

Most common Customer sentiment Blanks – BCN PEG

DRAFT

BAIN & COMPANY 

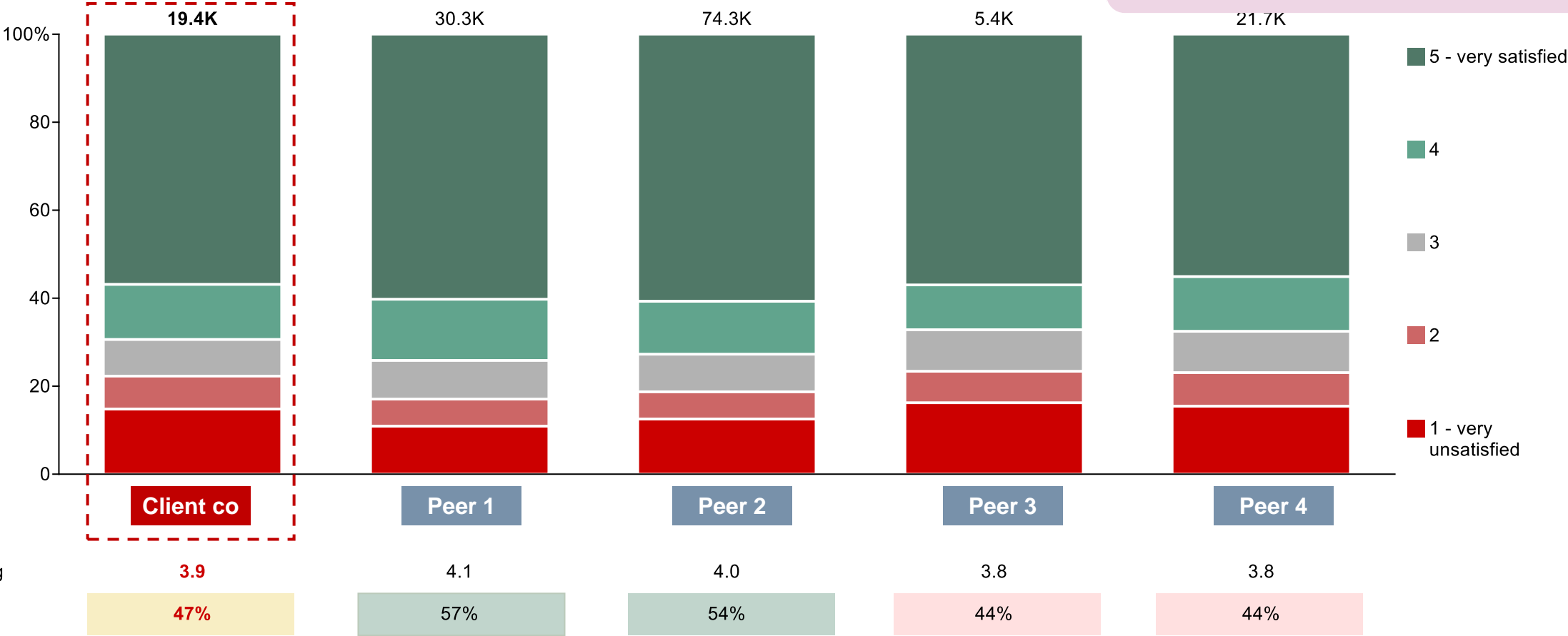
Customer sentiment/ Quant: Target lags on consumer advocacy on E-commerce with net sentiment of ~20% vs. 55-70% for competitors

CUSTOMER SENTIMENT

BCN: Requires Ratings scrape

Can add an additional page visualizing 100% stacked bar of SKUs and distribution by average rating

Customer satisfaction rating (# of ratings)
(2015-2021YTD)



Note: YTD data till ...; Net sentiment = % 4-5 minus # 1-2
Source: Google reviews; Bain Analysis

