

Customer
Support @twitter

Jaime Garvey

The Tradeoff



Motivation

What are
important...

Trends

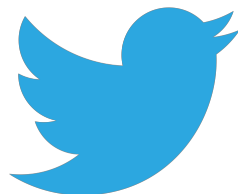
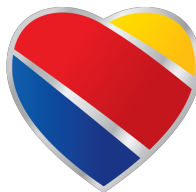
by

**Customer
Sentiment**

so we can

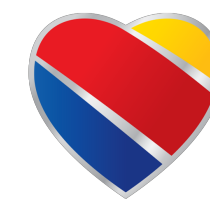
**Mitigate
Risk?**

Data

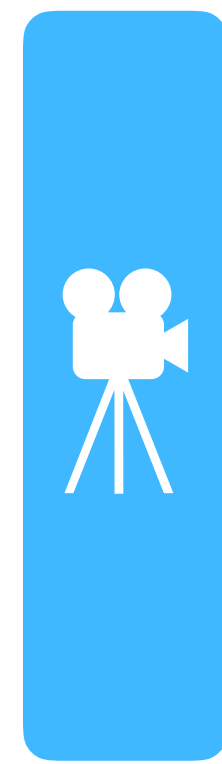
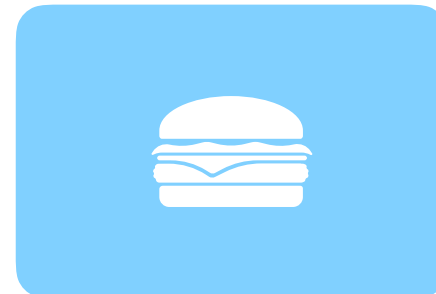
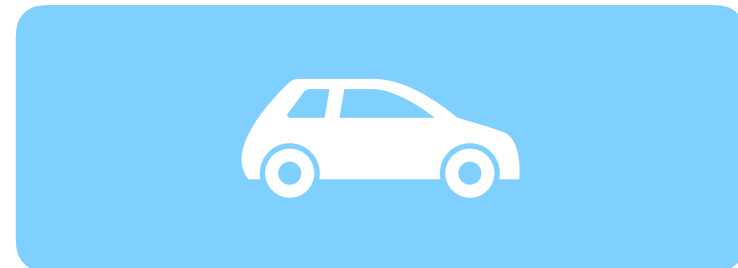
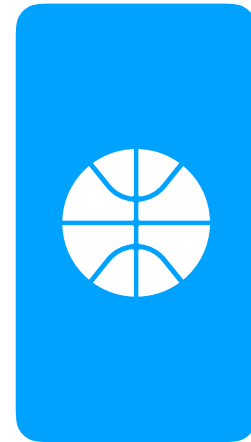


