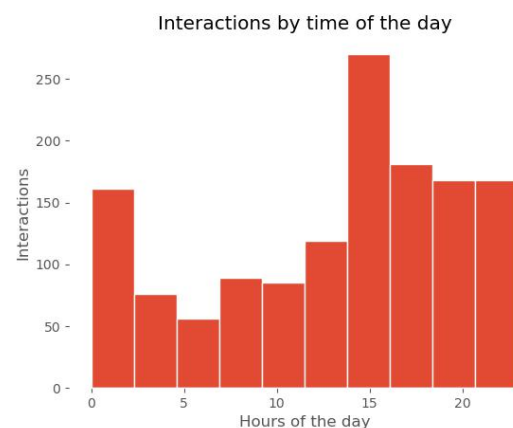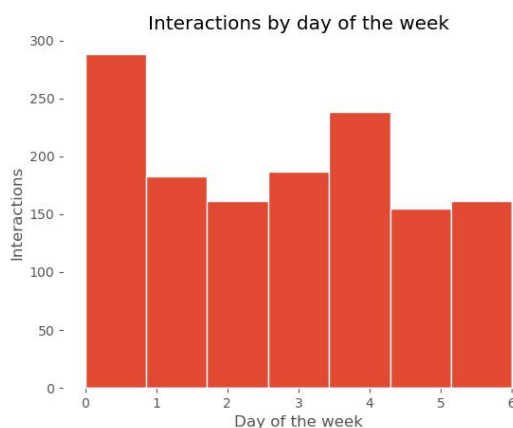# Twitter Customer Support Analysis for NikeSupport

Analysis of customer support interactions by NikeSupport on Twitter has been performed.

Total number of issues: 1373

Total number of issues analysed: 1373

## Analysis of interactions by day of the week and hour of the day



## Analysis of types of issues raised

The issues addressed by the customer support can be divided into three main topics - Topic 0, Topic 1 and Topic 2 having 551, 275 and 228 interactions respectively. The issues can be broadly classified as plan issues, watch issues and version issues respectively. The distribution of issues can be broadly understood by analysing the word clouds of the topics.
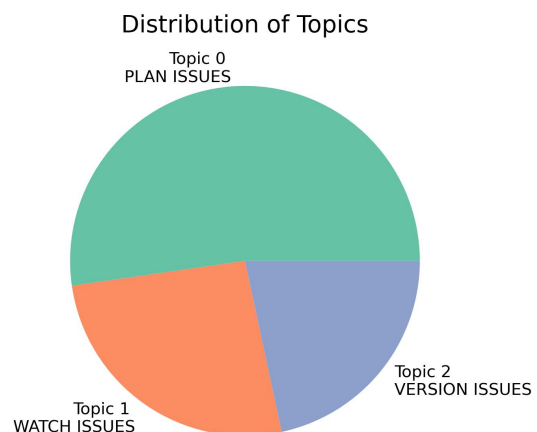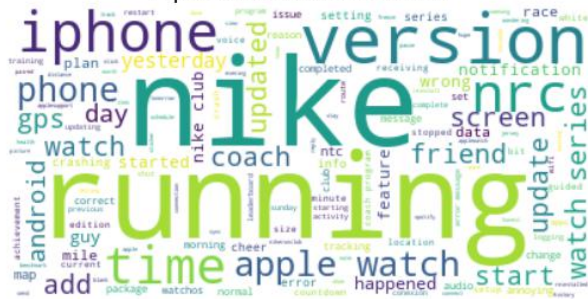
# Word clouds of the topics


Topic 0 - PLAN ISSUES


Topic 1 - WATCH ISSUES


Topic 2 - VERSION ISSUES

| Topic name | Top topic keywords |
| --- | --- |
| PLAN ISSUES | nike, plan, email, nrc, error, workout, account, club, time, update, running, mile, connection, training, android |
| WATCH ISSUES | watch, apple, nrc, iphone, nike, amp, start, issue, sync, update, music, data, week, day, activity |
| VERSION ISSUES | watch, nike, running, version, nrc, iphone, apple, time, phone, series, coach, start, error, plan, club |

# Analysis of the customer service response time

The time taken by the company to respond to the tweets is an important metric. The average time taken by NikeSupport to respond to a tweet is 0 days 11:49:23.582542694.

