

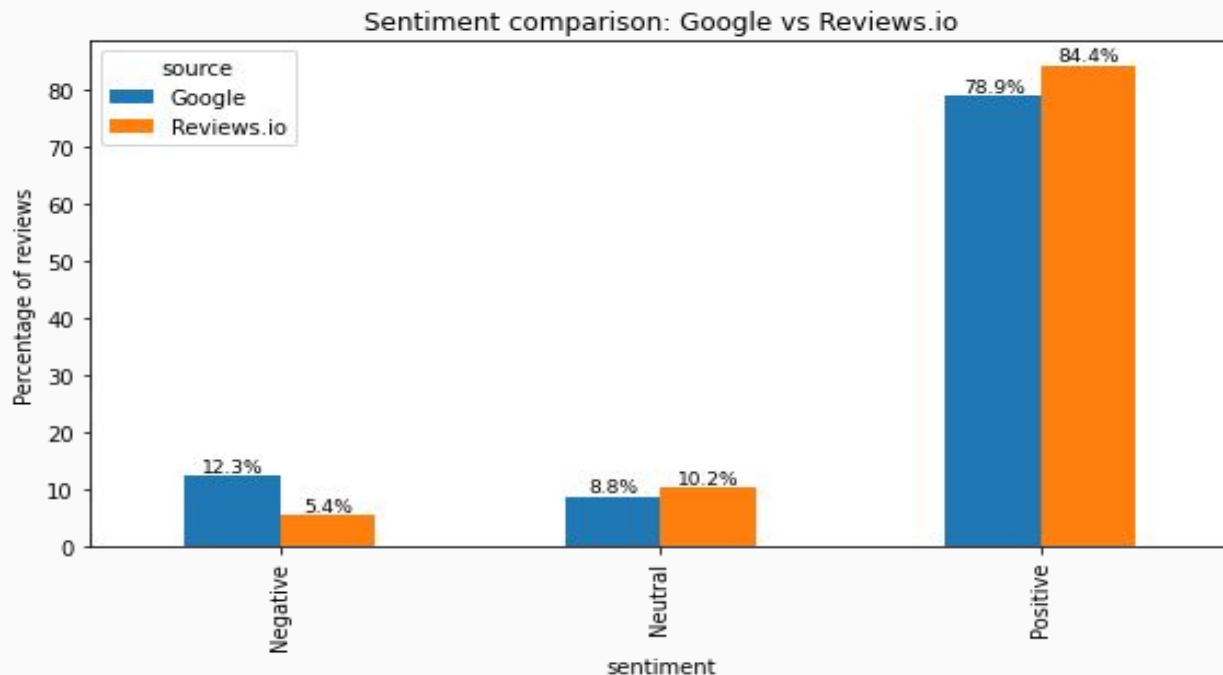


Customer Sentiment & Pain point analysis for ID4me reviews

Objective

- Compare customer sentiment across Google and Reviews.io
- Identify recurring customer pain points
- Highlight actionable insights for improving customer trust

Customer sentiment is largely positive across platforms, with important differences



**Data sourced from google reviews[57] and reviews. io[147]

Insights...

1. Sentiment Differences by Platform
 - a. Google has over 2× higher negative sentiment (12.3% vs 5.4% on Reviews.io)
 - b. This suggests:
 - i. Users appear more candid and emotionally driven on Google
 - ii. Reviews.io shows higher positivity (84.4% vs 78.9%), likely reflecting post-success, prompted feedback

Reviews.io appears to capture post-success feedback, whereas Google captures frustration-driven feedback

2. Key Customer Concerns (Negative Sentiment Reviews Only)
 - a. Privacy perception gap is more visible on Google despite compliant, consent-based data practices
 - b. Update frequency impacts perceived data quality and lead freshness
 - c. Contact-related concerns appear but are lower in volume and sentiment-driven

If we only monitored Reviews.io, we'd underestimate customer frustration. Google reviews act as an early-warning system.

Cross-referencing public feedback with internal customer data could help identify risk signals earlier and reduce churn.

Actionable outcomes

- Monitor platforms separately with different weights
- Proactively communicate consent-based data sourcing
 - Subscribers don't feel the pain — iD4me does (via reviews) and it damages reputation
- Use public feedback to flag churn risk earlier