



## SURVEY DESIGN



## MAIN FINDINGS, CONCLUSIONS AND RECOMMENDATIONS



## SURVEY DETAILED FINDINGS

SOCIAL MEDIA PRESENCE & EFFICIENCY

POSTS' TARGETING

CONTENT CATEGORIES

**VOICE OF CUSTOMERS: SENTIMENT ANALYSIS**

TRENDS

SOCIAL MEDIA EXCLUSIVITY & COMMENTS DELETING


# VOICE OF CUSTOMERS: THE MOST LIKED CUSTOMERS' REPLIES

COMMENTS WITH THE MOST LIKES: VALUES IN TABLES ARE X TIME MORE THAN AVERAGE (AVERAGE LIKES PER POST = 1)

COMPANY	ORIGINAL COMPANY'S POST	CATEGORY	USER'S COMMENT	LIKES
Brand 3	Etiam nec finibus libero, vitae posuere mauris ;) <a href="https://www.dfghdg.com/sdfvljhbjhbrb">https://www.dfghdg.com/sdfvljhbjhbrb</a>	Distrustful Communication; Service Related Issue	Aliquam erat volutpat. Phasellus facilis metus non felis rhoncus, <b>et fermentum sem sodales</b> . Duis a egestas urna, sit amet tincidunt ante. <b>Suspendisse potenti</b> . Morbi.	187
		Other	Vestibulum <b>porta quam massa</b> . Vivamus tincidunt sem at est convallis vulputate?	36
		Other	Cras tristique eu arcu vitae gravida. Donec lobortis augue ac ipsum mollis ultrices.	86
		Distrustful Communication; Service Related Issue	Sed sapien lacus, vestibulum commodo enim et, pharetra pretium enim. Nunc eu ligula massa. <b>Pellentesque ante nulla, vestibulum et justo in, venenatis bibendum nunc</b> .	53
		Distrustful Communication; Service Related Issue	Mauris sit amet erat <b>pharetra, consequat metus eu</b> , dictum neque. Ut ultrices vitae sapien at hendrerit.	64
		Distrustful Communication; Service Related Issue	<b>Proin pretium arcu</b> vestibulum, facilis elit nec, <b>hendrerit magna</b> . Ut ullamcorper sapien vitae nisl ultrices, at pharetra mauris faucibus. Donec sit amet sagittis sem, nec bibendum sem.?	58
		Other	Etiam ac volutpat nibh.	25
		Distrustful Communication; Service Related Issue	<b>Donec porttitor imperdiet</b> turpis sit amet pellentesque. Morbi feugiat semper lorem vitae tempor. Vivamus sed urna et ipsum gravida rutrum ac ac enim.	53
		Distrustful Communication; Service Related Issue	Mauris quis ipsum aliquet, suscipit dolor ac, imperdiet neque. <b>Cras ut ullamcorper sapien...</b> Sed malesuada tellus urna, <b>nec tempus dolor maximus vitae...</b>	27
Brand 2	Praesent tincidunt lacus tellus, vitae bibendum justo fermentum non „History Repeating“ luctus massa at eros aliquam, eu pellentesque velit posuere. Vivamus fringilla turpis id nisi dignissim, rutrum dictum urna tincidunt. Ut auctor turpis turpis, sit amet elementum felis elementum non.	Other	Pellentesque aliquet tristique leo et molestie. Aliquam eu ligula interdum, lacinia elit nec, laoreet ex. haha	147
Brand 3	Pellentesque tempor ante at lorem tristique, et malesuada urna ullamcorper. Nulla at gravida risus. Suspendisse tristique fermentum ex, ut aliquet lorem pharetra at. Vivamus sed malesuada augue, sit amet rutrum velit. Etiam nisl orci, tempor vitae dapibus ut, hendrerit et eros. Aliquam sodales mi velit, et maximus diam euismod a.	Other	Integer efficitur nisl elit, non elementum felis faucibus ac. Donec vehicula elementum ipsum vel auctor. :)	49
Brand 2	Et nisl finibus, egestas quam ut, ultrices magna. Donec lectus magna, auctor id commodo id, dictum rhoncus quam. Donec elementum velit non nunc bibendum gravida! Nam quis arcu commodo, varius leo malesuada, blandit massa.	Other	Donec congue est sit amet enim elementum blandit! ??	48
Brand 2	🚫 SPOILER ALERT 🎬 📺 Donec leo lorem, tincidunt vel ex sed, aliquet pellentesque est. Aenean pharetra arcu vitae turpis rutrum pharetra “History Repeating” eget enim vehicula.	Service Quality	Spoiler alert: Morbi ac mauris dui. Pellentesque porta <b>elit vitae purus fringilla</b> accumsan. Integer sagittis vehicula ipsum vitae consectetur. Nulla tempus eu odio eget tincidunt?	36

