

# Voice Of The Customer: Highlights from 3,000 App Reviews



Android Rating	4.1
Total Ratings	11,195
% Review	27%
Total Reviews	3,000



## Highlights

- Rating is highly correlated with sentiment (may be used to anticipate bad reviews)
- Positive reviews provide very little detail while negative reviews are more specific
- % users rating app  $\leq 3$  can serve as indicator of rating downgrade; for the last 12 months this metric has ranged 20%-40%

## Insight

- Year-to-date users rating app 1-3 consistently report a negative experience around *how they consume content*

- 1-WiFi required; offline mode
- 2-Video restarts; playback glitches
- 3-Unable to download videos
- 4-Cross-device video syncing
- 5-Issues casting to Chromecast

