

Recipe for Revenue Growth at the Age of the Social Customer

[Evidence suggests](#) that the growth of Social Customer Engagement and an improvement in the quality of customer experience lead to market share gains without sacrificing profit margins. When product experience substantially differs from the original expectation, the Social Customer has a propensity to generate authentic word of mouth online that is read by scores of interested consumers, who view it as the most trusted source of information about your product. These reviews are the source of the *Social Reputation* of your products and your Brand.

What is Social Reputation?

Social Reputation is a metric created by aggregating and opinion-mining qualitative data feed from multiple sources of Social Customer feedback, such as popular customer reviews sites and forums. This metric can be calculated in accordance with a measurement methodology selected by your organization and can be delivered in CSAT, NPS® or CX (Experience-Expectation) formats.

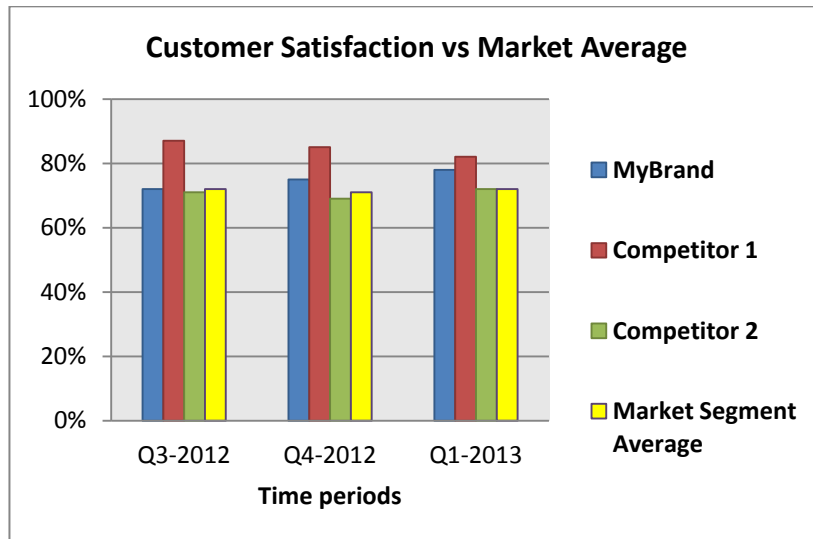
To demonstrate how Social Reputation can be used to help your business, we will examine the fictional MyBrand and identify opportunities for improving its integrity and subsequent revenue growth.

® NPS, Net Promoter, and Net Promoter Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld.

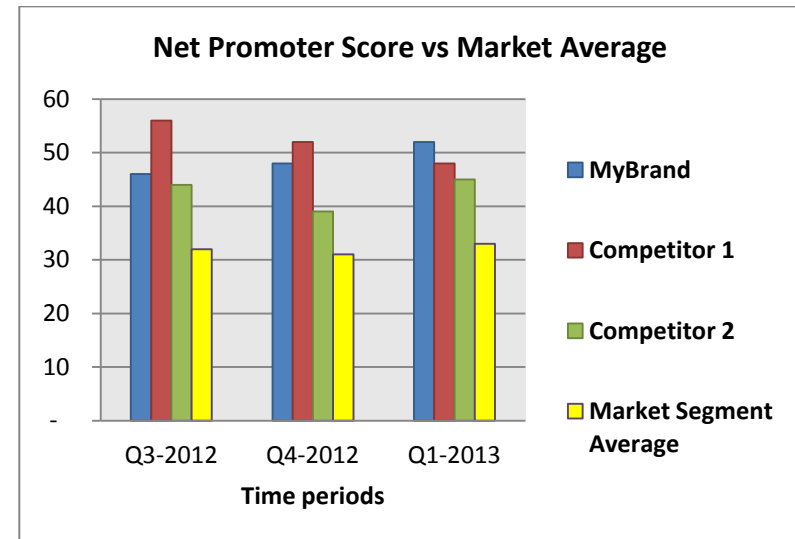
MyBrand's Social Reputation

Let say MyBrand's Social Reputation is **CSAT=78%** or **NPS® = + 52** or **CX (0-2) = 1.28**.

