

# Measuring the expectation gap and winning the customer satisfaction war

SEPTEMBER 2019



# Social media is a tool



# Cambridge Analytica was not the problem!

Not listening to the people  
was (is) the problem



# SCAPED GOAT

WHITES

Conservative  
African Americans  
Liberals  
Men  
Women  
Jews  
Muslims  
Russians  
The Poor  
The Rich  
Christians  
Blacks  
Gays




# Listen.




Listen.  
Understand.

# Challenges of understanding social data




Risk



Mark Abbott

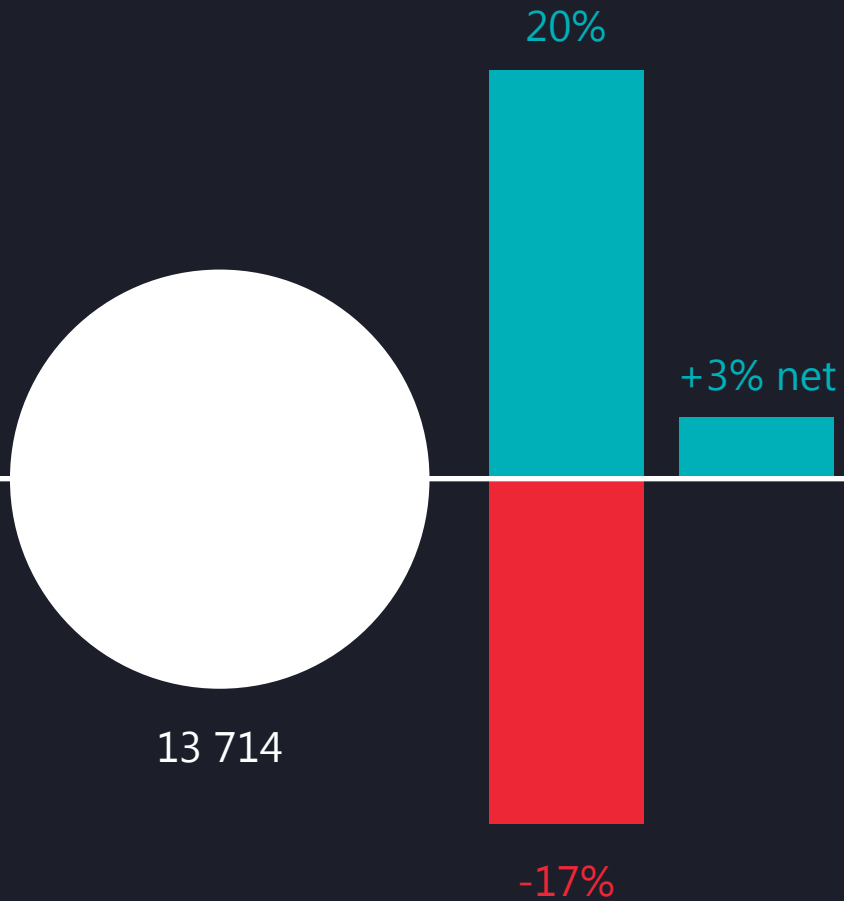
Thanks  👍 Still unable to use my new card. I visited a branch last week to sort. No luck. App also down for last two days. With your rates, I may need to consider my options 🤔

