



# How to Get Started with Sentiment Analysis and Improve Your CX





## The Problem of Unstructured Data

Over 90% of all data produced today is “unstructured” (images, social posts, emails, support call logs, chats, etc).

Less than 1% of that data is ever analyzed.

To extract meaning and value from all that unstructured data, use sentiment analysis to parse semantics and raw text and better understand customer emotions and desires.





## **The Need for Sentiment Analysis**

Sentiment analysis can identify customer feelings and reactions to products, services, branding, and campaign strategies — and lead to better customer experiences, stronger brand loyalty, and increased revenue.

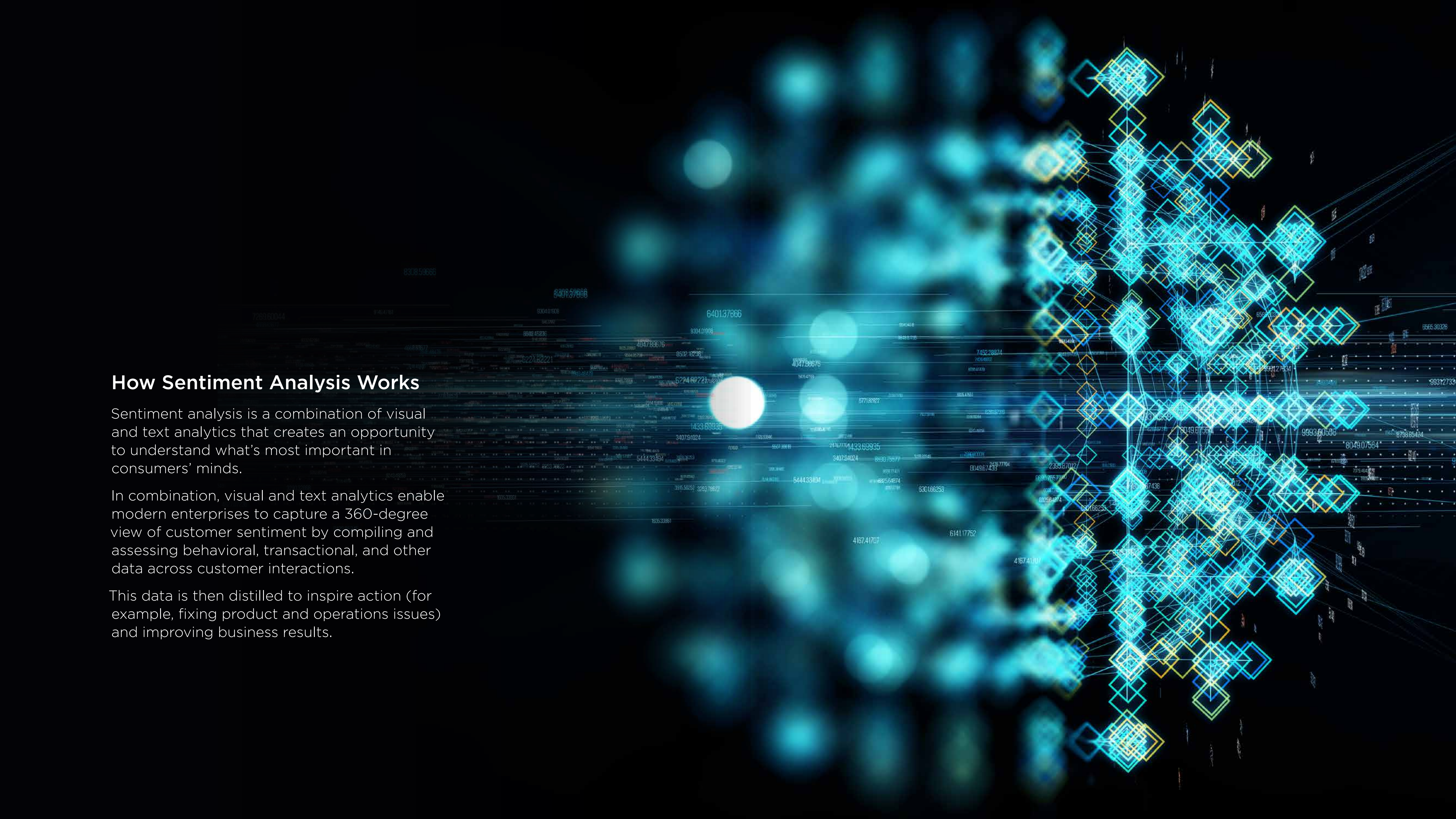


## How Sentiment Analysis Works

Sentiment analysis is a combination of visual and text analytics that creates an opportunity to understand what's most important in consumers' minds.

In combination, visual and text analytics enable modern enterprises to capture a 360-degree view of customer sentiment by compiling and assessing behavioral, transactional, and other data across customer interactions.

This data is then distilled to inspire action (for example, fixing product and operations issues) and improving business results.





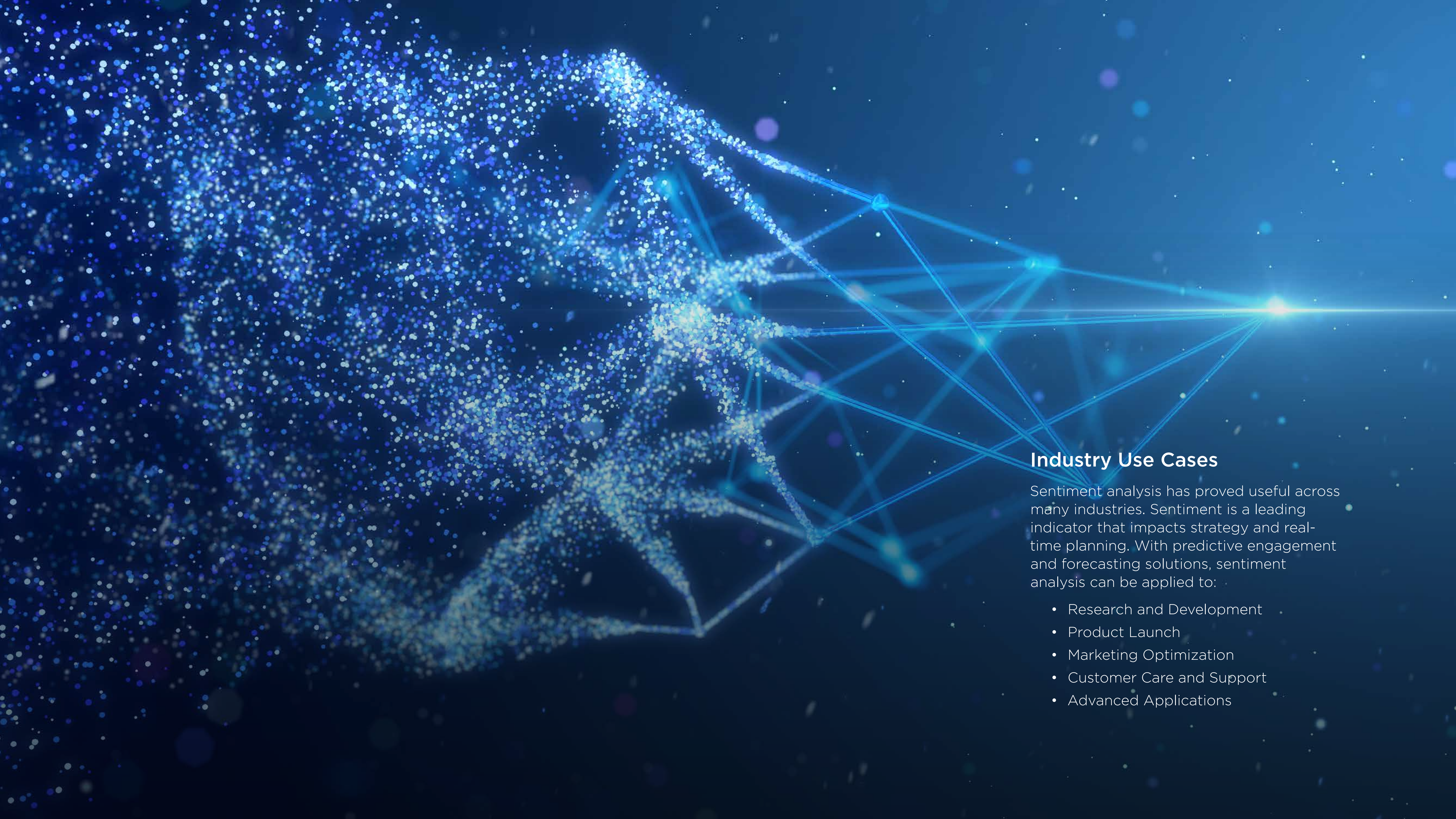
## Sentiment Analysis for Customer Intimacy