Data

Consumer E-commerce Tech Telecom Airlines Finance



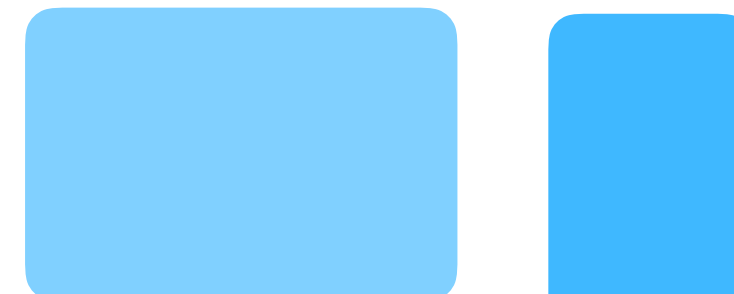
Methodology



Methodology



Sentiment
Analysis
Vader Sentiment



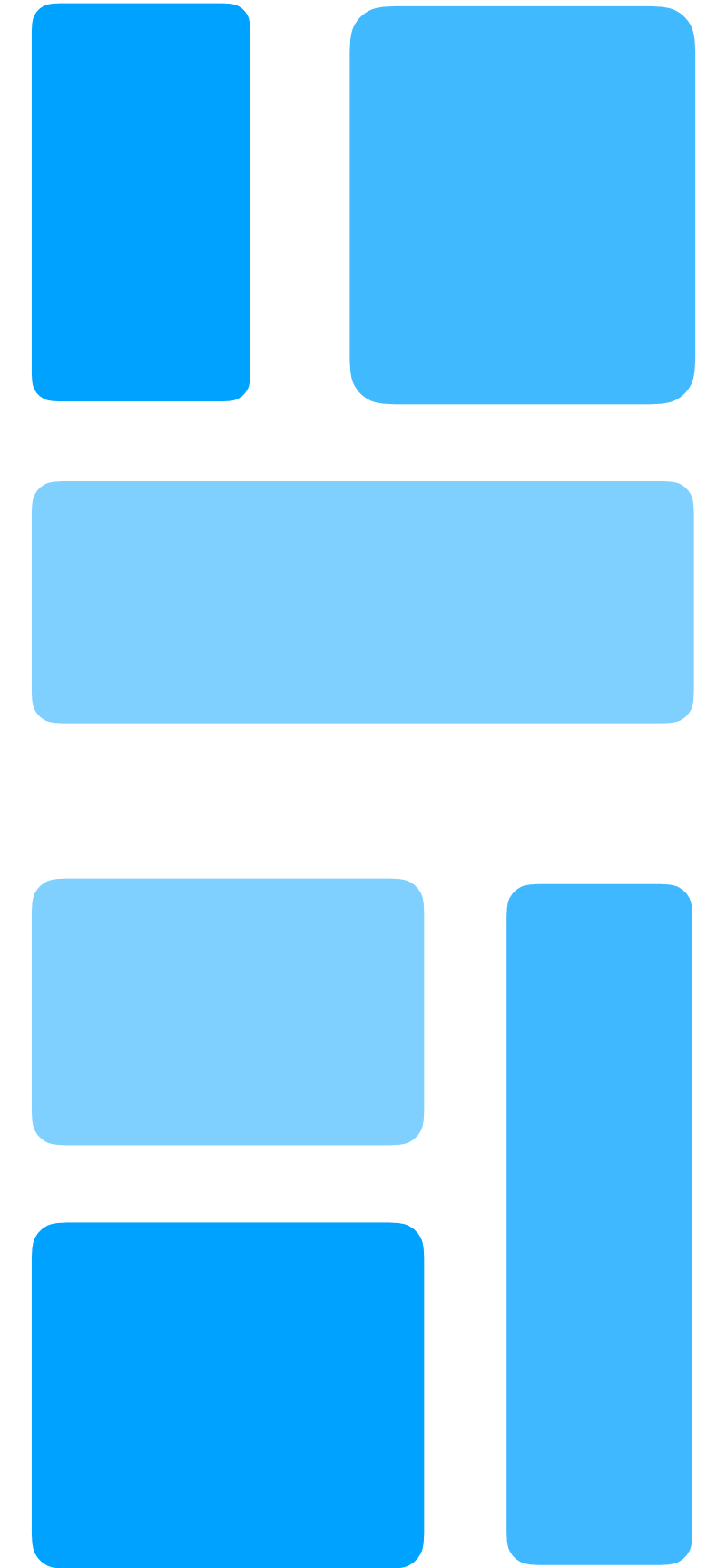
Methodology



Sentiment
Analysis
Vader Sentiment



Topic
Modeling
NLTK
Gensim



Airlines | Positive Sentiment



A word cloud visualization of positive sentiment words related to airlines. The words are arranged in a circular pattern, with 'flight' being the largest and most central word. Other prominent words include 'service', 'customer', 'flying', 'great', 'today', 'time', 'plane', 'love', 'booking', 'best', 'home', 'gate', 'check', 'seat', 'change', 'crew', 'want', and 'fly'. The colors of the words range from light green to yellow.

home
gate
check
free
seat
service
change
crew
flight
time
plane
want
today
best
customer
flying
great
love
booking