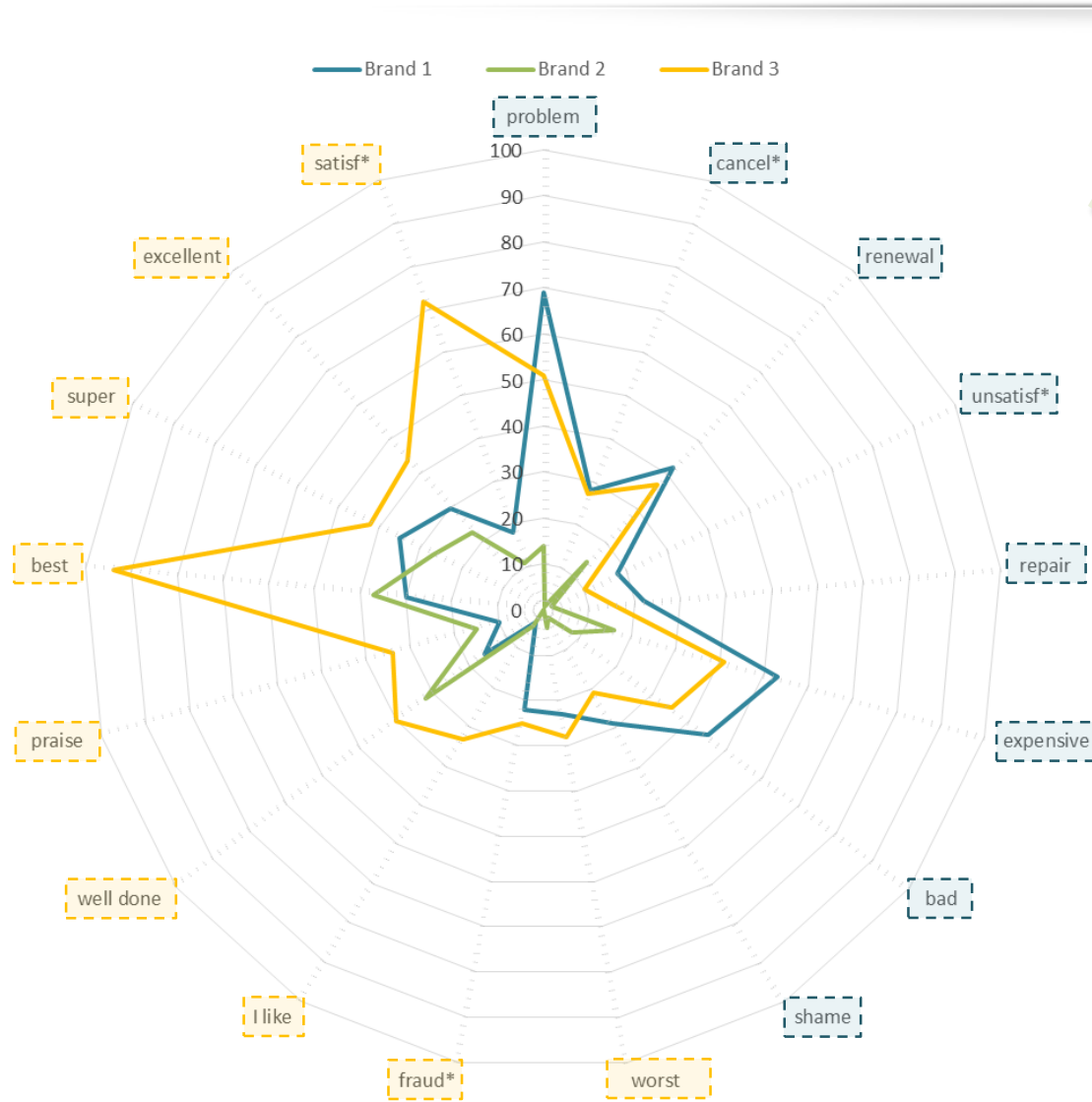
# VOICE OF CUSTOMERS: THE MOST LIKED CUSTOMERS' REPLIES

COMMENTS WITH THE MOST LIKES: VALUES IN TABLES ARE X TIME MORE THAN AVERAGE (AVERAGE LIKES PER POST = 1). CONT.

COMPANY	ORIGINAL COMPANY'S POST	CATEGORY	USER'S COMMENT	LIKES
Brand 3	Nullam volutpat id felis eget condimentum. Praesent dapibus nibh sit amet arcu lobortis, eget venenatis felis interdum: <a href="https://www.vbnfgjmhytm.com/sdfgnteymnty">https://www.vbnfgjmhytm.com/sdfgnteymnty</a>	Services Pricing; Service Not Fitting Needs; Poor Loyalty Practices	Integer id odio sed tortor facilisis ornare. Sed lacinia metus at nisi eleifend, nec convallis nulla auctor. Sed semper diam laoreet ligula auctor, <b>id dignissim est fermentum</b> . Morbi eros dui, pellentesque quis consectetur a, vestibulum ut arcu. Integer ut turpis at purus tempor maximus id ut augue. Vestibulum aliquet, lacus in dapibus accumsan, tellus orci consequat dolor, eget feugiat ligula dolor sed quam.  Vivamus aliquet in lacus in viverra. <b>Nullam scelerisque mi ut rhoncus tempus</b> . In hac habitasse platea dictumst. Mauris blandit tortor id arcu rutrum ullamcorper. Aliquam mattis ut leo eu tincidunt.	31
		Poor Loyalty Practices	 Cras elementum sagittis ipsum, quis mollis odio molestie ut. Ut id tincidunt augue. Fusce vehicula arcu et gravida lobortis. Sed fringilla dolor sapien, varius porttitor ante auctor sed. <b>Vivamus consectetur tortor quam</b> , vitae sagittis quam bibendum vitae. Nam ipsum mi, congue eu rutrum nec, consectetur non libero. <b>Nunc ornare odio ac ullamcorper varius</b> .	28