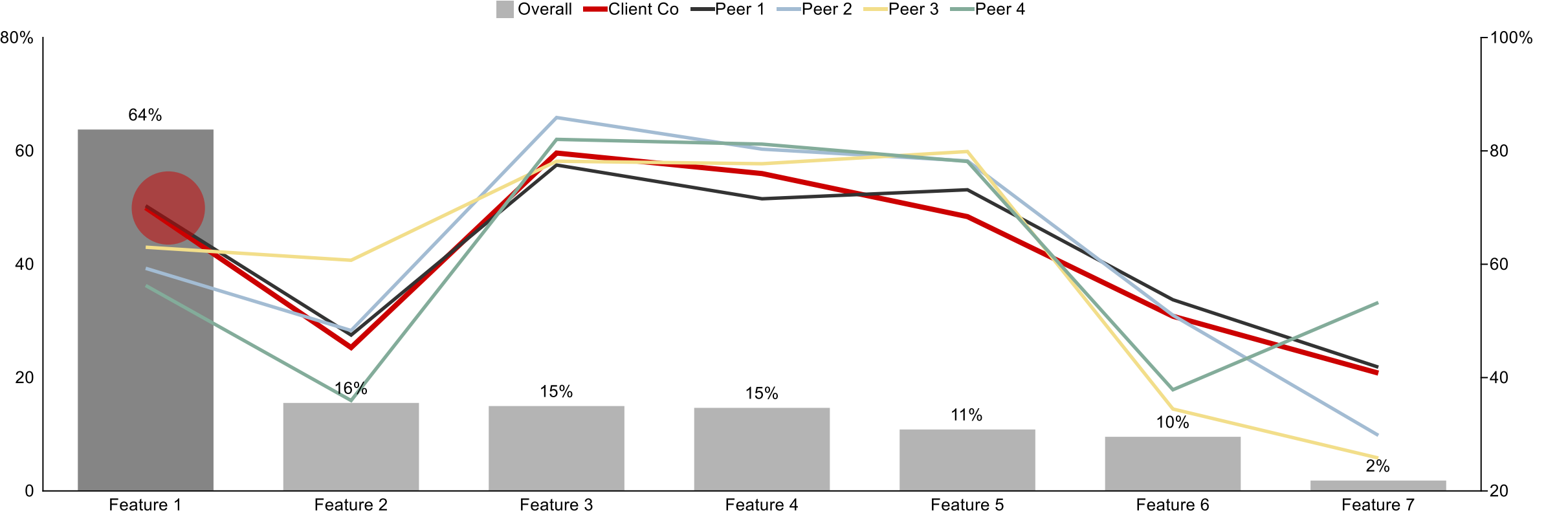
Customer sentiment/ KPCs: Feature 1 is most important driver of customer sentiment, followed by xyz; Target well positioned on ...

CUSTOMER SENTIMENT

BCN: Requires Ratings scrape

% of reviews mentioning theme*
(2019-2021YTD)

% of reviews mentioning player performance
as positive on a given theme^



Note: One review might be allocated to several clusters; *% of reviews including positive or negative mention of specific theme; ^% positives in all reviews mentioning given theme for player e.g. ~60% for feature1, means that 6 out of 10 reviews mentioning theme of feature 1 were identified as positive; analysis based on representative sample of upto 5K reviews each for competitors across 2019-2021YTD; YTD data till ...
Source: Google reviews; Caplena

Customer sentiment/ Performance on KPCs: Target performs well on health benefits and taste/smell; efficacy and price feedback is mixed