Many executives state that improving customer experience is a priority. But what actions are they actually taking to achieve that objective?

Sentiment analysis allows you to learn about your customers' values and how they feel about your company. Those insights can help you make your customer interactions more engaging and effective, and increase customer intimacy.







## Industry Use Cases

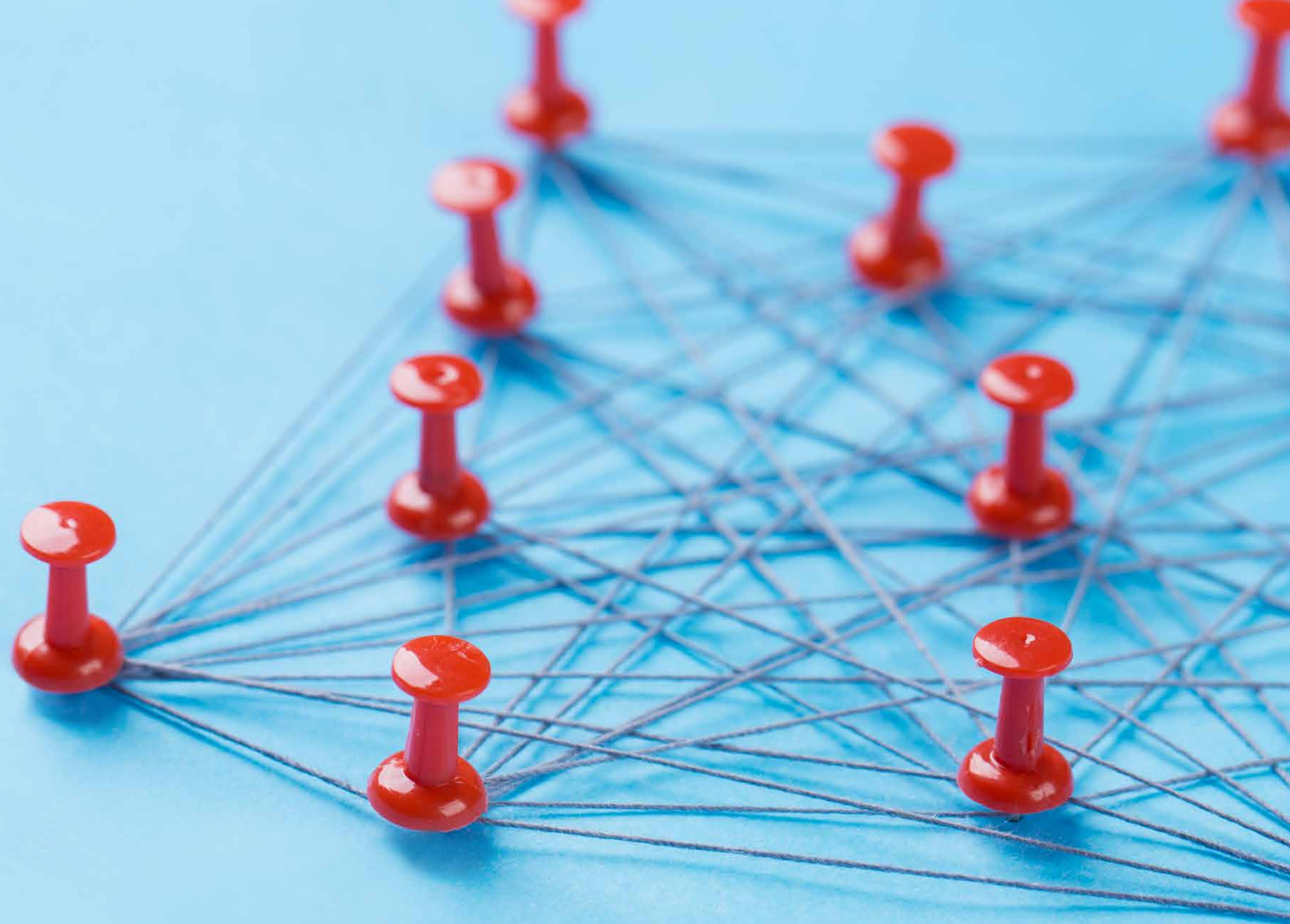
Sentiment analysis has proved useful across many industries. Sentiment is a leading indicator that impacts strategy and real-time planning. With predictive engagement and forecasting solutions, sentiment analysis can be applied to:

