

Sentiment Analysis, Emotion, and the Customer Experience

Trish Dorsey
Sentiment Analysis Symposium
June 27, 1:40-2:00



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Quick Introduction



Trish Dorsey

Senior Vice President , Ipsos Loyalty

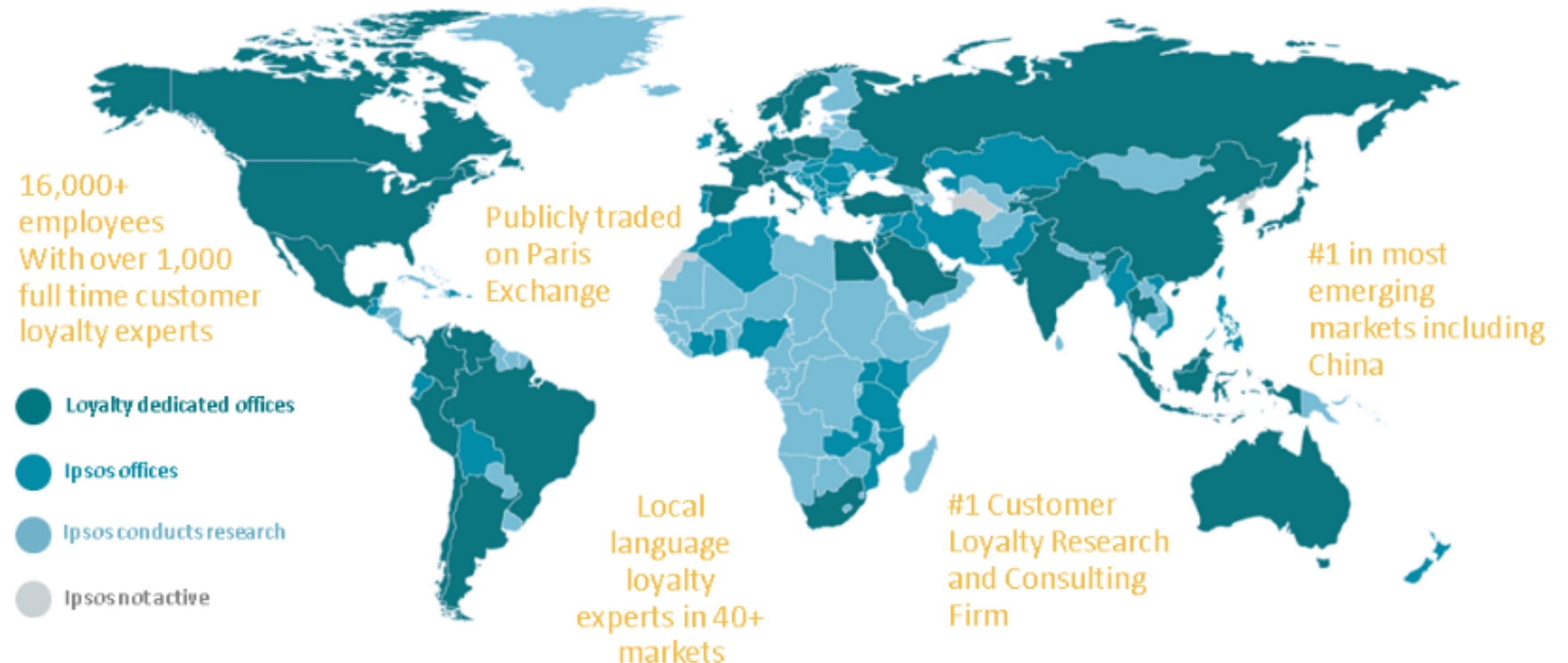
25+ years experience in understanding and measuring service brands

Currently lead a Customer Experience practice within the US in addition to Ipsos' US Customer Experience thought leadership



IPSOS LOYALTY:

THE #1 IN CUSTOMER EXPERIENCE,
SATISFACTION, AND LOYALTY FIRM IN THE WORLD



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The New Normal

- Faster decision-making process
- Shorter MR questionnaires
- Increasing number of channels of interaction
- More and more unstructured data