10:14 AM, 12 September, 2019

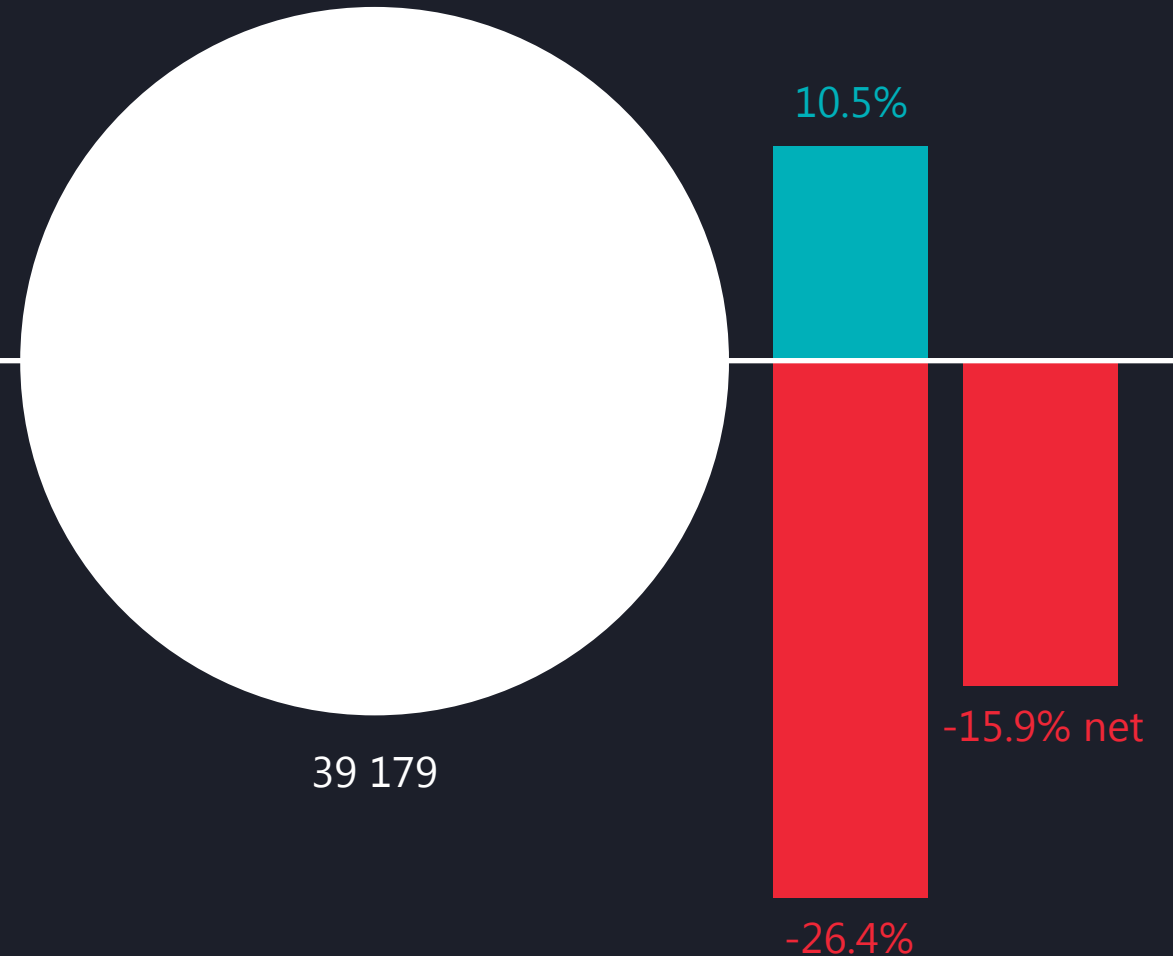
 12  3  54

# Popular social analytics tool

AI-POWERED



BrandsEye  
CROWD-POWERED



● Volume    ■ Positive    ■ Negative