That is nice, but alone it doesn't tell us whether we are doing well or not. The Social Reputation score of your Brand is only meaningful in the context of its competitive position in the market place.



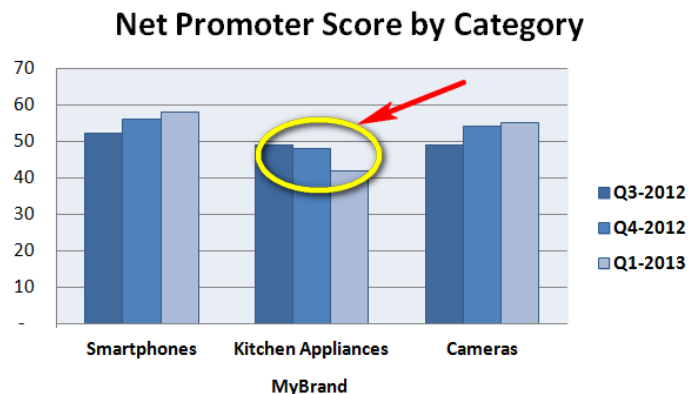
or



The information above is still not very actionable. We see that that Customer Satisfaction and/or Advocacy with MyBrand is trending up, but that is what is known as a **"vanity" metric**. If we want to discover opportunity(s) for acceleration of the trend, we need to look deeper.

Product Category-Level Analysis

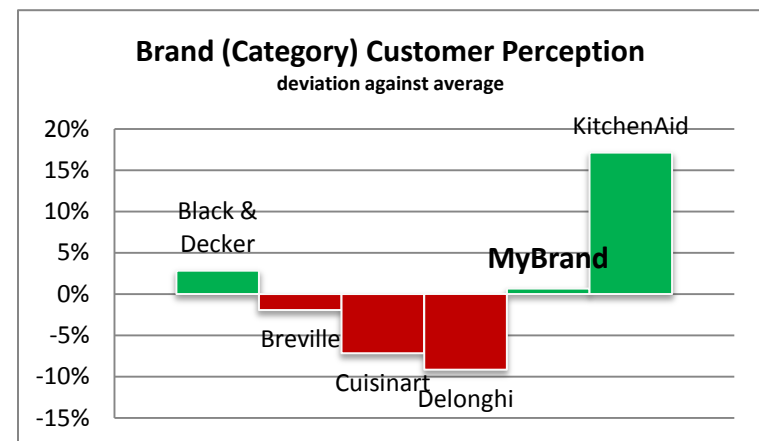
Examination of Social Reputation with product categories associated with MyBrand may reveal opportunities for the brand integrity improvement. The example below is using the NPS® scale for simplicity, but the other two scales are supported on this level as well.



The Kitchen Appliances category (on the left) is trending down, and it surely obstructs the MyBrand Social Reputation progress.

We need to benchmark the Social

Reputation of competing brands within this market segment to determine whether segment-wide (i.e. company external) conditions are causing any deterioration of MyBrand's Social Reputation.

