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# It Can't Wait

## Next Generation Mobile Apps

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# It Can't Wait

Proactive AT&T customer service – search, collate & aggregate tweets praising or complaining about AT&T price, service and overall experience.

Get tweets & reply to tweets \*automatically\* with suggested replies based on sentiment analysis and keywords.



## Technologies

Android SDK, Android Studio, Twitter API, Aylien Sentiment Analysis, GPS



Android SDK



## In Summation

### We Did

- Search for tweets pertaining to AT&T products & services
- Sentiment analysis on each tweet to determine polarity
- Automatic suggested replies based on sentiment and keywords

### Because

- Proactive AT&T customer service, seek those with large number of followers
- Search customer complaints and look for resolutions quickly
- Forecast network problems in your physical proximity

### We Learned

- Free sentiment analysis REST service (Alyien)!
- How to make REST service API calls with Android SDK!
- Search Twitter via calls from the Android SDK!

### More Time

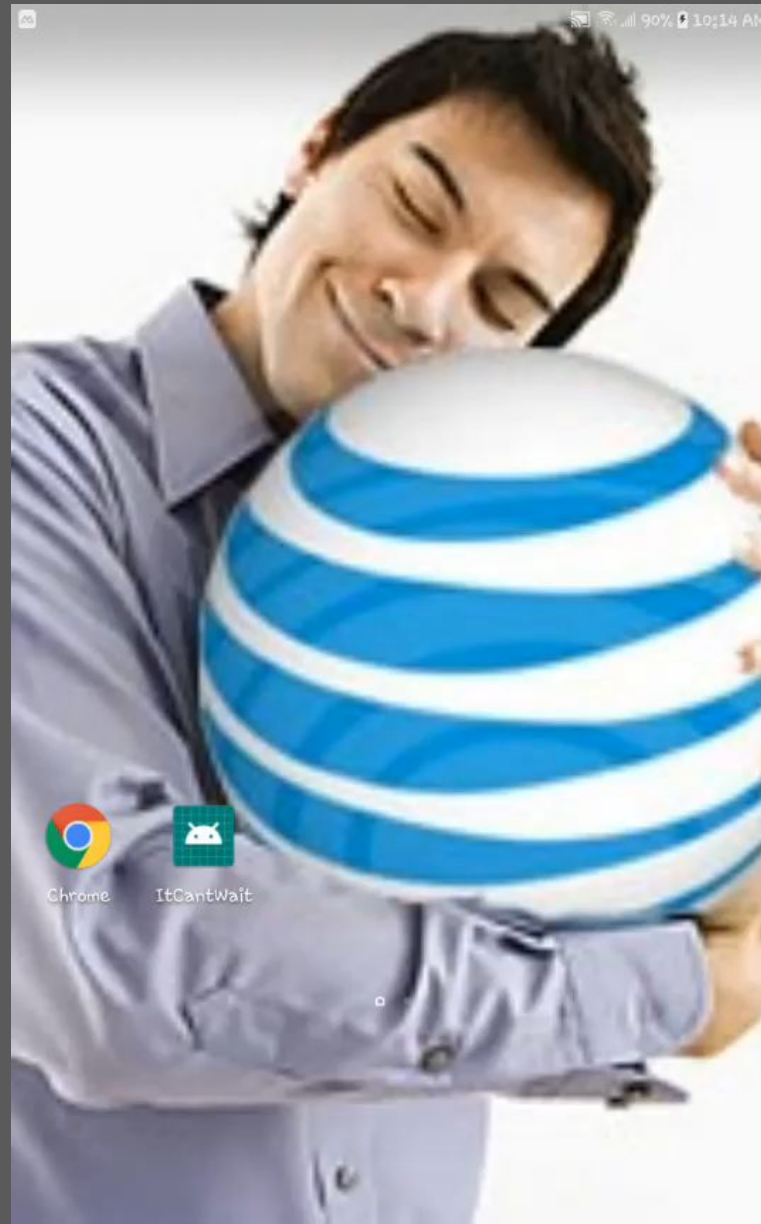
- Large-scale tweet counts based on geography to predict & prevent network issues
- Automatic lookup of AT&T network strength for areas where customers complaining the most
- Better automatic customized responses with more actionable items for the customer

