

## Overview:

Class 0 - Irrelevant → not any of the below classes

Class 1 - motivation for buying → This is a sentiment that indicates that an opinion unit includes information about a customer's reason for buying a product. This can be direct or indirect.

Class 2 - Positive Description → This is a sentiment that indicates how a customer describes a product - in their own words. Positivity.

Class 3 - Value/Benefit from product → This is a sentiment that refers to the real impact a product had on a customer's life - and not a description of the product itself.

Class 4 - Negative Description → This is a sentiment that indicates how a customer describes a product - in their own words. Negative.

Class 5 - Recommendation → This is a sentiment that indicates that the customer recommended the product.

Class 6 - Alternative solutions → This is a sentiment that indicates that the customer tried another solution before the current one.

## To be used on:

Amazon Reviews/Other review sites - Definitely

\*Customer Interviews - Seems to be almost no open transcripts

\*Blog Comments - TBD

\*Survey Results - TBD

A pretty good list of what VOC can contain - surveys, focus groups, product studies, market research, one-on-one interviews, usability studies

## Class 0 - Irrelevant

Any sentiment that falls out of the above 5 classes.

✓ Thinking I might need one in the living room now.

✓ The woman I talked to was very nice and it almost felt like she was reading from a script, made me try all of the things I had already done many times, unplug it wait a few minutes plug it back in, and on and on we went

✓ When she couldn't fix it she said she'd have to go to escalations and will call me back.

What constitutes irrelevant? → how to deal with this?

- Drawn-out stories
- Not talking about the product
- Repeating the same info

## Class 1 - Motivation for Buying/ Use Case

This is a sentiment that indicates that an opinion unit includes information about a customer's reason for buying a product. This can be direct or indirect.

✓ Keep it in the kitchen, good for timers music, conversions, weather and asking general or even area specific.

✓ I linked up my Smart Outlet plugs and it is so nice to just tell Alexa to turn on/off my lights as I go from room to room.

✓ I can listen to virtually any world radio station

## Class 2 - Positive Description of Product

This is a sentiment that indicates how a customer describes a product - in their own words. Positivity.

✓ User friendly, easy to setup.

✓ The sound quality is amazing, very impress by the small unit..

✓ I liked the fact that the Echo Dot plugs in and is not rechargeable so you don't have to worry about battery life.

### \*Specific or not specific → Tags?

This class goes through an additional specificity classifier

## Analogies/Comparison → tags?

Pretty self-explanatory.

- ✓ I know it's an echo but didn't expect it to sound like a tin can
- ✓ Same as Xbox one
- ✓ Decent sound for something the size of a hockey puck
- ✓ The biggest detractor for the 2nd gen was the sound came out tinny like a bad game of telephone

## Class 3 - Value/ Product Benefit

This is a sentiment that refers to the real impact a product had on a customer's life - and not a description of the product itself.

- ✓ That's right, in the middle of chasing down a half naked 16 month old to get a diaper on, I can tell Alexa to remind me when its 3pm so I dont end up with those kids who stand at the school until all the cars are gone home, never happened before, but I've been close to being late a couple times!
- ✓ I can walk into the room and Alexa turns the lights on for me! And off for me, and on again.
- ✓ It is nice to walk into your bedroom and ask Alexa to put on Classic Rock 80's or whatever and you listen away.

### Anti-examples:

- ✗ User friendly, easy to setup.
- ✗ The sound quality is amazing, very impress by the small unit.
- ✗ Sound is pretty bad (expected).

## Class 4 - Negative of Product

This is a sentiment that indicates how a customer describes a product - in their own words. Negative.

✓ but am severely disappointed after purchasing multiple Echo dots, over 3 dozen smart bulbs and a smart thermostat to find out that with the Alexa app only the USA version has the ability to have multiple users on one Alexa account and that this feature is not available in Canada

✓ Now the real problem is that it pretty much never does what I ask it to do apart from some really basic stuff

✓ Sound is pretty bad (expected)

## \*Specific or not specific → Tags?

This class goes through an additional specificity classifier

## Analogies/Comparison → tags?

Pretty self-explanatory.

✓ I know it's an echo but didn't expect it to sound like a tin can

✓ Same as Xbox one

✓ Decent sound for something the size of a hockey puck

✓ The biggest detractor for the 2nd gen was the sound came out tinny like a bad game of telephone

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## TBD

## \*Class 5 - Recommendation

This is a sentiment that indicates that the customer recommended the product.

✓ Feels like part of the family lol... All jokes aside you will not be disappointed with this purchase!

✓ Would recommend to people who aren't afraid of robots eventually taking over the world.

✓ So if you are looking for an external brain to keep your internal brain organized, up to date, reminded, weathered, timed, intrigued, excited, educated, humoured, and lighted, I definitely, highly recommend the Alexa Echo Dot.

## \*Class 6 - Alternative Solutions

This is a sentiment that indicates that the customer tried another solution before the current one.

✓ I've been a heavy smart phone user for years, I've had apple, Siri is junk, Google assistant mehhhh... but Alexa.... amazing!

✓ the sound quality is better than the Google Home and is much better at filling up a small room.

✓ However, when Google sent me a free Google Home Mini, I quickly switched over whole heartedly.