If we want to get even closer to the source, we can click on a link provided with the snippet, which would then take us to the actual post in Facebook, Twitter, etc.
Client A is the least recommended network for other prospective users, while Competitor B is the most recommended, as revealed by an analysis of consumer sentiment across social media.

However, the current users for Client A, report the most positive SOV with regards to customer service as compared to leading competitors, this shows that Client A customers though happy are not vocal and do not engage with brand.
A study on evolving topics of discussion among customers reveals that “Billing”, “Payment”, “Data Caps” were among the most discussed topics with Client A’s mobile app also being discussed heavily in relation to its functionality.
IBM Social Media Analytics  and Customer Insights

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