**Big data or
big headache?**

But We Still Have Fundamental Considerations

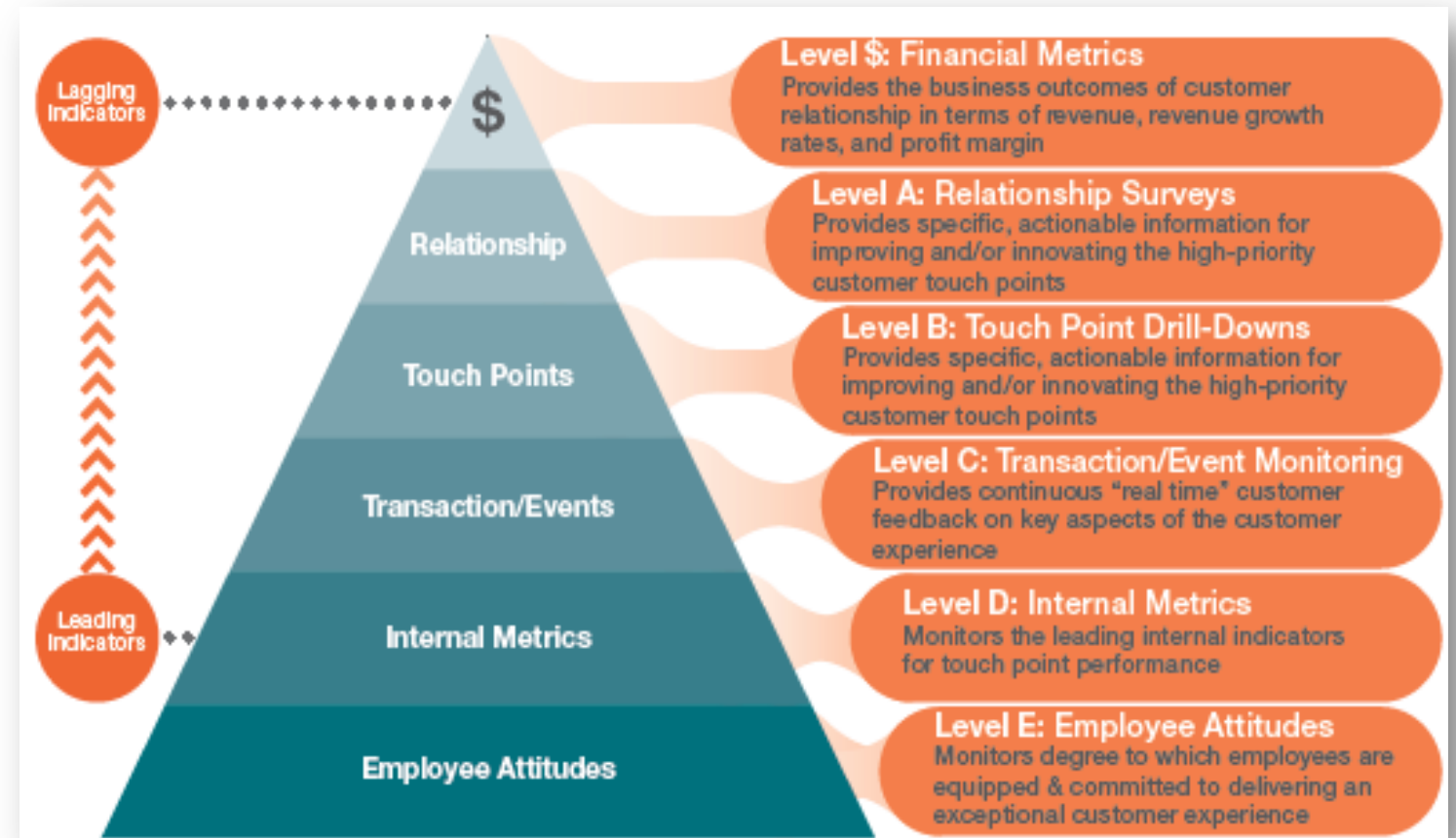


A well-balanced research **ecosystem** that facilitates data **integration**



Analytical capabilities to make sense of that data and turn it into actionable insights in timely fashion

Customer Experience Ecosystem



Let's Get Emotional: Using TA and SA in CX Ecosystem



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The Background



Staff comment

Opportunity:

Global airline receives a lot of text feedback about its customer experience -- from three different sources.