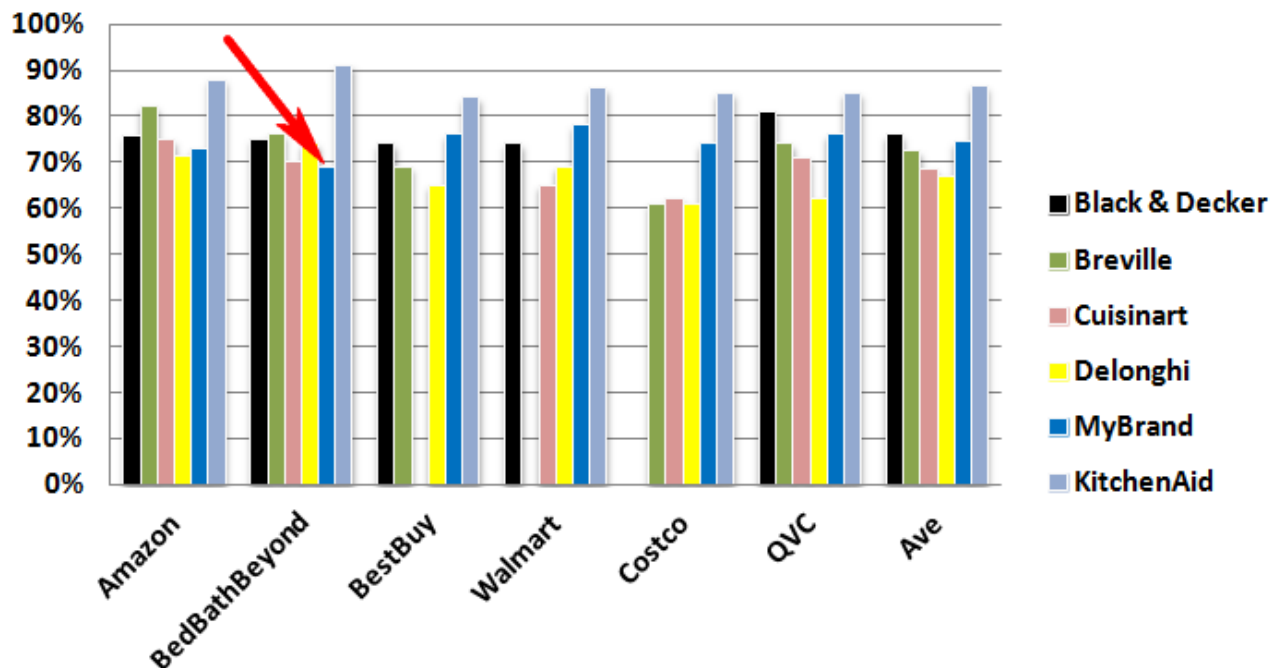


The chart above suggests that if there any changes in the market they aren't affecting all of our competitors. The retailers who sell our appliances may have additional information to shine light on the root cause of this issue.

Channel Analysis

The best place to start is to learn which one of them is having the most trouble competing with your products. Benchmarking their performance helps you to diagnose potential problems of the weakest channels and learn best practices of the strongest ones. The example below is using CSAT scale, but the other measurement methodologies are supported as well.

Brand CSAT by Channel



BBB customers (3,365) reported the lowest Customer Satisfaction with MyBrand Small Kitchen Appliances compared of all brands they sell. Meanwhile we are doing much better with customers of Wal-Mart and BestBuy, outscoring all but the leading brand.