Brand 3	Vivamus feugiat, eros at bibendum commodo, eros dolor congue ligula, et vestibulum erat mi non odio.	Other	In a quam ac dui feugiat mattis. Nullam ut sodales felis.	31
Brand 1	Pellentesque et lectus porttitor, hendrerit turpis id, maximus tortor. Ut malesuada ullamcorper ligula, nec pharetra justo placerat quis.. ;) <a href="http://bit.ly/gyhn6fG5">http://bit.ly/gyhn6fG5</a>	Services Pricing	Fusce nec erat eu arcu maximus auctor. <b>Proin finibus ut leo eget interdum</b> . Lorem ipsum dolor sit amet, consectetur adipiscing elit.	30
Brand 2	Fusce vel ipsum eu quam tristique gravida a nec ligula.	Other	ed tincidunt finibus erat eget consectetur. Vestibulum dapibus lacinia felis, quis maximus justo pharetra aliquet.	27
Brand 2	Interdum et malesuada fames? Ac ante ipsum primis in faucibus <a href="http://bit.ly/6jfKdsoe">http://bit.ly/6jfKdsoe</a> .	Poor Loyalty Practices	Etiam et sapien mauris. Etiam rhoncus risus velit, <b>tincidunt tincidunt lectus facilisis vitae</b> . Suspendisse potenti. Quisque faucibus dapibus tincidunt.	26
Brand 2	Phasellus aliquam, massa dignissim ultrices vehicula, justo eros faucibus sem, ut porta urna est ut dui. Praesent et viverra mi!	Other	DSed quis risus iaculis, maximus nisl eu, tincidunt urna. Etiam in elit quis lorem scelerisque imperdiet.	26
Brand 3	Proin imperdiet ligula libero, sed hendrerit felis finibus ut! :) <a href="https://www.sfgsdfgc.com/thafgelk/ergfbgrtrbtg">https://www.sfgsdfgc.com/thafgelk/ergfbgrtrbtg</a>	Distrustful Communication; Service Related Issue	Pellentesque scelerisque facilisis facilisis. <b>Vestibulum malesuada tortor a ipsum aliquam, convallis volutpat massa condimentum</b> .	24

