

1. Better Angry Than Afraid: Post Data Breach Emotions on Customer Engagement

- **Key Idea:** Emotions after negative events (like data breaches) can shape engagement differently — anger may drive activism or advocacy, while fear leads to withdrawal.
- **Definitions:**
 - *Anger:* Energizes customers, leading to complaints or corrective actions.
 - *Fear:* Promotes avoidance, reduces engagement.
- **Examples:** Customers of firms hit by breaches showed higher willingness to act when angry, but disengaged when fearful.
- **Connection to Your Study:** In clinic feedback, negative emotions (anger, disappointment) might actually predict future engagement or loyalty repair, while fear/anxiety may drive churn. Sentiment analysis should distinguish between emotions, not just polarity.

2. Towards Lean Automation: Fine-Grained Sentiment Analysis for Customer Value Identification

- **Key Idea:** Granular (aspect-based) sentiment analysis identifies *specific* drivers of customer value, beyond generic positive/negative.
- **Definitions:**
 - *Fine-Grained Sentiment Analysis:* Extracting sentiments tied to aspects (e.g., “waiting time,” “staff attitude”).
 - *Customer Value Identification:* Linking sentiment to revenue-driving or cost-saving outcomes.
- **Examples:** AI detected micro-level signals in manufacturing feedback, revealing hidden pain points affecting efficiency.
- **Connection to Your Study:** Clinic NPS data (27K+ rows) could be broken into aspects — e.g., “appointment booking,” “treatment outcome,” “staff communication” — and correlated with gross revenue per store to quantify where satisfaction drives financial outcomes.

3. Measuring Patient Experience in Healthcare

- **Key Idea:** Patient experience is a *core dimension* of healthcare performance, influencing both outcomes and revenues.
- **Definitions:**
 - *Patient Experience:* Patient's perception of care across interactions, from booking to aftercare.
 - *Measurement Models:* Surveys, structured feedback, NPS, qualitative comments.
- **Examples:** Strong evidence links positive patient experience to adherence, fewer complaints, and better clinical results.
- **Connection to Your Study:** Reinforces that analyzing clinic patient feedback isn't just "customer research" — it's also healthcare quality research, aligning with ethical and methodological rigor.

4. The Net Promoter Score: What Should Managers Know?

- **Key Idea:** NPS is widely used but flawed; high variation and weak link to actual growth.
- **Concerns Identified:**
 1. NPS ≠ guaranteed business growth.
 2. Low NPS ≠ always negative word of mouth.
 3. Likelihood-to-recommend ≠ actual recommendation.
 4. NPS not superior to customer satisfaction.
- **Examples:** JetBlue, Southwest, Barclays, healthcare systems use NPS but often misinterpret.
- **Connection to Your Study:** Instead of raw NPS, your project should correlate sentiment analysis + NPS *with financial and operational data* to validate predictive power for clinics.

5. Books (No PDFs, but external summaries)

Growth Product Manager's Handbook (Eve Chen)

- **Focus:** Data-driven growth frameworks; emphasizes customer-centric product iteration.
- **Relevance:** Customer sentiment → feature prioritization → growth. In clinics: feedback informs service design and investment.

Mastering Customer Success (Jeff Mar & Peter Armaly)

- **Focus:** Strategies for proactive customer engagement, retention, and measuring value delivery.
- **Relevance:** Direct tie to healthcare: patient loyalty = customer success. Aligns with using NPS/sentiment as key retention tools.

✓ Study Utility:

You now have six strong foundations:

- **Emotion theory** (anger vs fear)
- **Fine-grained AI methods** (aspect-based sentiment)
- **Healthcare experience metrics**
- **NPS critiques** (measurement limits)
- **AI frameworks in education** (methodological parallels)
- **Business/customer success perspectives** (growth and retention frameworks)

This bundle forms the **literature review base** for Assessment 1.