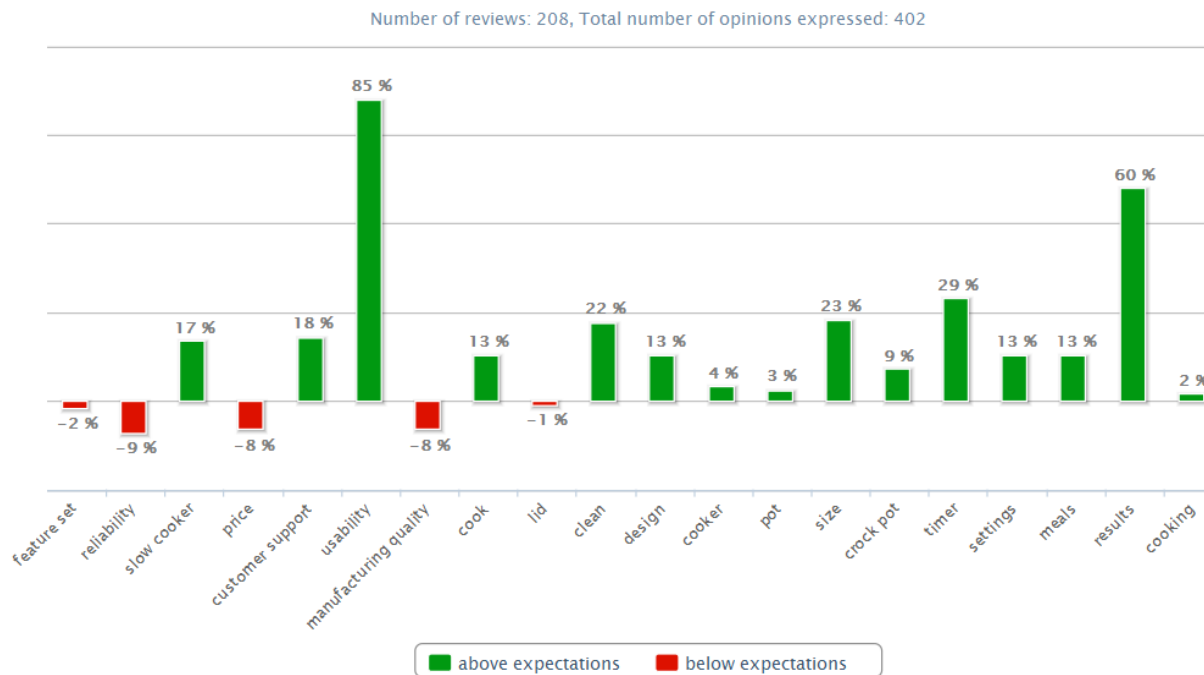
Linking the Signals from Various Sources

At this point the internal sell-through data would be an excellent source of intelligence to provide an intersection reference with Social Reputation signals. We want to assess the impact of product (SKU) mix on channel Brand reputation, as the most valuable insights often hide at the intersection of multiple data sources.

Least Satisfying Products		Most Satisfying Products	
Product SKU	CSAT	Product SKU	CSAT
MyBrand 64695 Power Deluxe Hand/Stand Mixer	44%	MyBrand 70670 Chef Prep 525-Watt Food Processor	85%
MyBrand KSB5 5-Speed Blender	43%	MyBrand 24708 Toastation 4-Slice Toaster and Oven	84%
MyBrand 40886 Stainless Steel Electric Cordless Kettle	43%	MyBrand KFP740CR 9-Cup Food Processor with 4-Cup Mini Bowl	84%
MyBrand KHM5APWH 5-Speed Ultra Power Hand Mixer	41%	MyBrand 7-Cup Food Processor	84%
MyBrand 76380 Classic Chrome Heavyweight Can Opener	40%	MyBrand KHB300WH Hand Blender	83%
MyBrand KSC700SS 7-Quart Slow Cooker, Stainless Steel	40%	MyBrand KSM150SPK Komen Foundation Artisan Series 5-Quart Mixer	83%
MyBrand KTT570ER 4-Slice Digital Toaster	39%	MyBrand 70595 Big Mouth 14-Cup Food Processor with Bonus Blade	83%
MyBrand True Air 05920 Blue Humidifier Filter	37%	MyBrand KFP750CR 700-Watt 12-Cup Food Processor	82%
MyBrand KCO1005OB 1/2-Cubic-Foot 6-Slice Countertop Oven	36%	MyBrand KHM900ER 9-Speed Hand-Mixer	82%

If the Least Satisfying Products are overrepresented in product mix, carried by the poorly performing channels, you need to optimize the mix to improve Social Reputation and overall integrity of your Brand.