Customer comment

Solution:

Using text analytics, data sources were merged to create a single holistic view and provide compelling evidence for change.



Social listening

Approach:

Three data
sources



One flexible text
analytics model



One holistic
feedback voice

We Identify WHAT People are Saying

% MENTIONS BY TOPIC

(Averaged by voice)

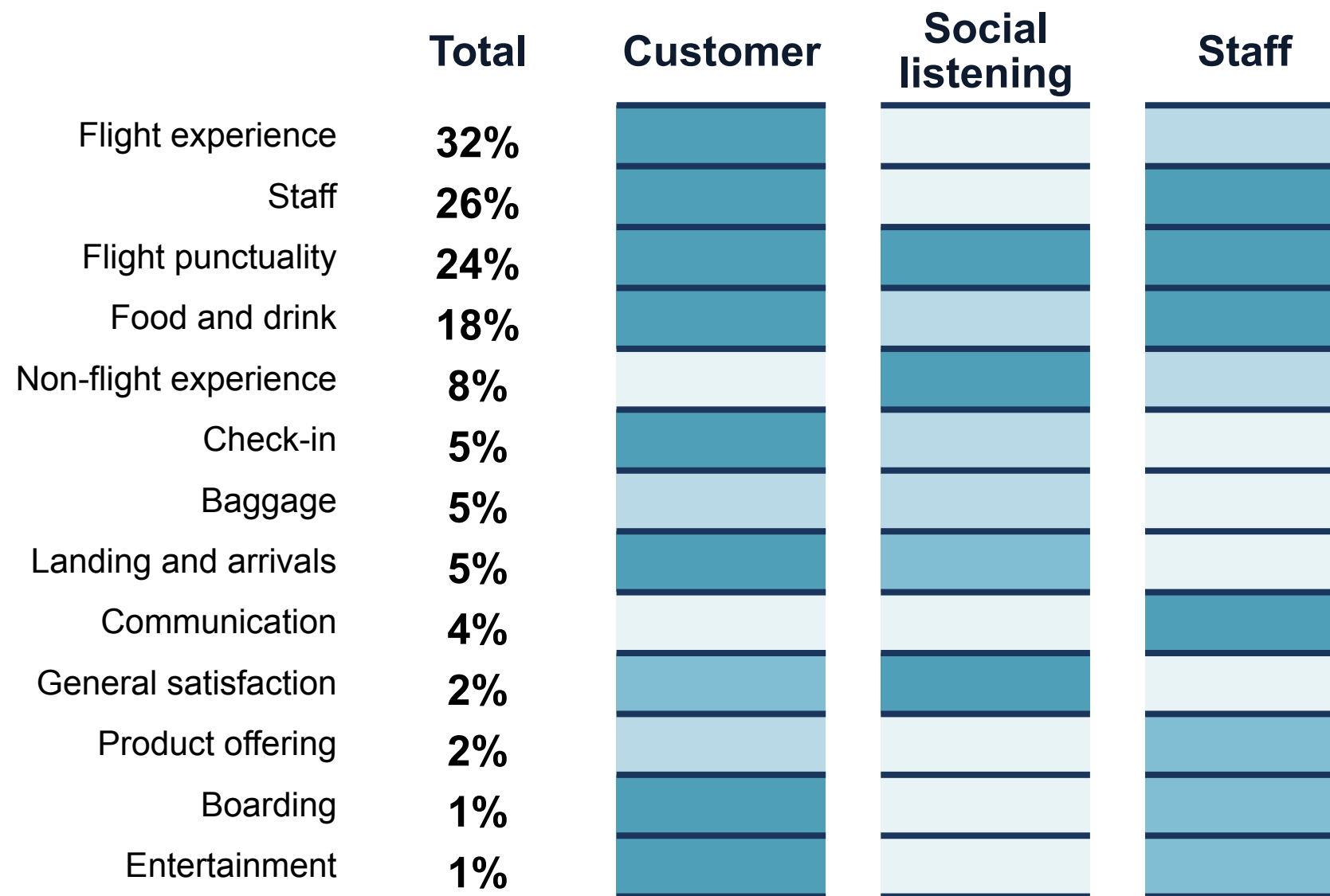
- *Customer comment: 500K*
- *Staff comment: 10K*
- *Social comment: 500K*



