

Waltham Forest Service Trust Pilot Review Analysis..

Identifying trends or key insights from the data.

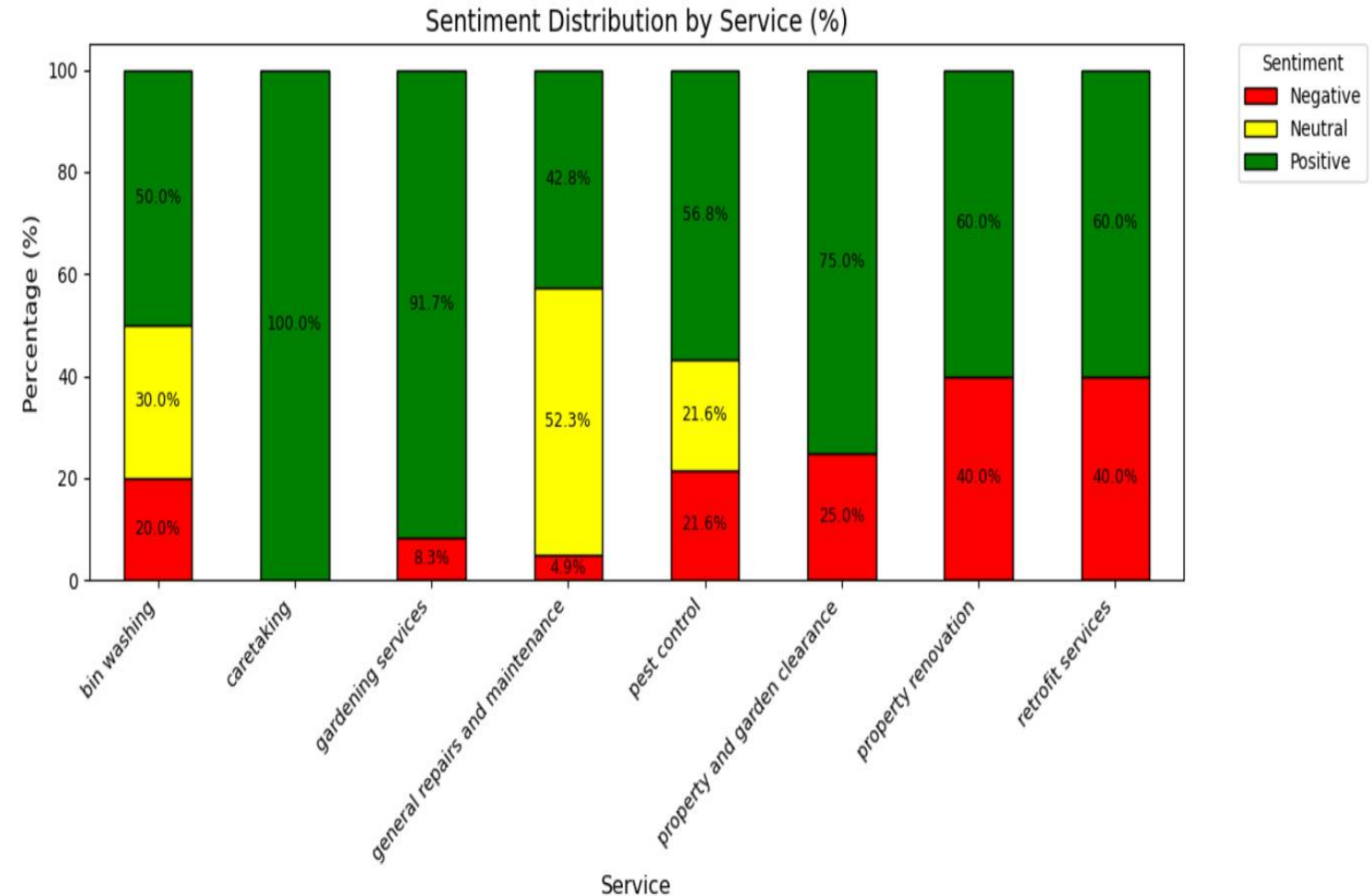
Providing recommendations based on the analysis

INSIGHTS

- ❖ Positive sentiments dominate across most services, indicating strong performance and customer's satisfaction.
- ❖ Bin washing, pest control, property and garden clearance and retrofit services have a relatively negative sentiment ($\geq 20\%$) showing customer's dissatisfaction and could be improved up on.

RECOMMENDATIONS

- ❖ Investigate specific issues on services with negative sentiments and if possible, reach out to these customers directly to understand how their experiences could be improved and implement targeted improvements to enhance service quality and timely service delivery.
- ❖ Sustain the quality of services with positive sentiments and Implement strategies such as continuing staff training and rewarding excellent customer service to convert neutral sentiments to positive sentiments.



Proportion of Reviews by Service



INSIGHTS

- ❖ Japanese knotweed, property and garden clearance, retrofit services, property renovation and caretaking have low number of reviews.
- ❖ With 84% of reviews being 5-star ratings, the overall customer satisfaction is very high and commendable.

RECOMMENDATIONS

- ❖ Creating awareness and promotional campaigns on services with low reviews; using the positive sentiments from other services and the 5- star ratings as the benchmark and guaranteed of high-quality service delivery .
- ❖ Encourage customers to leave reviews as large number of reviews can provide more comprehensive insights and also checkmate impact of the campaigns and promotions.

Star Rating Distribution (%)