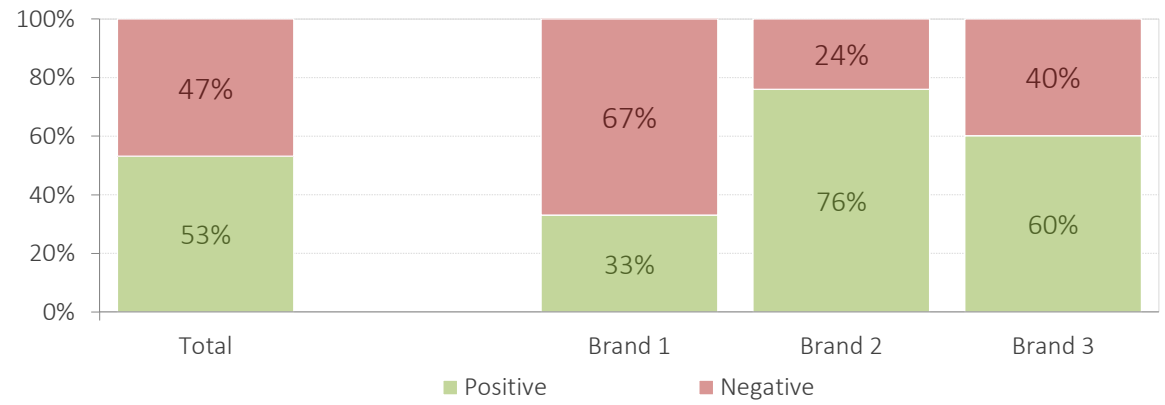
# VOICE OF CUSTOMERS: KEY WORDS USED BY CUSTOMERS – POSITIVE VS. NEGATIVE

USER COMMENTS' SENTIMENT ANALYSIS.



- Brand 1: the highest occurrence of negative words in customers' comments – "problem", "cancel\*", "unsatisf\*", "expensive\*", "bad\*" and "shame\*" negative words have been mentioned significantly more often by Brand 1's users compared to users of both competitors and also compared to frequency of occurrence of positive keywords (67% vs. 33% relative occurrence of negative vs. positive keywords).
- Compared to Brand 1, in case of comments made by Brand 3's social pages visitors, negative wording is prominently less present, while words "satisf\*", "excellent", "super", "best", "praise", "well done" and "I like" are mentioned prominently more often compared to comments given on Brand 1's pages (60% of positive key words).
- In case of Brand 2, similar to Brand 3, dominance of positive (76%) over negative wording (24%) is noticeable. Compared to both competitors, all words are less present at Brand 2 due to significantly lower total number of users' comments (lower engagement in T2).