# Popular social analytics tool

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CROWD-POWERED



+3% net

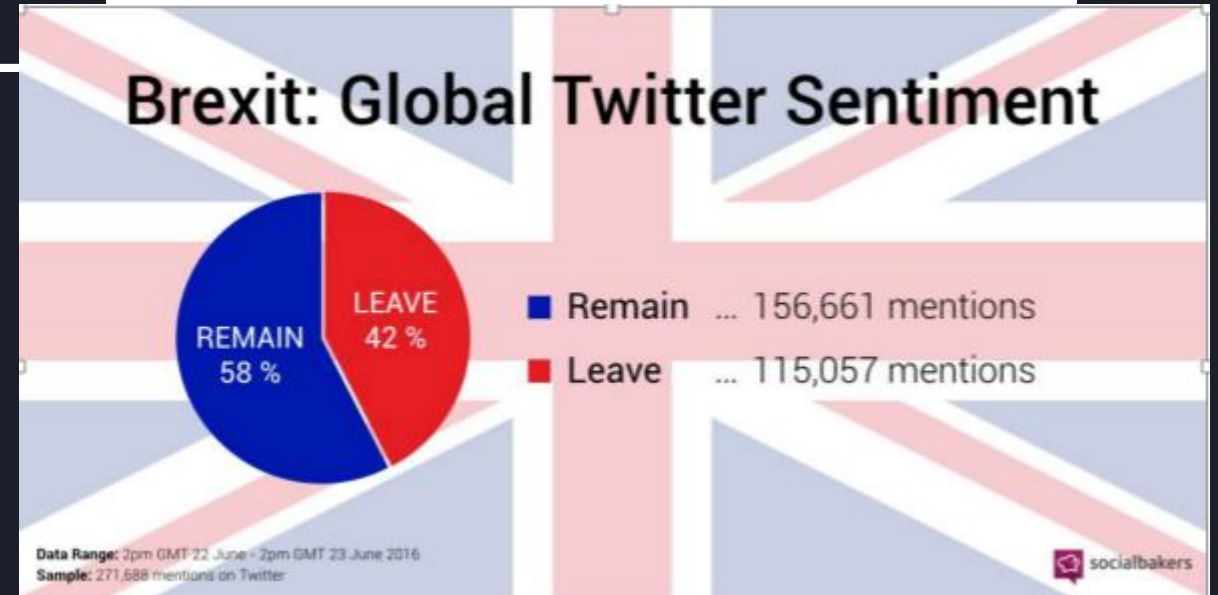
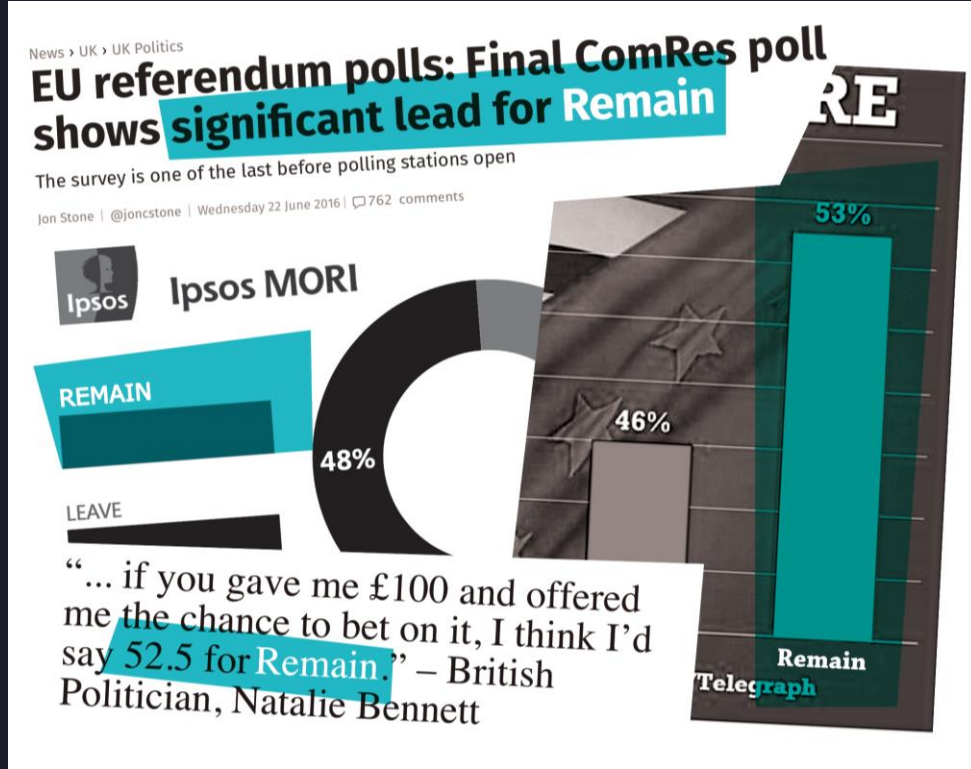