Customer Experience Analysis



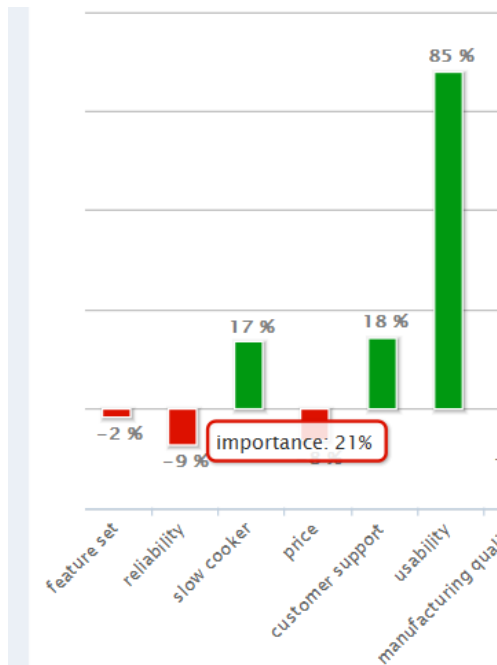
Ultimately you need to understand why customers report such a low level of satisfaction with the Least Satisfying Products and whether their Social Reputation could be improved by taking specific actions. An analysis of a product's customer feedback filters the

"noise" to help us focus on signals that may offer an opportunity for actions.

Above is an example of Customer Experience (CX) Analysis for MyBrand KSC700SS 7-Quart Slow Cooker, Stainless Steel.

The attributes of Customer Experience are unique to this product and listed in order of their importance to the customers from left to right. This [short video](#) explains what the attributes are and why they are important.

Below is an example, but in an actual report hovering your cursor over a specific bar of the chart will expose the Importance score for this Attribute.