- Research and Development
- Product Launch
- Marketing Optimization
- Customer Care and Support
- Advanced Applications



## Research and Development

Before launching a new product or service, sentiment analysis can help you strategize. Use it to identify unmet market needs and develop the right products and services to meet those needs.



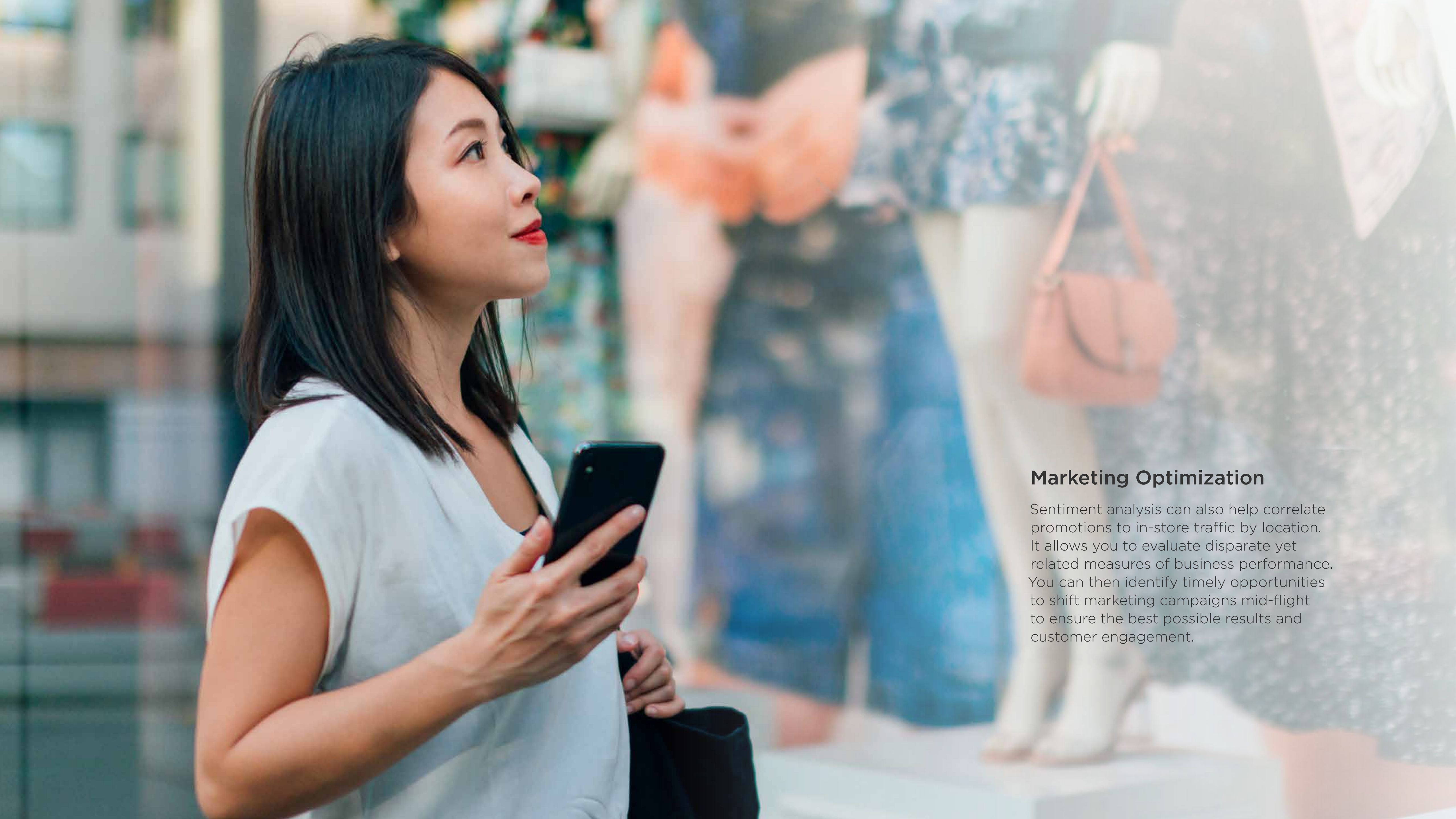




## Product Launch

To understand the success of a product launch, combine social sentiment data with regional sales results. This information can be used to target distribution and allocate the right resources to various services based on consumer needs. The information could also be used for developing dynamic pricing models in a go-to-market plan or for tailoring advertising by region.





## Marketing Optimization

Sentiment analysis can also help correlate promotions to in-store traffic by location. It allows you to evaluate disparate yet related measures of business performance. You can then identify timely opportunities to shift marketing campaigns mid-flight to ensure the best possible results and customer engagement.





## Customer Care and Support

For better customer care and support, sentiment analysis can enable faster resolution of customer service requests by identifying topics for auto-resolution, or at least shortening the path to resolution.





## **Advanced Applications**

More advanced applications of sentiment analysis, such as predicting the propensity to purchase based on event actions or triggers, can ultimately influence customer loyalty (identified through measures like Net Promoter Score). Predictions can also boost business users' decision-making confidence.





## One Step Further: Topic Identification

Beyond the use cases already described, you can go even further. Another valuable component of raw text analytics is topic identification, which pinpoints the greatest areas for improvement or available opportunities.

Topic identification is especially useful for ensuring Industry 4.0 operational excellence. With it, logistics leaders can understand key issues not immediately evident in unstructured data and spot opportunities for preemptive action or predictive maintenance to avoid costly and dangerous failures.





## Impact on Business Results

Examining customer sentiment can tie back to issues that “move the needle” for your business. Whether positive or negative, making decisions with sentiment information in mind can greatly affect outcomes and the bottom line. Sentiment analysis can help you address:

- Unexpected customer churn
- Product issues such as defects or returns
- Price leakages and discounting
- Promotional campaign failures
- Lost market share due to competitive actions





## How to Get Started

Ready to use sentiment analytics to make customer experience a priority at your company? TIBCO Spotfire software provides the best value. Using the very latest native Python data functions, it combines visual analytics with text analytics and natural language processing (NLP) to make sentiment analysis easy and effective.

To learn more about sentiment analysis, check out this demo of an [\*\*Airbnb Review sentiment analysis by Dr. Spotfire.\*\*](#)