18.9 percentage  
point difference  
in net sentiment

-15.9% net



# What polls & AI said...



**What does British social media say, should the UK leave the EU?**



Representative sample of UK  
Twitter conversations for this week

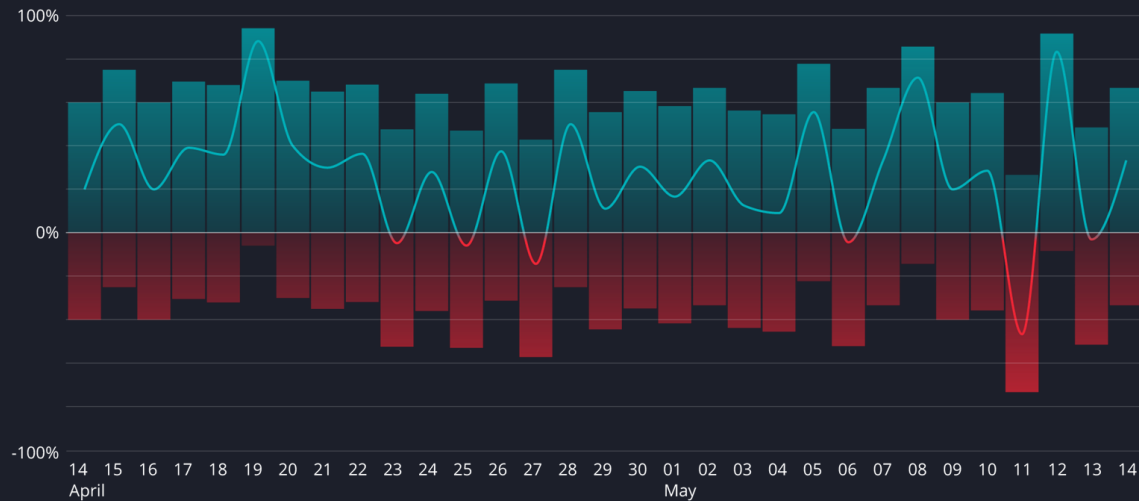


Data powered by  
BrandsEye Crowdfunder

As at 12:30p.m. GMT+2

# Net Sentiment drivers need to be isolated

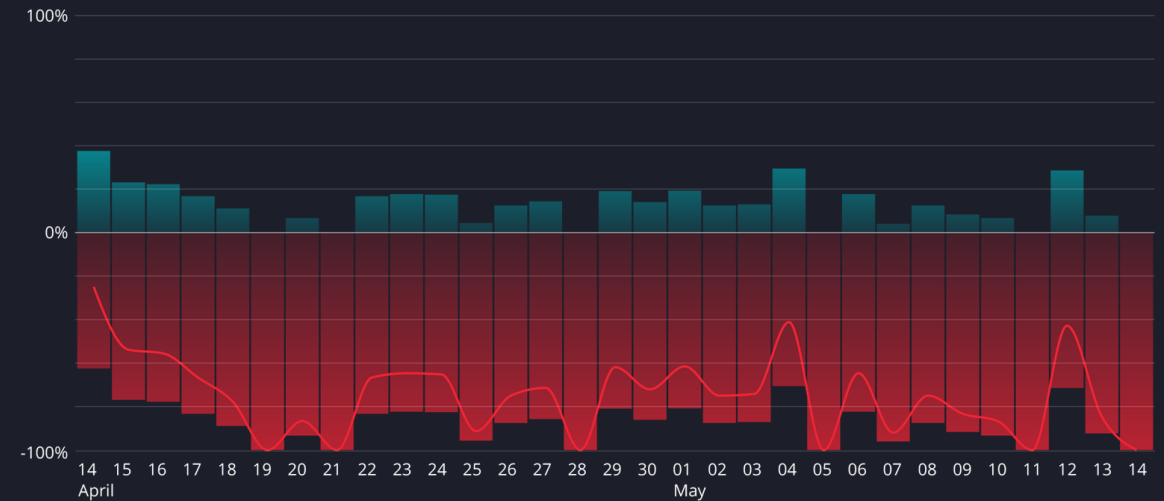
## Reputational



Conversation driven by:

