

SOCIAL LISTENING & ENGAGEMENT

In this scenario, data was collected from social media mentions, including demographic information. Insights were filtered to identify the most common positive, negative, and neutral mentions about the fictional Great Grounds Coffee Shop, and corresponding actions were defined. Direct responses were provided to positive and negative feedback, as well as to a customer question.

A SNAPSHOT FROM THE DATASET:

Mention	Sentiment	Gender	Interest	Region	Location	Sentiment	Gender	Region
Restaurants face new challenge: A shortage of take-out containers and coffee cups	neutral	male		Oklahoma	New Jersey	neutral	male	Region
Great Grounds peppermint latte disappointing 😢	negative	female		District of Columbia	Massachusetts	positive	female	New Jersey
it's been a whole month since I last drank coffee 	neutral	unknown		New Jersey	Massachusetts	neutral	female	Region

THE DATA USED FOR COLLECTION:

INSIGHTS AND CORRESPONDING ACTIONS FOR THE MENTIONS:



Great Grounds Social Listening Insights

Filter	Insights	Actions
Positive mentions	<ul style="list-style-type: none"> - Seasonal flavors (gingerbread, pumpkin spice) and alternative milks (oat, almond) are popular. - Coffee is often mentioned alongside food pairings like waffles, cinnamon rolls, eggs, etc. - Homemade and takeaway coffee experiences are both popular; flavor and quality are key. 	<ul style="list-style-type: none"> - Promote the gingerbread latte more on social media using positive customer feedback. - Update the online ordering system to include decaf and milk alternatives. - Reformulate or replace the peppermint latte based on consistent negative feedback. - Bring back the eggnog latte or clearly communicate why it's unavailable.
Negative mentions	<ul style="list-style-type: none"> - High prices are the most frequent complaint. Many users feel Great Grounds and Java House are overpriced, especially for small or specialty lattes. - Peppermint lattes from Great Grounds received consistently negative taste reviews, described as "gross," "nasty," "blech," or tasting like protein bars. - Users express frustration over seasonal changes, such as the eggnog latte being discontinued or 	<ul style="list-style-type: none"> - Launch a loyalty or rewards program to ease price concerns and retain customers.

	<p>Christmas music playing too early.</p> <ul style="list-style-type: none"> - Users dislike limited options online, e.g., not being able to order decaf versions through Great Grounds' website. 	
Great Grounds mentions	<ul style="list-style-type: none"> - Positive feedback is strong and emotionally enthusiastic, especially around gingerbread and pumpkin spice lattes. - However, negative feedback is nearly equal in volume, focusing mainly on: <ul style="list-style-type: none"> ● Price increases ● Unpopular flavors (especially peppermint) ● Product availability (e.g., eggnog latte, decaf ordering issues) - Neutral feedback is minimal, indicating users tend to have a strong opinion — either love or frustration. 	

FEEDBACK RESPONSES:



Great Grounds Customer Comments Facebook, November 10th

Comment Type	Customer	Comment	Resources/Information	Response
Positive feedback	Daniela Rosas	I am SO happy that it's holiday flavor time at Great Grounds! Love, love, love your gingerbread latte! Makes me want to curl up with my drink and a good book in front of the fire.   		Hi Daniela! So glad you're loving the gingerbread latte—perfect cozy season pick! Thanks for the sweet words and happy sipping!   
Question	Bruce Tang	I'm trying to reduce the amount of sugar in my diet. Can you tell me which Great Grounds' drinks are low sugar or sugar-free?	Detailed information about the nutritional content in all Great Grounds' beverages: www.GreatGrounds.com/NutritionalFacts	Hey Bruce! 🙌 You can find all our low- and no-sugar drink options here: www.GreatGrounds.com/NutritionalFacts . Cold Brew and Americanos are great picks! Got a fave flavor? We'll help you find a low-sugar version!  
Negative comment	Imani Moore	What's up with the hike in Great Grounds' prices?! I used to be able to get my daily medium mocha for \$4. Now it's \$4.25! That's really going to add up over time . . .  	In response to a recent coffee shortage, Great Grounds has had to increase prices. Promotional code for half off one beverage: HALFOFF	Hi Imani! We totally get that even small price changes can add up. Due to a recent coffee shortage, we had to make a slight adjustment. We really value your loyalty—feel free to DM us, we'd love to make it up to you! ❤️