Annotation Guidelines for CRABSA Dataset

This document defines annotation guidelines that explain how themes and sentiment labels are assigned to customer reviews. Each review in the CRABSA dataset can be associated with multiple themes while each theme is related to a single sentiment label. The CRABSA dataset contains a total number of 12 themes and 3 sentiment labels (namely positive, negative and neutral).

Themes:

1. **Theme:** account-management.account-access

   Review should contain mentions of log in / sign in, registration / sign up, mentions of forgotten username / password, mentions of personal details like contact details, address, ID.

   - Examples:

   > *"My call was answered by Jess. I **couldn't get into my account** and she sorted it out for me no problem."*

   > *"It is terrible with the cards, there are always problems with a card, the support is terrible they never answer you and **they block accounts** at all times"*

2. **Theme:** company-brand.competitor

   Mentions of other companies and comparisons with other brands. This also includes people
   referring to the company as "the best", "my favorite", "the worst".

   - Examples:

   > *"**Cheaper than all the rest** for the same policy"*

   > *"Easy to use. Stored my info from previous to save re-entering. Actually came up **cheaper than ORG5** too!"*

3. **Theme:** company-brand.general-satisfaction

Generic statements expressing satisfaction/dissatisfaction towards organisation. Includes mentions of overall service provided, mentions of general satisfaction, such as "great", "love it", "bad".

- Examples:

> *"**Excellent service highly recommended** I have saved a lot on my car insurance"*

> *"Never got a response. I'm confused!! **I'll never use them again...**"*

4. **Theme:** company-brand.reviews

Mentions of reviews relevant to the organisation (e.g. 'I agree with previous reviews'), mentions of discussions in forums/other on-line platforms which are hosted by the organisation (e.g. 'The reviews are helpful, as are the forums.').

- Examples:

> *"**Avoid the forums**. I am not sure why they even have them because it's full of nasty people with horrible attitudes who accuse you of this or that."*

> *"Having read **other reviews**, I think it unlikely that this was a coincidence."*

5. **Theme:** logistics-rides.speed

Mentions of "quick, fast, slow" app/website/service provided by the organisation, mentions of order being late or on time

- Examples:

> *"Easy to fill the details in, **quick process of insuring my car**. Also the cheapest price in the market I could find. Would recommend to everyone."*

> *"Unfortunately the **delivery took 2 weeks** due to the situation but the items are in perfect condition. Never disappointed as usual, ORG61 is a safe bet!"*

6. **Theme:** online-experience.app-website

General mentions of the app, such as "great/good/excellent app", mentions of "user friendly, confusing, easy to use"", mentions of "not loading, stuck, crash, freeze, doesn't refresh, error, bug, glitch",

- Examples:

> *"**Best website** in my opinion for car insurance!"*

> *"It's **very slow and difficult to find anything** when accessing through my iPhone"*

7. **Theme:** purchase-booking-experience.ease-of-use

General mentions of the booking/purchasing process (e.g. easy/difficult to get the insurance, fast to book), mentions of online shopping basket (e.g. basket content lost)

- Examples:

> *"This app is absolutely rubbish, **it doesn't load your basket properly**"*

> *"V happy with options, **easy to book**. Email policy by return. Job done."*

8. **Theme:** staff-support.attitude-of-staff

General mentions of customer care, communication between customer and staff, mentions of attitude of staff: such as "patient, friendly, polite, understanding, lovely, kind" etc

- Examples:

> *"Contacted them on Messenger regarding a problem obtaining a ORG5 movies code and **received a prompt and efficient reply from Aaron** who solved the problem instantly. Can't praise them enough"*

> *"Catherine the lady i spoke with, **was very professional, friendly and honest**."*

9. **Theme:** staff-support.phone

Specific mentions of phone communication (e.g. customer service via phone)

- Examples:

> *"**Samir called me** last week to confirm that my switch was proceeding in March. "*

> *"**Tried calling this outfit but they dont answer their phone**"*

10. **Theme:** staff-support.email

Specific mentions of email communication (e.g. customer service via email)

- Examples:

> *"**Communicated with them via email** and they responded showing a gesture of goodwill which solved all my problems. Very kind and grateful, would recommend using, 5 stars all the way!"*

> *"**Great quick responses from my email to Aaron** and he sorted out exactly what I needed to be done within minutes of emailing him great customer service from Aaron"*

11. Theme: value.discounts-promotions

Mentions of discount, coupon, voucher, gift card, code

- Examples:

> *"Saved money and got a **free voucher**, happy!"*

> *"Did get my car insurance alot cheaper but never got my **free gift**"*

12. Theme: value.price-value-for-money

Mentions of cost in relation to the quality of the product, mentions of "expensive, cheap, not worth the money"

- Examples:

> *"**Easy way to save money** my quote from my previous insurer was £100 more than the cheapest quote, i settled on one that saved me £60 and gave me all the extras too ;-)"*

> *"well worth checking a comparison **saved myself £50**"*

Sentiment Labels:

1. Positive label:

Use of positive language, mentions of satisfaction towards the brand, mentions of admiration towards the product/app/website, express of gratitude towards customer service.

- Examples:

> *"**Absolutely good site** clear and realistic offers"*

> *"Lady from u switch called me back as promised and switched me to better tariff from my power company. **Very impressed with the service.**"*

2. Negative label:

use of negative language, mentions of dis-satisfaction/unhappiness towards the brand, express of frustration towards the product/app/website/customer service.

- Examples:

> *"Great money saving site, tried to access a telephone number to raise a question, **hopeless to find one, customer service a let down in this area.**"*

> *"The comparison site quoted £564 ORG102 £2,360 ? **Exactly, don't use this site as be all end all**. Well if you have money to burn you can"*

3. Neutral label:

Statements towards a theme that do not express an opinion or polarity, statements that express conflicting polarities (both positive and neutral) towards the same theme (e.g. 'There are both positives and negatives...')

- Examples:

> *"**App is good** and able to down load on multiple devices meaning my wife and can both add to order as we go along. **App is slow at times though.**"*
>
> [app-website, Neutral]

*"Quick and easy. They send reminders out. **Also you can choose whether you want to be called or not**. Easy to update details."*

[phone, Neutral]