- Campaigns
- CSI
- Press
- Other

## Operational



Conversation about the customer experience





MIND THE GAP

# Crowd process of tagging and classifying

Determine sentiment

Identify potential risks

Discover topics

Mark Abbott

Thanks [redacted] 🙌 Still unable to use my new card. I visited a branch last week to sort. No luck.

Risk

What is the sentiment expressed towards the bank?

☐ Positive

☐ Neutral

☒ Negative

Which of these are applicable relative to the bank?

☐ Accusations of unethical...

☐ Information disclosure

☐ Discrimination

☒ Downtime

☐ Pricing / fees disclosure

☐ Protests / boycotts

What is the customer's journey stage relative to the bank?

☐ Not a customer

☐ Pre-customer

☐ New customer

☒ Current customer

☐ Churning customer

☐ Post-customer

What banking channels are being discussed?

☒ Branch

☐ ATM

☒ Mobile app

☐ Email

☐ Online banking

☐ Call centre

What are the topics being discussed relative to the bank?

☐ Foreign exchange

☒ Credit card

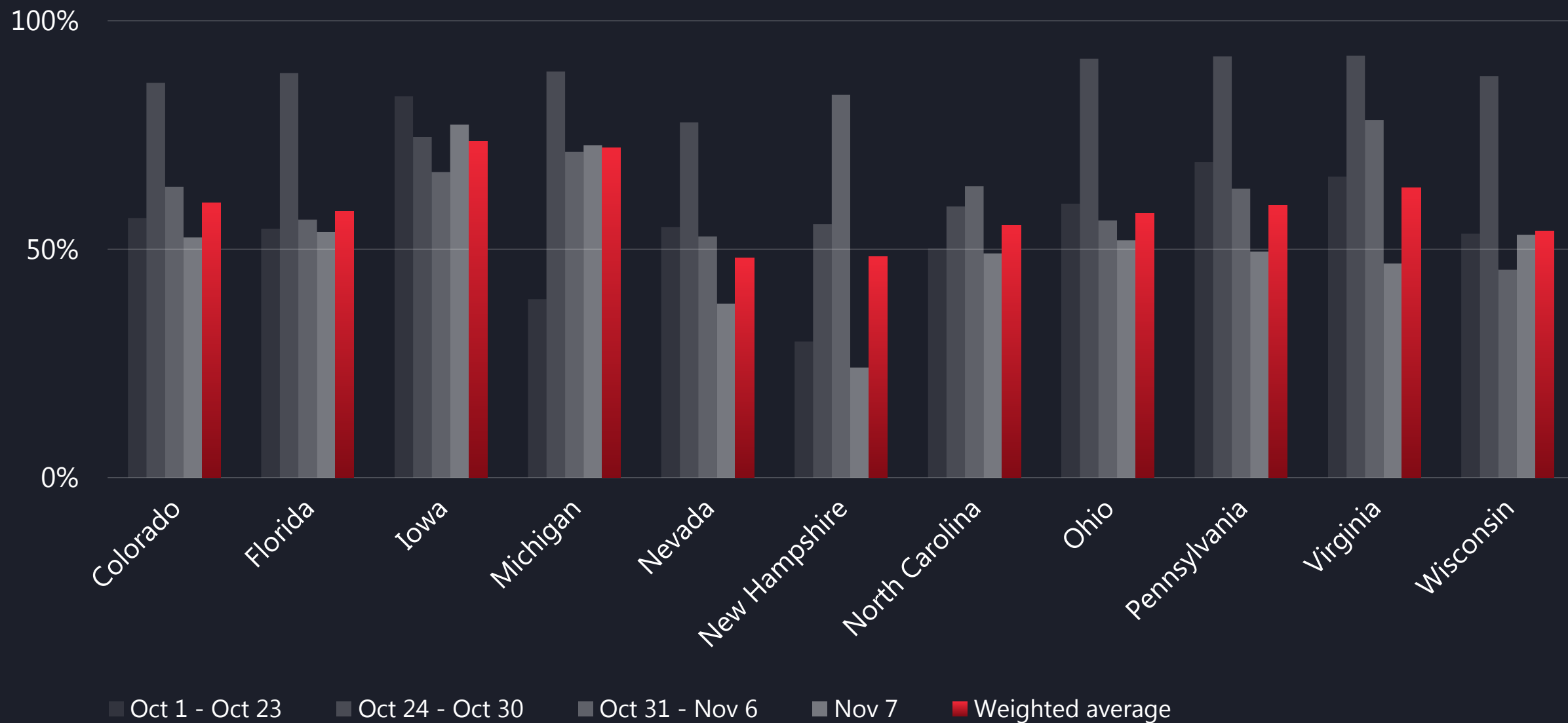
☐ Debit orders

☒ Pricing

☐ Products

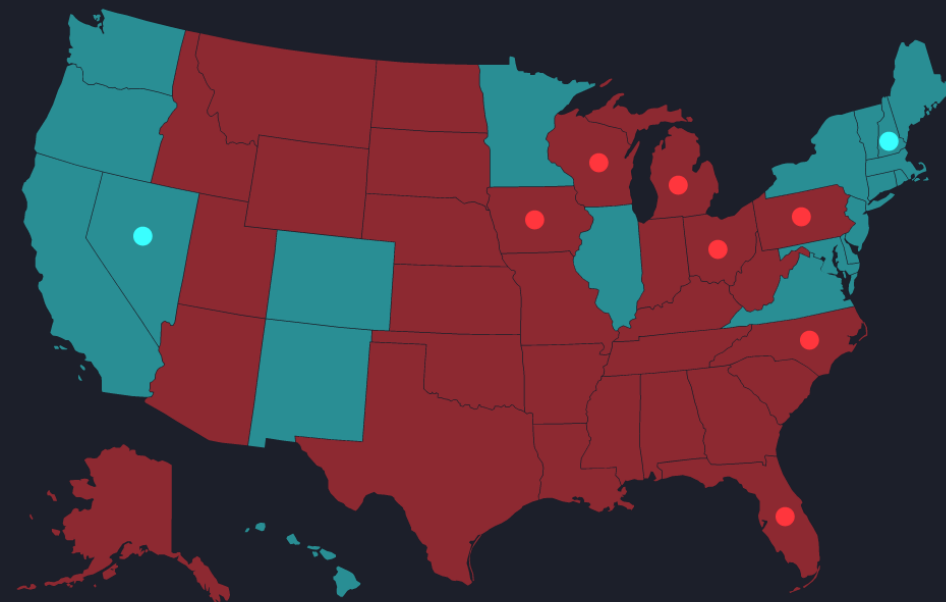
☐ Queueing

We've learned that getting this right at scale can make all the difference





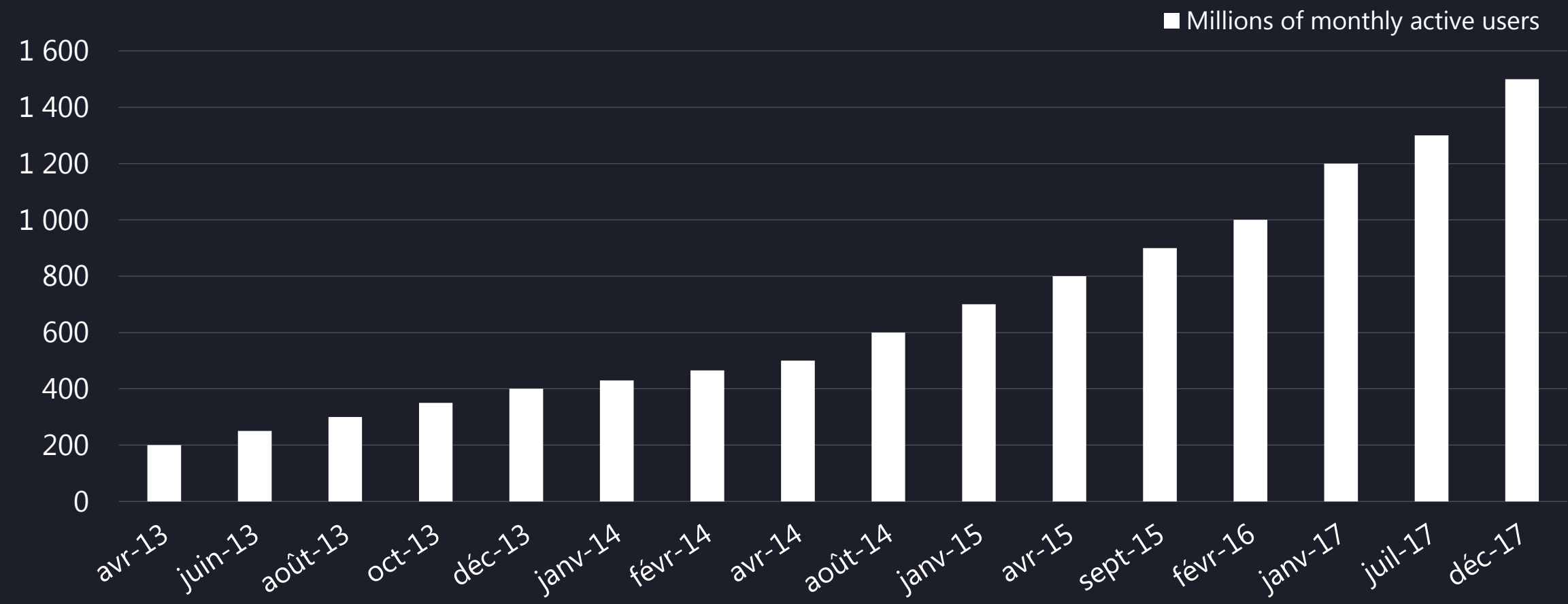
	BBC	FIVETHIRTYEIGHT	BRANDSEYE
Colorado	CLINTON ✓	CLINTON ✓	TRUMP ✗
Florida	TRUMP ✓	CLINTON ✗	TRUMP ✓
Iowa	TRUMP ✓	TRUMP ✓	TRUMP ✓
Michigan	CLINTON ✗	CLINTON ✗	TRUMP ✓
Nevada	TRUMP ✗	CLINTON ✓	CLINTON ✓
New Hampshire	CLINTON ✓	CLINTON ✓	CLINTON ✓
North Carolina	TRUMP ✓	CLINTON ✗	TRUMP ✓
Ohio	TRUMP ✓	TRUMP ✓	TRUMP ✓
Pennsylvania	CLINTON ✗	CLINTON ✗	TRUMP ✓
Virginia	CLINTON ✓	CLINTON ✓	TRUMP ✗
Wisconsin	CLINTON ✗	CLINTON ✗	TRUMP ✓
	7	6	9 out of 11



A very obvious moment showing how  
the world has changed



# WhatsApp user growth



The way in which people communicate  
and consume information has  
fundamentally shifted



# Generation mute

BY 2022

70% of customer interactions will involve machine learning, chatbots or mobile messaging

The proportion of phone based communication will drop to just over 10%

A human agent will still be involved in more than 40% of all interactions

Gartner study - Sparkcentral report

Understanding how people feel today  
will help us understand what they  
might do tomorrow

# What does this all mean?

# People matter

# Demand better



# Listen

# Listen Understand

# Listen Understand Act



Risk. Purchase. Cancel. Service.

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