CUSTOMER SENTIMENT

POSITIVE MENTIONS

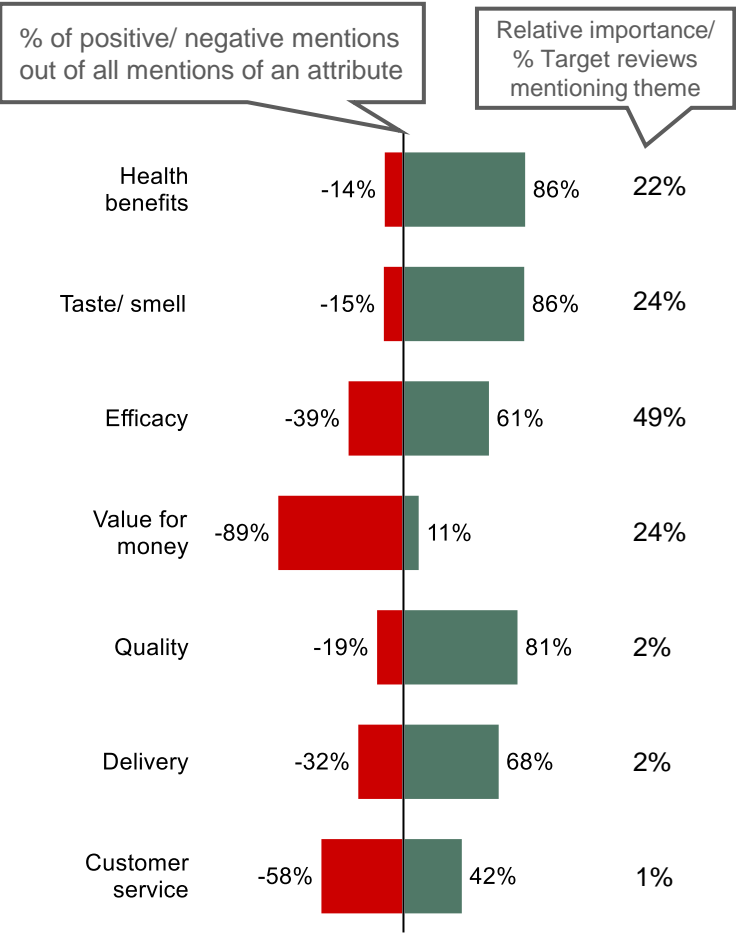
/ AI BASED / DIRECTIONAL

KPC	KPC Importance (% of respondents)	Target	Comp 1	Comp 2	Comp 3
Taste & Quality	83%	92%	83%	85%	86%
Customer Service	33%	80%	81%	67%	62%
Value for Money	20%	62%	61%	60%	56%
Variety	19%	89%	66%	78%	85%
Atmosphere and Ambience	17%	85%	84%	75%	78%
Location Accessibility	8%	79%	85%	70%	78%
Preparation/Delivery Speed	7%	94%	90%	93%	81%
Dietary Preferences	6%	85%	78%	65%	80%
Cleanliness and Hygiene	6%	49%	45%	34%	26%
Ingredients Quality	5%	84%	58%	32%	68%
Delivery Options	1%	51%	83%	75%	36%
Promotional Offers	0.1%	100%	100%	100%	-
		N=4,866	N=684	N=3,294	N=1,770

% of positive reviews>>

Positive sentiment (+65% of positive reviews) Neutral sentiment (35-64% of positive reviews) Negative sentiment (<35% of positive reviews)

Customer sentiment/ Target double-click: Promoters cite health benefits and tasteful “treats” as good; detractors mainly cite efficacy and value for money



Commentary

Positive health benefits

“Her stools are **firm and healthy** and there is no more tummy rumbling. Additionally, as the ad stated, it cured the dark discharge in her ears. I **consider this probiotic a miracle cure** and am grateful to the company that developed it. It’s a **small price to pay for a happy and healthy doxie.**”

“One of our dogs had **very sensitive skins** and a lot of allergies. The Target Probiotic has **helped relieve a lot of the symptoms** and decreased the amount of scratching and licking. We highly recommend the product.”

Good taste/ smell

“**Delicious favor.** He loves it, every day after his food in the morning he **asked me for his treats.**”

“**Irresistible flavor** & good for your dog’s digestion. | My Pom loves these, **thinks they are treats!**”

“My dog **eats them like they are treats** so they **must taste good.** Will not buy again bc it only last 10 days.”

Mixed sentiment on efficacy

“**Stopped digging and scratching** at himself and seems a lot happier. He loves the flavor and doesn’t spit the chew out. This stuff is amazing. **If it continues to work I will be buying more.**”

“**After only three pills** she has made a **complete transition.** The itching is so minimal now it’s barely noticeable. There is a **noticeable difference that her prescribed medication has never done.**”

“**Did not work for us.** | Our dog likes the chew but we have **not seen any signs of the itching letting up at all.**”

“**Didn’t see the promised relief** | I bought this expensive product only by the promise that the itching & scratching would stop once the dogs gets the prebiotic their gut needs and didn’t happen. **Just the opposite: her scratching got worse.** After gave it a shot, I’m not going to waste almost \$40 a month for a **product that doesn’t work.** Disappointed!”