### Fun Facts

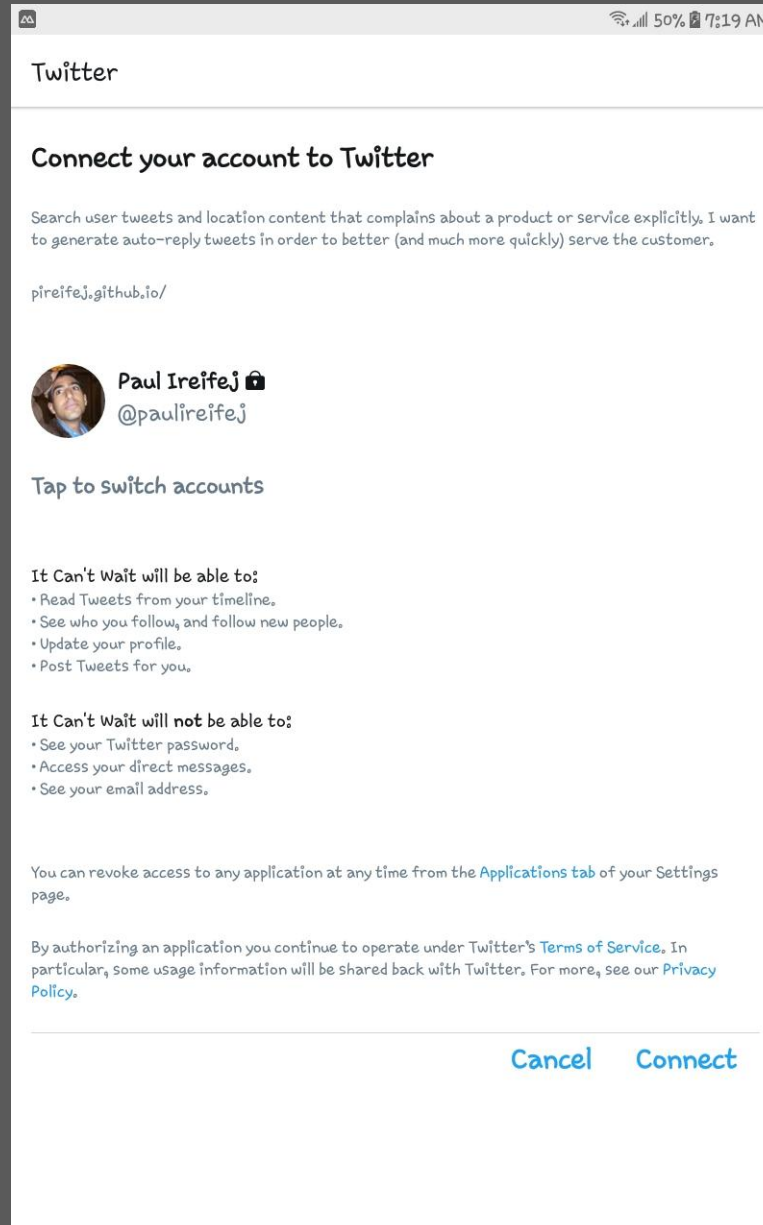
- Alyien REST service failed hours before this presentation. I made a new account to refresh the API key and it's working (for now)!!
- I did this entire project on a loaner laptop from the IQ bar. My original work laptop met its end via hot black tea spillage.
- I got to read MANY tweets with MANY creatively put-together curse words 😊