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And Who Is Talking Most About What

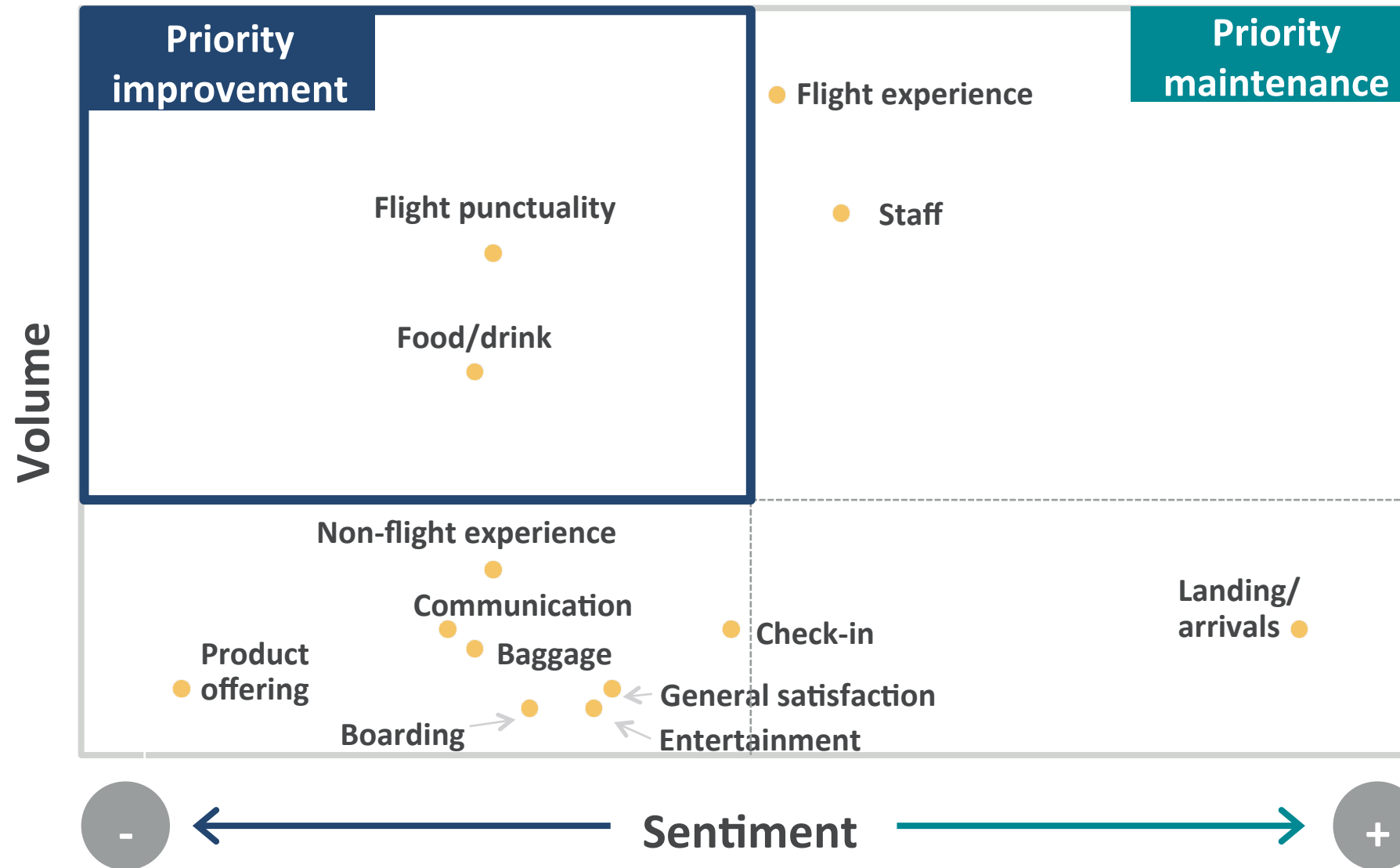


VOLUME OF COMMENT

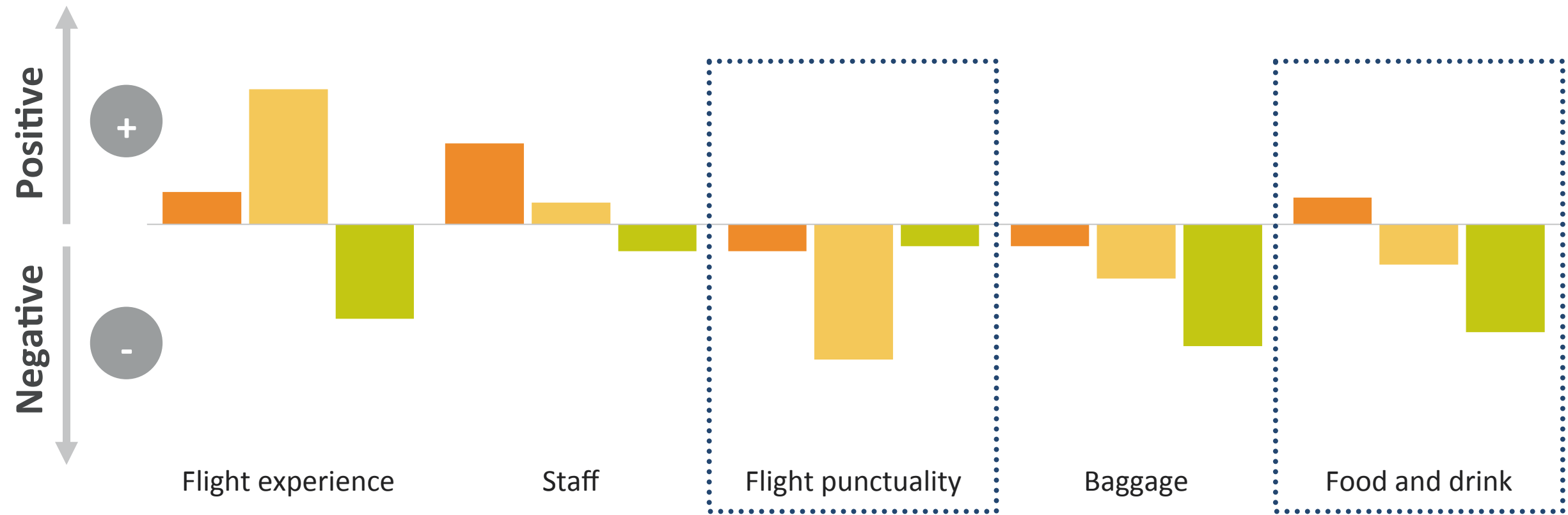
Dark colours indicate a higher volume of comment, lighter colours a lower volume

- Customer comment: 500K
- Staff comment: 10K
- Social comment: 500K

We Set Sentiment Against Volume...



...And Split Sentiment Across the Voices



Strength of sentiment is shown here not volume

The bigger the bar upwards, the more positive it is; the bigger the bar downwards, the more negative it is (only top five categories shown)



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WE FIND AREAS OF **DISSONANCE** ...

Only **4%** of customers said the food was bad

Only **1%** online said the food was bad

BUT

22% of staff think the food should be improved

Base: 29,770 comments; 27,510 customer comments, 1,072 web comments, 1,188 staff comments

... AND AREAS OF **RESONANCE** ...

26% of customers mentioned delays

21% report delays online

AND

17% of staff want to better manage disruption



Text Analytics Yields Insight Into

- Who is talking
- What is being said
- The sentiment
- Areas of resonance and dissonance
- What to do

**ONE voice
of customer experience**

**Non-traditional approach to
traditional driver analysis**

The Future Is Here!



