

Customer: UK Retail Bank

# Social Media Sentiment

Using Natural Language Processing and text analysis to evaluate customer sentiment about specific campaigns and customer journeys

## Situation

“How can we get an unvarnished view of how we are doing, direct from our customers?”

Insights drawn from complaints are merely inferences - interpretations of complex scenarios and human emotion. Surveys and net promoter scores provide a more direct form of feedback but only cover a small percentage of the customer base. Social media can provide an additional, much broader and more direct view of what your customers think of your products and services, as well as what they think of your competitors.

## Value Goal

To identify social media posts relating to specific customer journeys and marketing campaigns and to understand both point-in-time customer experience as well as trends from the sentiment expressed in the posts.

## Mudano's Approach

### Classify each post

We applied Natural Language Processing to the text in social media posts to classify them based on the customer journey or marketing campaign they related to.

### Measure the sentiment

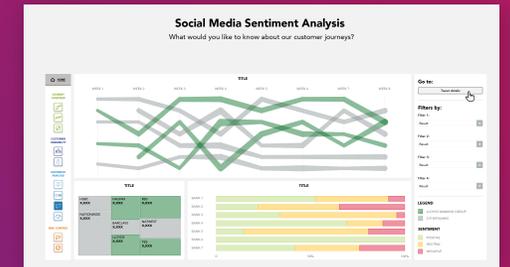
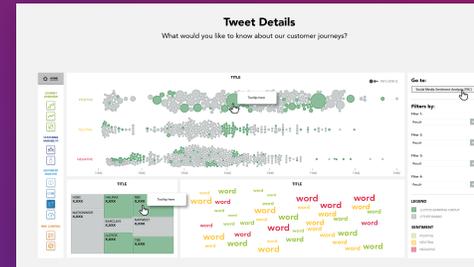
We performed text analysis using customised sentiment libraries to score each post based on the tone of voice and types of words used.

### Visualise trends

We created visual representations of changes in sentiment over time, overlaying campaigns and events relating to different journeys in order to understand their impact

# Results

One of the most surprising insights was the strength of positive feeling about the welcome gifts given to new mortgage customers... our client had intended to stop this campaign but quickly reversed their decision!



## Impact

Establishing a direct connection to the voices of individual customers completely changed the conversation about how to create exceptional customer experience and influenced their marketing strategy. For the first time, our client didn't only see complaints, but also feedback on parts of the process that truly delighted their.