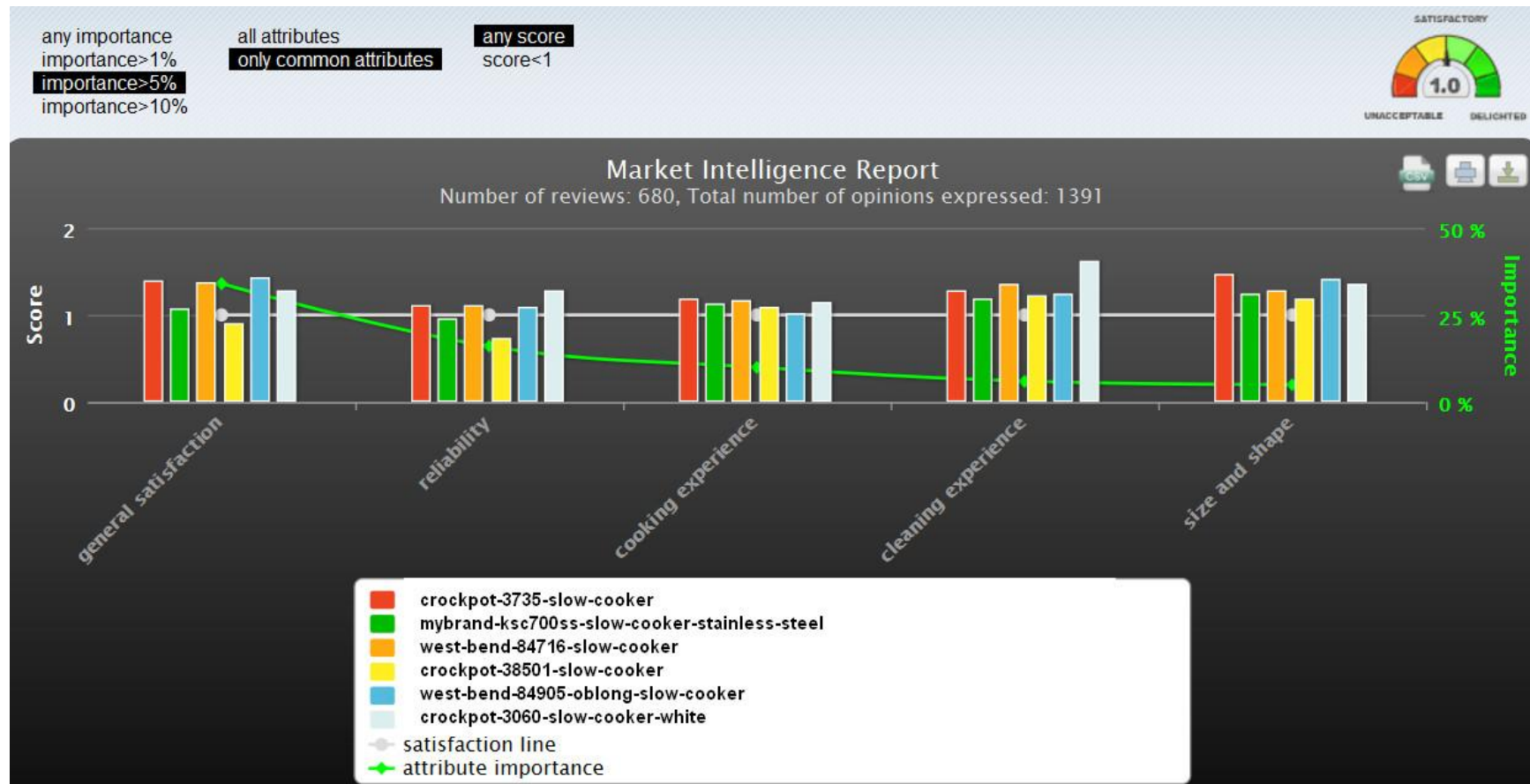


You can also click on any bar to expose verbatim customer opinions about that attribute, depending on an opinion sentiment, with Green or Red background.

Follow a [“go to review”](#) link to see complete description of that customer experience, the ID, date it was shared, etc.

	...Is another story. This problem is not isolated. They have a [defective] product and instead of fixing the problem,
	...iving so many bad reviews and sending out so many of these " [defective] " slow cookers. I'll be looking into a d
	... the entire unit. The rep said my heating element might be [defective] . If I have issues with the replacement unit I
	... they replaced it. Each time we thought, maybe the pot was [defective] - well after this 3rd time, I want my money
	...ld take it seriously and notify owners of other potentially [defective] lids. The representative said there was no e
	...warranty. But, what's the purpose if they continue to send [defective] products. The crock cracked on each and e
	...we didn't really ship it, its still on backorder, shipped - [defective] pot (not glazed), backordered, backordered, ar
	...oblem. A hassle. But Amazon gave us a full refund for the [defective] product. Yeah, Amazon ! ... go to review
	...The heating element is [defective] . This is my second one. Don't know how to return it. Thr... go to review
	...nitially received it after ordering, I was surprised at how [cheaply made] it appeared. This, after all, is not a chea
	... I would AVOID this item at all cost. It is ver [poorly made] . Even if it works 5 times, it will crack.
	...wife insisted on buying the unit. We just packed it up and [sent it back] to Amazon.com. I also sent an e mail to I
	...an only assume it wouldn't mend itself so I boxed it up and [sent it back] to Amazon still smelling like pot roast.
	...BBQ , well the crock cracked!! I was so upset , tempted to [send it back] for a refund.. My husband convinced m

It is important to take closer look at the immediate competition within the category by comparing very similar products.



Actions

The analysis revealed that MyBrand has an opportunity to accelerate its Social Reputation growth by reversing the Small Kitchen Appliances category trend. That can be achieved by the following actions:

1. Assess cost/opportunity of improving customer satisfaction with KSC700SS 7-Quart Slow Cooker, Stainless Steel using linked CX, operational and financial metrics.
2. Based on the assessment result, invest in improvement of the customer experience OR defund and "sunset" the product.
3. Optimize the product mix at BBB by removing "Least Satisfying Products" and adding "Most Satisfying Products".

The Correlation of Social Reputation metrics to Sell-Through, Customer Support and Returns Information produces the best (i.e. most reliable) predictive models for brand performance in highly competitive markets and helps form evidence-based actions.