Not value for money

“Disappointed in this product. **Not worth the money and very expensive** for a 55lb dog. It recommends 3 chews per day so a **\$40+ canister only lasted a couple weeks.**”

“**Bit pricey** as he needs 2 chews a day and there are 30 chews in a bottle; we are **spending \$66 per month.**”

“**Do not think this product is a good value...** has 30 chews in it for \$36.95. The **jar is very small 4.2oz...** I think i will look for more cost effective product or just get the ingredients and make them myself. Im sure it **wont cost 1.23/ piece**”

“Can not see if this works as 3 chews a day only supplied me with 10 days. **\$38 is outrageous. They need to make this more affordable for large dogs.**”

Deep-dive on most common use cases

USE CASE PAGE

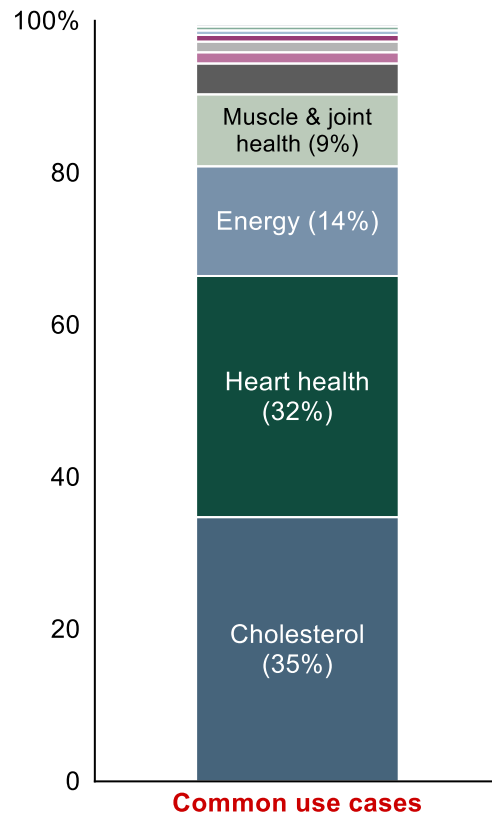
CUSTOMER SENTIMENT

USE CASES

/ DIRECTIONAL

Target brand

% of use case mentions*



Commentary

Recommended by doctor

“Following Doctor's Orders This product is great. My Dr. wanted me to take it & I was **very impressed with the quality** of the product **when she told me**”

“I trusted the brand name of TARGET. I felt confident in taking this as it is the “#1 cardiologist recommended form of COQ10”. Glad I switched!”

“Cardiologist recommended. I have used the product with confidence for at least ten years. I love that it is **better absorbed than the competitors**”

Balancing side effects of Statin

“Effective I take this because while taking statin drugs your muscles are robbed of coq10 and this particular brand seems to help better”

“Great companion to statins. This was reviewed as one of the best CoQ10 supplements. **I use it to supplement my statin intake**”

“It's my first time taking a statin and I was concerned about muscle soreness, twitching and spasms. It was recommended to take Coq10 along with the statin. I am happy to say I **haven't had any problems adjusting to the statin.** I give the Coq10 gummies all the credit”

Recommended by friends or family

“Works great!. It was recommended by a friend & I'm so glad I tried it out. I started taking it when I was having constant heart palpitations & it has helped significantly!”

“Recommended by family, this has surprisingly helped me with my migraine. Not sure how, but my headaches have gone down by more than 50%”

Post heart attack

“I had a major heart attack over 4 years ago. Have taken this product from then on and I wouldn't change a thing! Thank you TARGET for a top product!”

“I started using TARGET over five years ago after a massive heart attack. It has been very successful for me. I'd recommend it to everyone!

As a precaution or preventive measure

“I have been taking it since I have been taking my cholesterol meds as a precaution & it is just peace of mind as I'm doing what I can to stay healthy”

Note: *Mentions are on a use case level, for example, if a review mentions both the “cholesterol” and “heart health” use cases, then it would be counted separately under each use case; Use cases contributing less than 5% to total mentions of a bar have been hidden; analysis based on reviews from 2022 till 2023 YTD | Source: Amazon