The tweet which has the smallest response time belong to Topic 0. The tweet which has the highest average response time belong to Topic 0. Whereas, the tweet which has the highest response time belong to Topic 0.
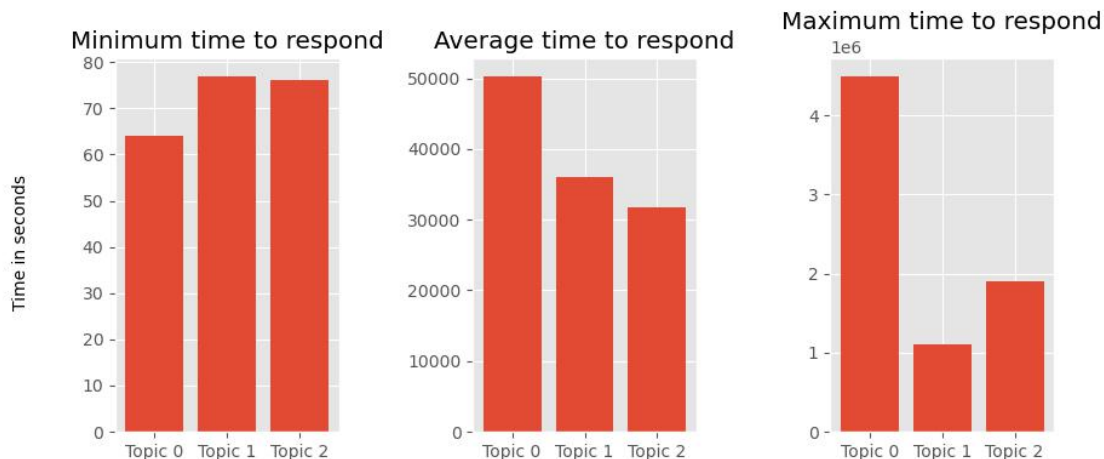


## Iteractions having quickest and slowest first response time

| First reponse in | Interaction summary |
|---|---|
| 0 days 00:01:04 | NikeSupport is here to help if you have a strong wifi connection to download workouts when off the internet. nike.com/nikesupport is 620860 and is available on a 24/7 basis. It is available to help people who need to workout. |
| 52 days 01:15:43 | NikeSupport is trying to help a user who cannot start a new plan in either of the apps. The app keeps saying that he has just finished a program, when he has not. The solution is to uninstall both apps and restart the device. The user can start a plan now. |

# Analysis of number of interactions
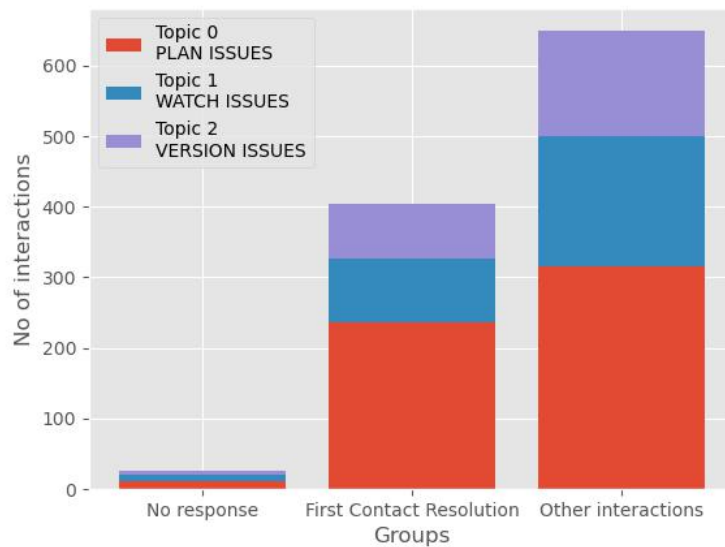


The responses by the company can be divided into three categories as shown in the graph. Topic 0 has maximum number of tweets which were not answered by the company (No response). Topic 0 has maximum number of tweets which were either resolved by first contact or taken offline individually (First Contact Resolution). Whereas Topic 0 has maximum number of tweets which had more than two tweets as part of the interaction.

# Analysis of most complex queries

## Interaction summaries

(o) NikeSupport is trying to help Chandra get her running data sync working properly. She wants to participate in the weather chasers contest but she is under 18. She can't unlock the jdi sunday streak even after running 5 km in a row on Sundays. She also wants to get the Nike logo on her posts. (Number of interactions = 42)

(o) NikeSupport is looking for missing data from the running program. Patrick sent a screenshot of the data missing after he finished the 10k training plan. The data were missing only for sep and august. Patrick has update the apps at the latest version. Patrick is using an Android app. (Number of interactions = 39)

(o) NikeSupport is helping Fernando with his running. He is having issues with mirroring the iphone app on the watch. There is no sync between the watch and the phone during the runs, so he has to restart both devices and uninstall the app. (Number of interactions = 35)