The Future is Here...How We Listen Matters



Image



**Interactive survey
branching**



Video



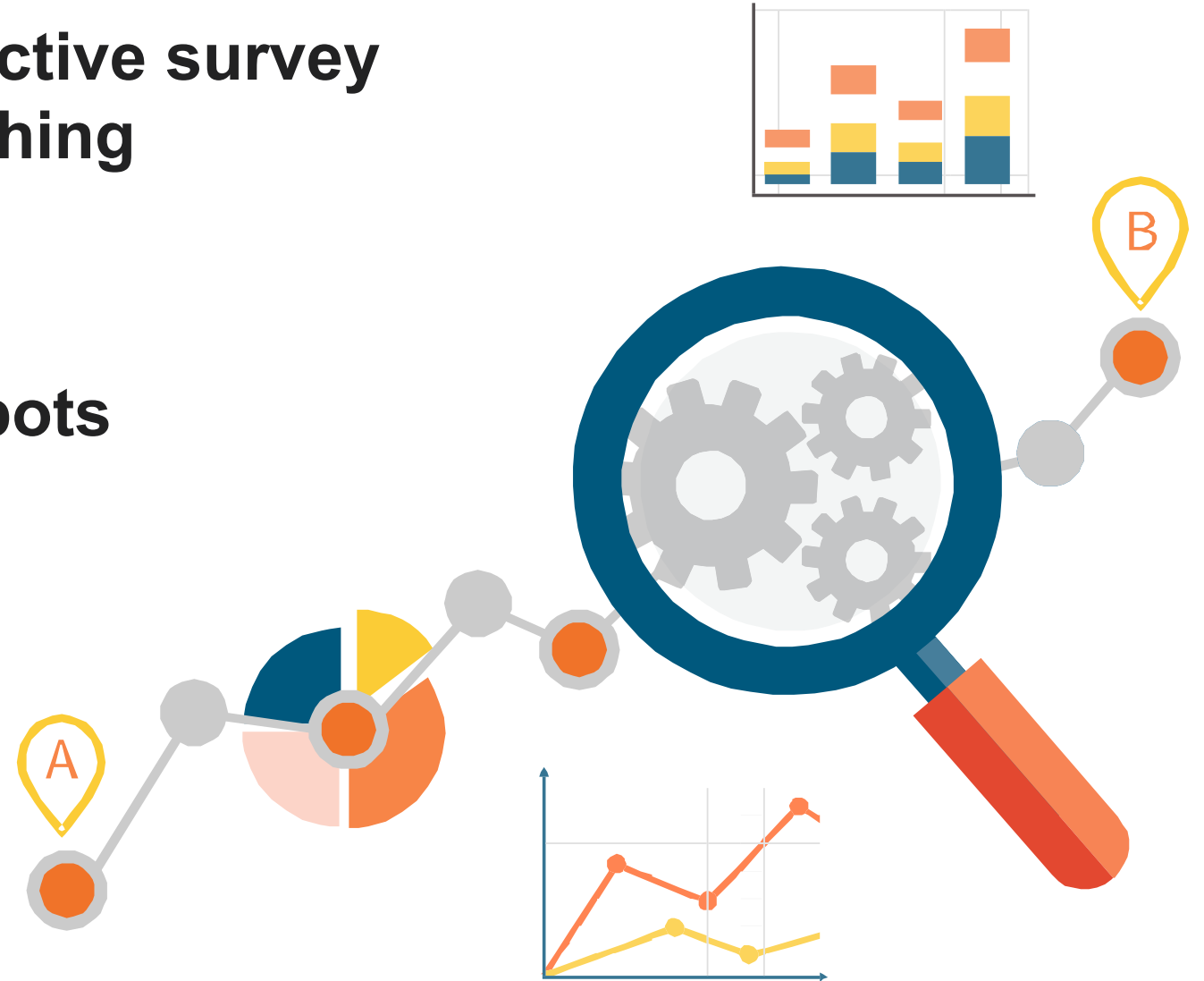
Chat bots



Voice



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Thank you.

Trish Dorsey

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