Airlines | Positive Topics

Home
Awesome
Time
Great
Best
Crew

Seat
Plane
Flying
Booked
Agent
Gate

Free
Ticket
Seat
Upgrade
Service
First

Airlines | Positive Topics

Home
Awesome
Time
Great
Best
Crew

Seat
Plane
Flying
Booked
Agent
Gate

Free
Ticket
Seat
Upgrade
Service
First

Airlines | Positive Topics

**Reflective
Experience**

In-Flight
Experience

Perks

Airlines | Negative Sentiment



Airlines | Negative Topics

Lost
Bag
Miss
Connection
Pay
Seat

Service
Delay
Tomorrow
Today
Worst
Time

Cancel
Service
Today
Waiting
Airport

Airlines | Negative Topics

Lost
Bag
Miss
Connection
Pay
Seat

Service
Delay
Customer
Today
Worst
Time

Cancel
Service
Today
Waiting
Airport
Hours

Airlines | Negative Topics

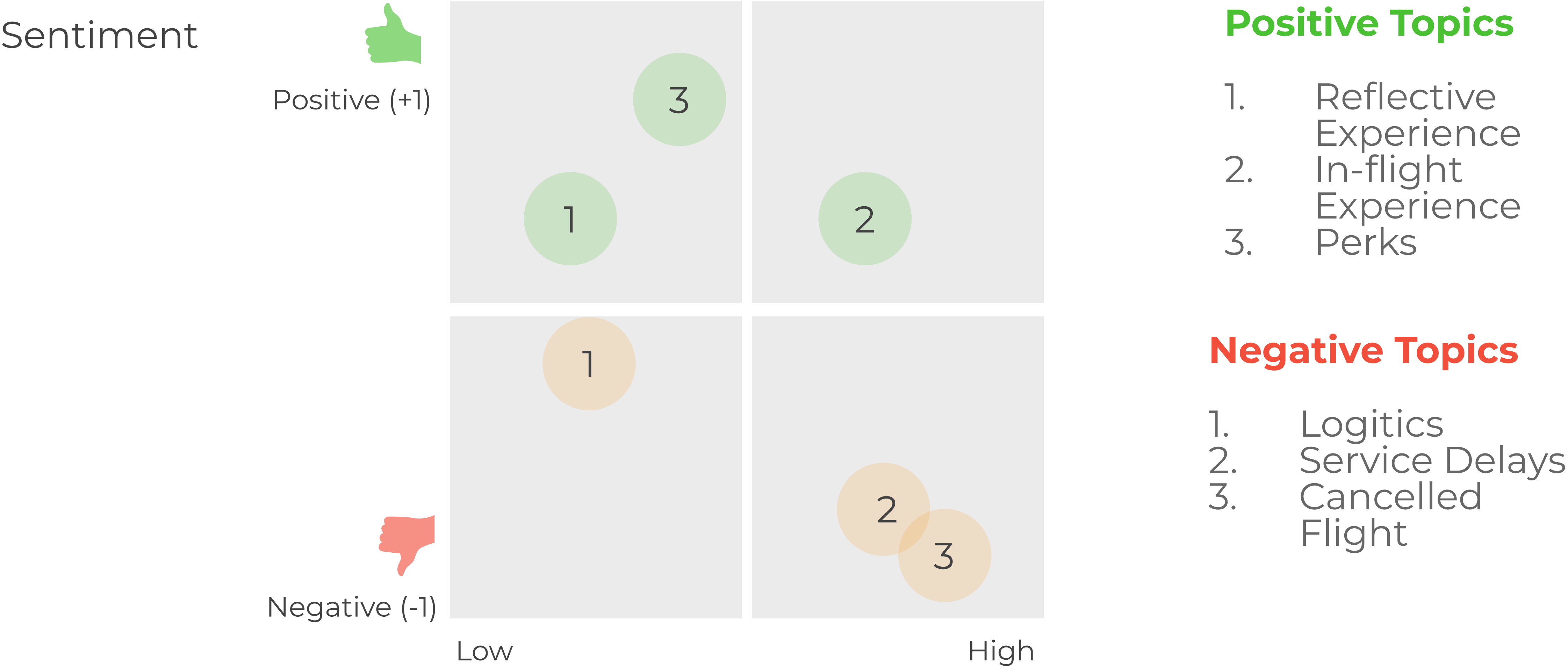
Logistics

Service
Delays

**Cancelled
Flight**

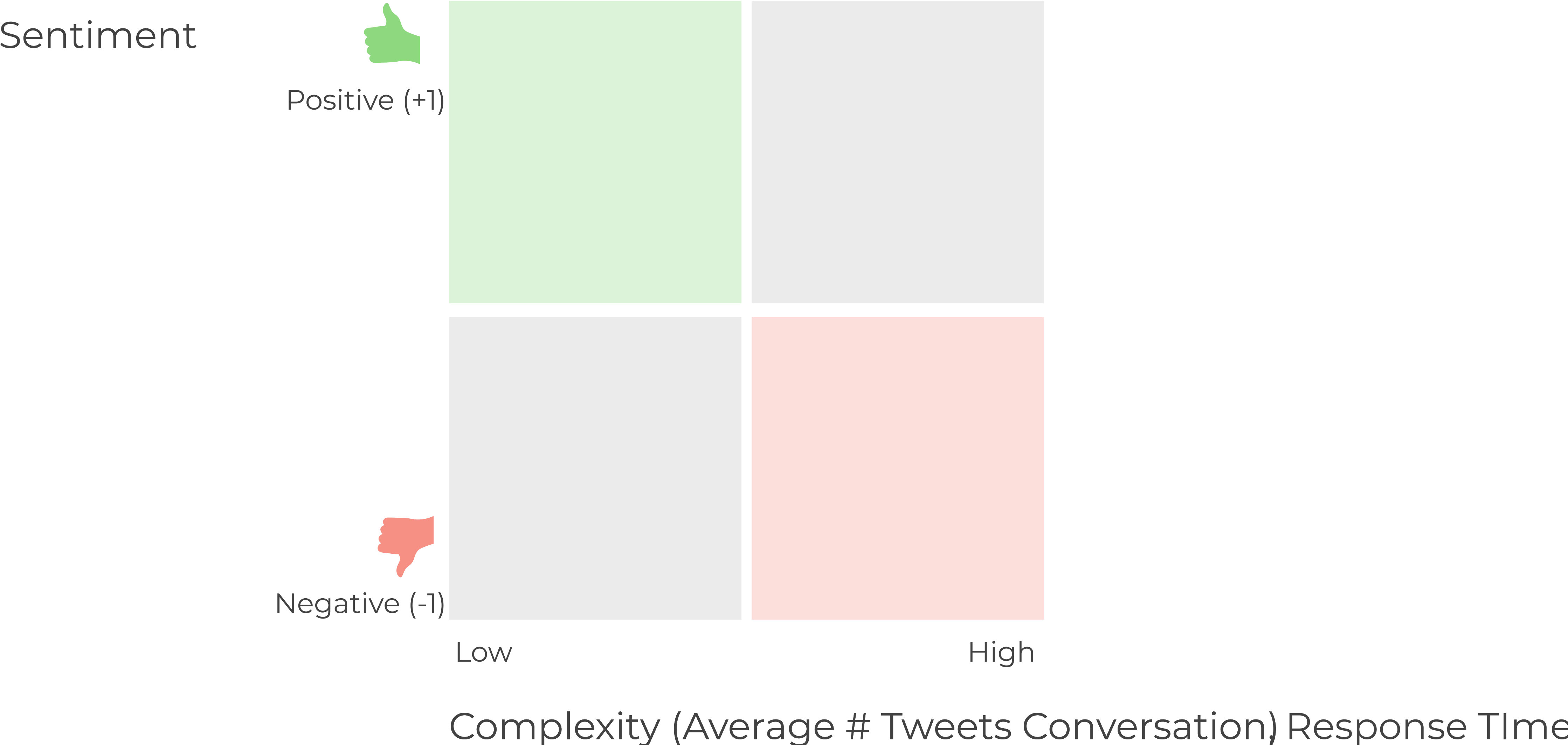
Application?

Airlines | Relative Topics



Complexity (Average # Tweets Conversation, Response Time)

Airlines | Relative Topics



So What?

6X 

Increase in
engagement
With speedy reply

82% 

Churn from bad
Customers
Service Experience

60% 

Increase Revenue
From Retention

Strategy

BOT

HUMAN

BOT

HUMAN

Thank you

Strategy

BOT

HUMAN

BOT

HUMAN