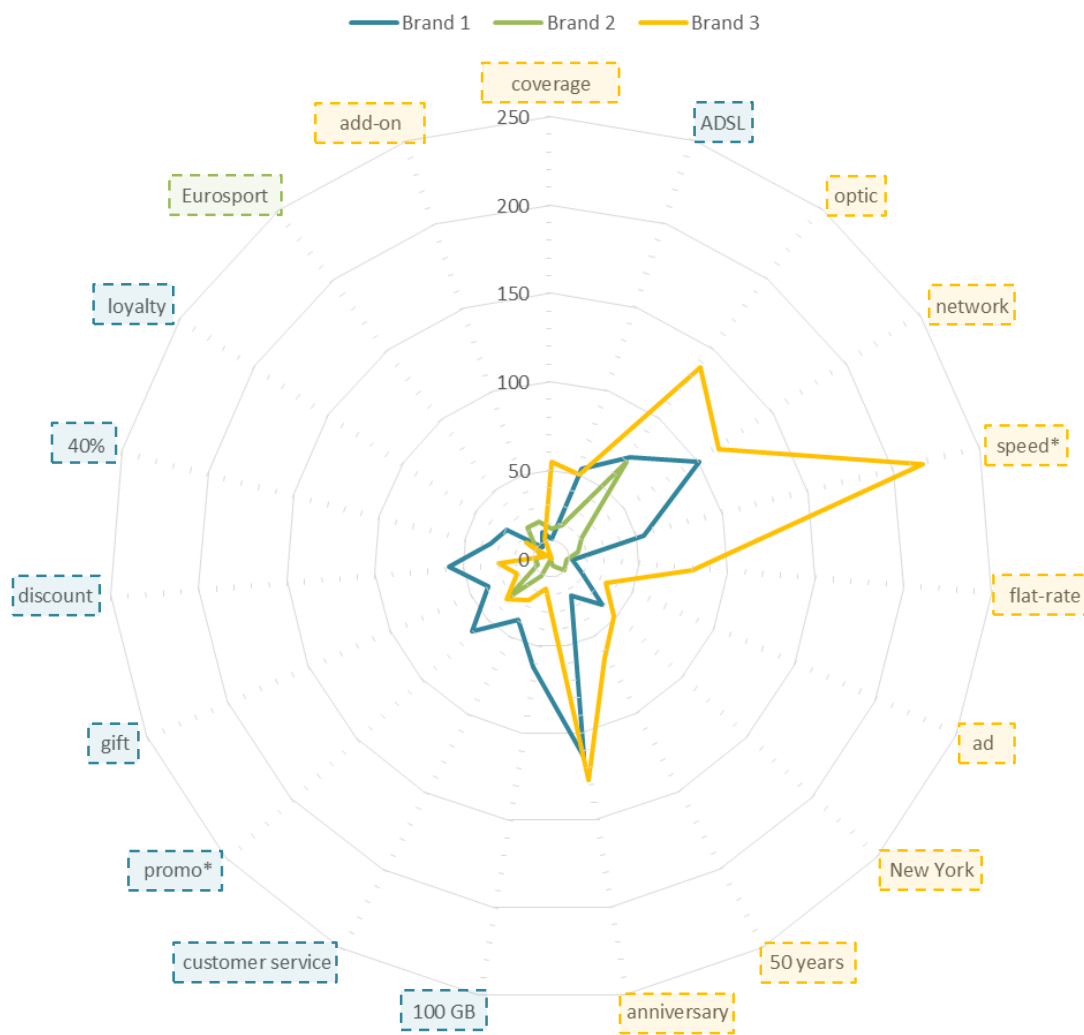
POSITIVE KEY WORDS	I LIKE, WELL DONE, PRAISE, BEST, SUPER, EXCELLENT, SATISF*
NEGATIVE KEY WORDS	PROBLEM, CANCEL*, UNSATIS*, EXPENSIVE, BAD, SHAME, WORST, FRAUD*





# VOICE OF CUSTOMERS: KEY WORDS USED BY CUSTOMERS – TOPICS

USER COMMENTS' SENTIMENT ANALYSIS.



From analysis of users' comments it can also be concluded what topics have been in focus of users of 3 companies in covered period:

- Brand 2: Eurosport;
- Brand 3:
  - Strong focus on Network (“optic”, “network”, “speed\*”, “coverage”, “New York”);
  - “Flat-rate” & 50<sup>th</sup> anniversary campaign (“flat-rate”, “ad”, “50 years”, “anniversary”);
  - Add-on promo (“add-on”).
- Brand 1:
  - Promotions & loyalty programs (“loyalty”, “40%”, “discount”, “gift”, “promo\*”, “100 GB”);
  - Customer service, usually complaints (“customer service”).