# DEMO



# Login to Twitter



# Search Tweets

ItCantWait

76033

davidmweissman|1115637539820527616@general

6602

MysterySolvent|1115637659811110913@general

2988

AmericanHeart8|1115290339051438081@general

1346

isdionne|1114927643701411840@service

1134

Panola\_Jones|1115289084392558592@service

1071

dinaislegit|1115621549241982979@service

852

duceonlyeven|1114946307125317633@service

846

NallelyRubii|1115490640081510401@general

798

eliza\_cap|1115291229779050496@general

773

Mendez9682|1115107933115899904@service

713

kayecheyenne|1115423650218434560@service

570

karla\_jissel\_|1115724090495709185@service

464

SteveMedellin|1115434357781667840@general

434

kianalpuskas|1115589088558469121@general

390

SplaneCharlotte|1115317145955635208@service

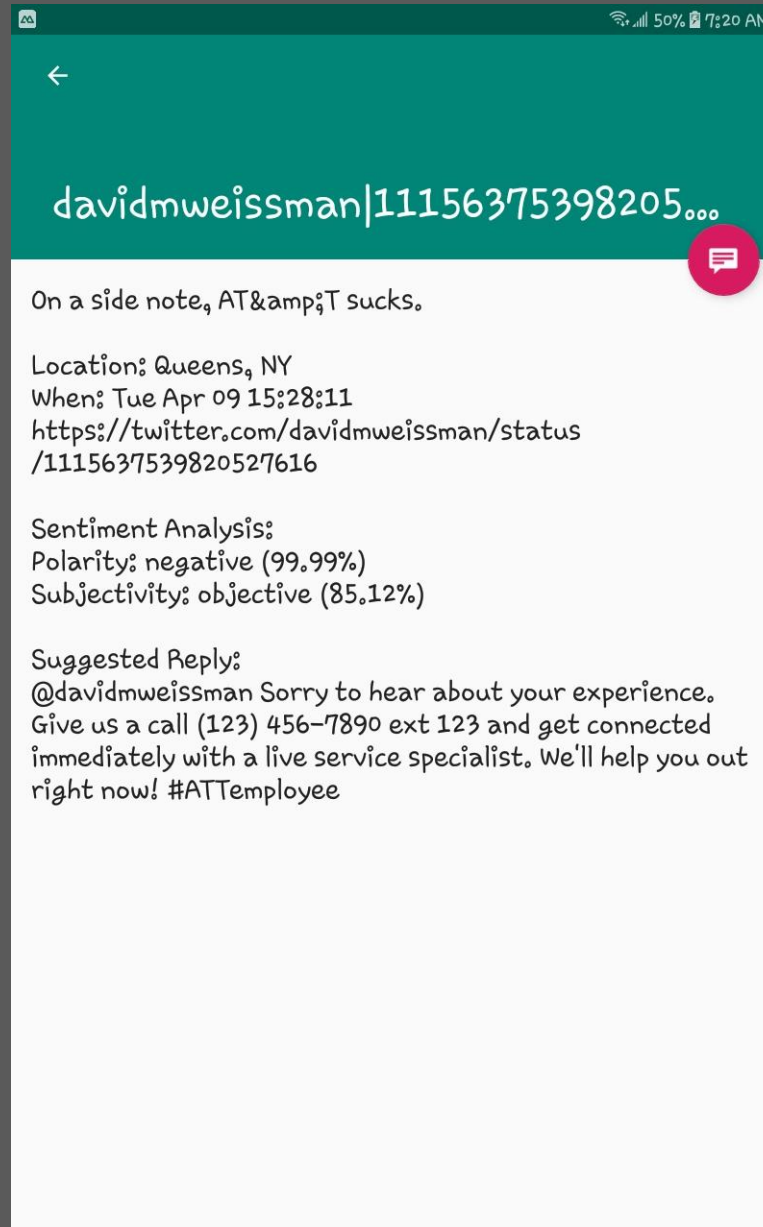
378

BLACKWATERBELL|1115732864140705793@service

Welcome, paulireifej

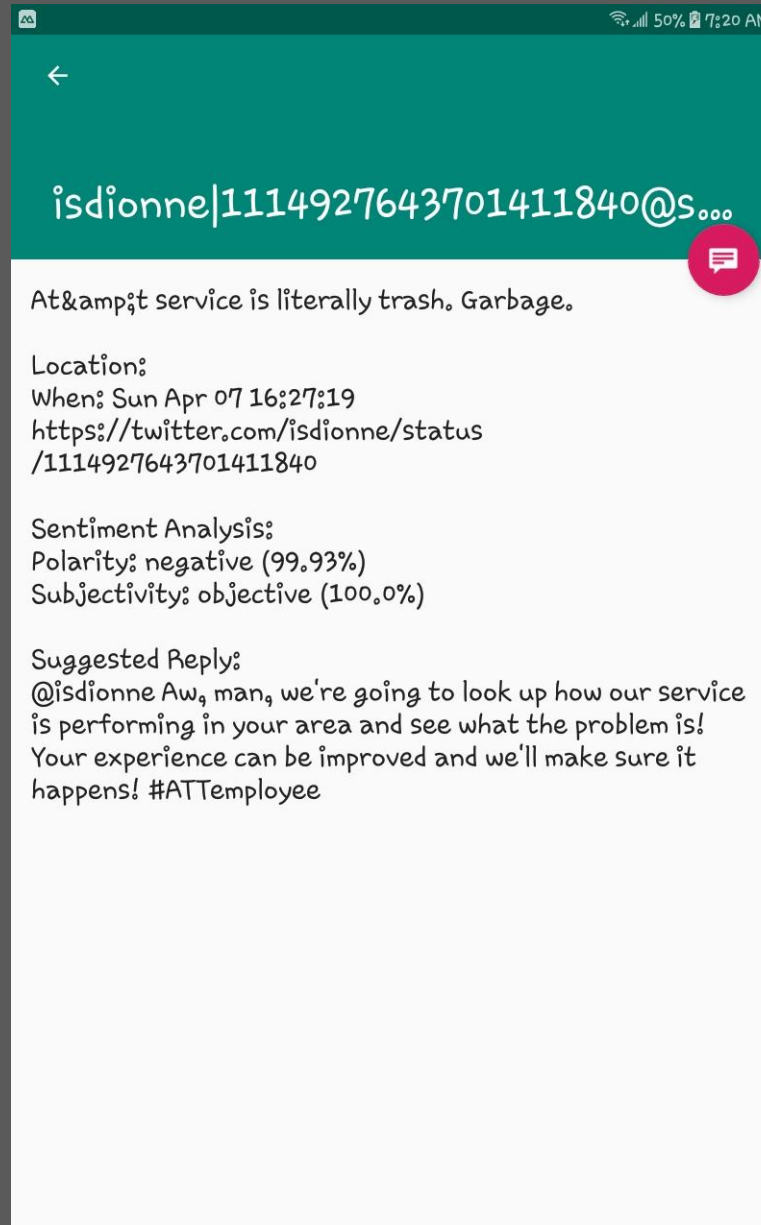


# Sentiment Analysis & Suggest Reply (general complaint)

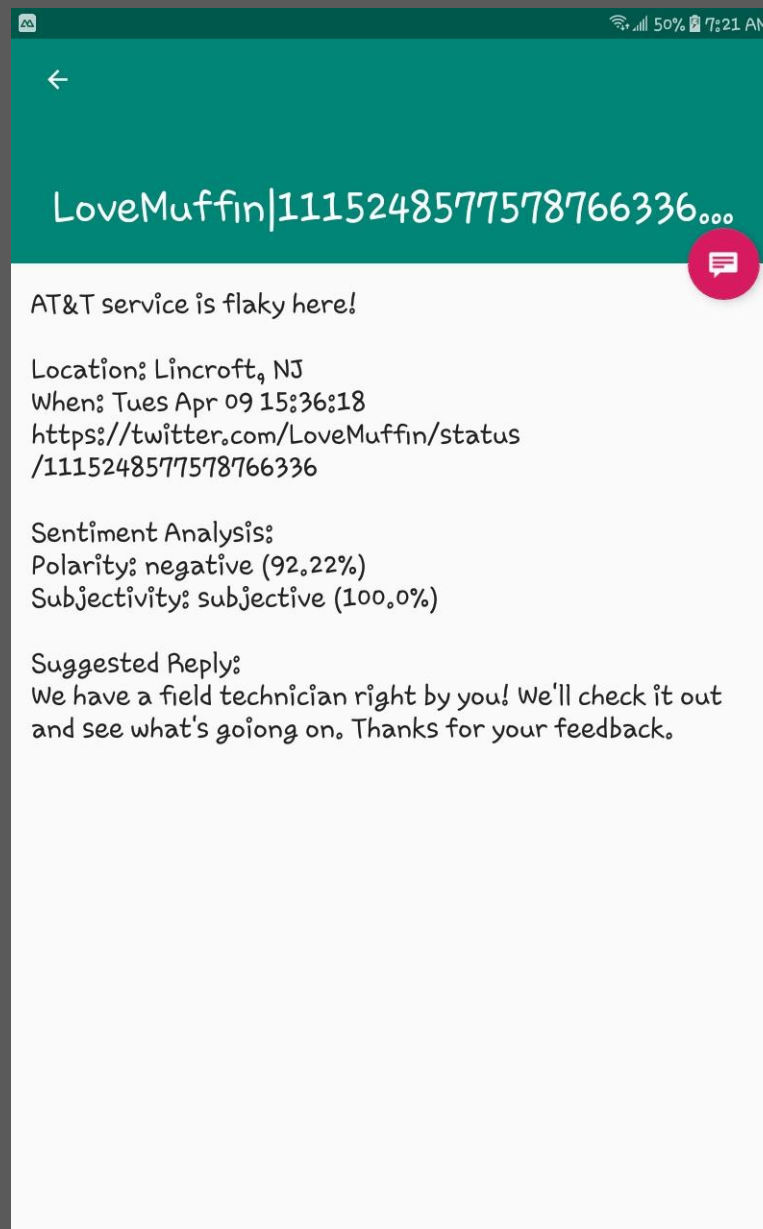




# Sentiment Analysis & Suggest Reply (service complaint)



# Sentiment Analysis & Suggest Reply (near by complaint)



# Real-time tweet replies

