



Online Customer / Market Intelligence

Leadership in the marketplace

through actionable insights from online customer opinions

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Customer perception is heavily influenced by online opinions which has a major impact on customer choices and buying behaviour

- **High market transparency** through social media
 - **1,2 million** posts are published every day [Technorati]
 - **14 billion** comments in total on MySpace [Forrester]
 - Telecom Industry: **230.000** updated blog & forum pages in the last month (NL)
- Consumers value **the opinion of other consumers**
 - **78%** of consumers trust the recommendations from other consumers [Nielsen]
 - Mass marketing is not working anymore. The consumer expects to be the central point. [Forrester, Godin]
- **Retaining** customers is all about **Customer experience**
 - **68%** of churn is due to the experience of poor customer experience [Forrester]
 - In the Netherlands, **75%** of churn is due to bad service and 30% is due to poor quality [FD Outlook, march 2009]
 - Buyers are willing to pay 20% to **99%** more for a product that is rated with 5 stars instead of 4. [comScore]
 - One star rating means a reduction in sales of **31%** [Jupiter research]
- The **financial impact** is high
 - A **2%** increase in customer retention has the same effect on profits as cutting costs by **10%**.
 - A **5%** reduction in customer defection rate can increase profits by **25-125%**. [Murphy and Murphy]


It is essential to know what is said online and covert this into customer insights for you to make better choices and faster than your competitor

Webcare (Service, Q&A)



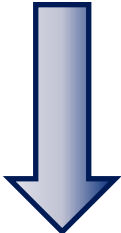
Hey mensen,
Ik was tot voor kort lid van het Wereldnatuurfonds met een bijdrage van 5 euro per maand. Alleen leuk en aardig, maar was het de laatste maanden eigenlijk een beetje vergeten. Nu heb ik een tijd geleden een ander rekeningnummer genomen, waardoor het oude (gemachtigde) rekeningnummer niet meer in gebruik is en dus geldloos is. Punt is, dat het WNF dus geen geld meer kan afschrijven.
Vandaag viel er dus een brief op de mat. Met een acceptiepro waarom stond dat ze al een tijdje geen geld meer konden afschrijven en ik dus 15 euro moest overmaken om die acceptiepro. Nu ben ik het eigenlijk een beetje zat en wil ik er vanaf. Heb het er ff met m'n vader over gehad, en die zei dus dat ik gewoon die brief moet verscheuren en dat ik dan voorziet wel uit het systeem gehaald wordt.
Is dit inderdaad zo? Want zoals m'n vader ook al aangaf is het feitelijk stelen wat het WNF doet. Namelijk geld afschrijven van mensen waarvoor officieel geen handtekening is gezet. Dus lijkt het me dat als ik die brief gewoon verscheur dat ik wordt uitgeschreven en daarmee het boek wat het onderwerp WNF betreft uit is.
Afvast bedankt voor opheldering.
Blis

Reputation / Brand monitoring (PR)

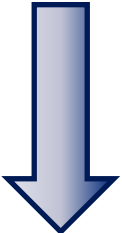


Time Period	Positive Sentiment	Negative Sentiment
2013-01-01	0.7	0.3
2013-02-01	0.6	0.4
2013-03-01	0.5	0.5
2013-04-01	0.4	0.6
2013-05-01	0.3	0.7
2013-06-01	0.2	0.8
2013-07-01	0.1	0.9
2013-08-01	0.0	1.0
2013-09-01	0.1	0.9
2013-10-01	0.2	0.8
2013-11-01	0.3	0.7
2013-12-01	0.4	0.6

What are priority issues?



Why is the sentiment getting more negative?



Online Customer / Market Intelligence (Analysis > Improvements)

Deloitte's 'Online Customer Intelligence' offers actionable insights and bottleneck analysis via a realtime dashboard (beyond ordinary reputation monitoring)

Strategic goals

Improve Customer Appreciation

- **Quality service**
- *Clear conditions*
- *High quality products*
- *Simple use*

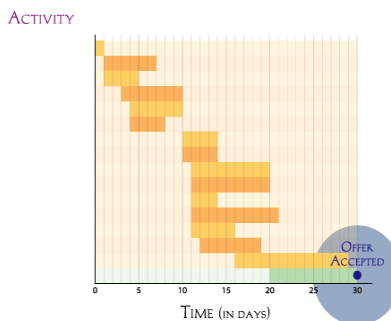
Online sources



Monitoring key indicators

- Resolution time ●
- Customer friendliness ●
- Waiting time ●
- Issue knowledge** ●

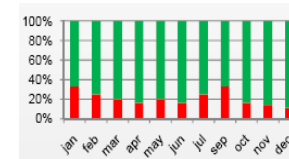
Action Plan



Actionable insights

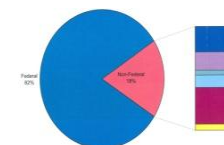
The customers are disappointed about their mobile internet subscription. Especially the billing after using Mobile Internet abroad is an issue.

Detailed analysis



Sentiment & volume trend

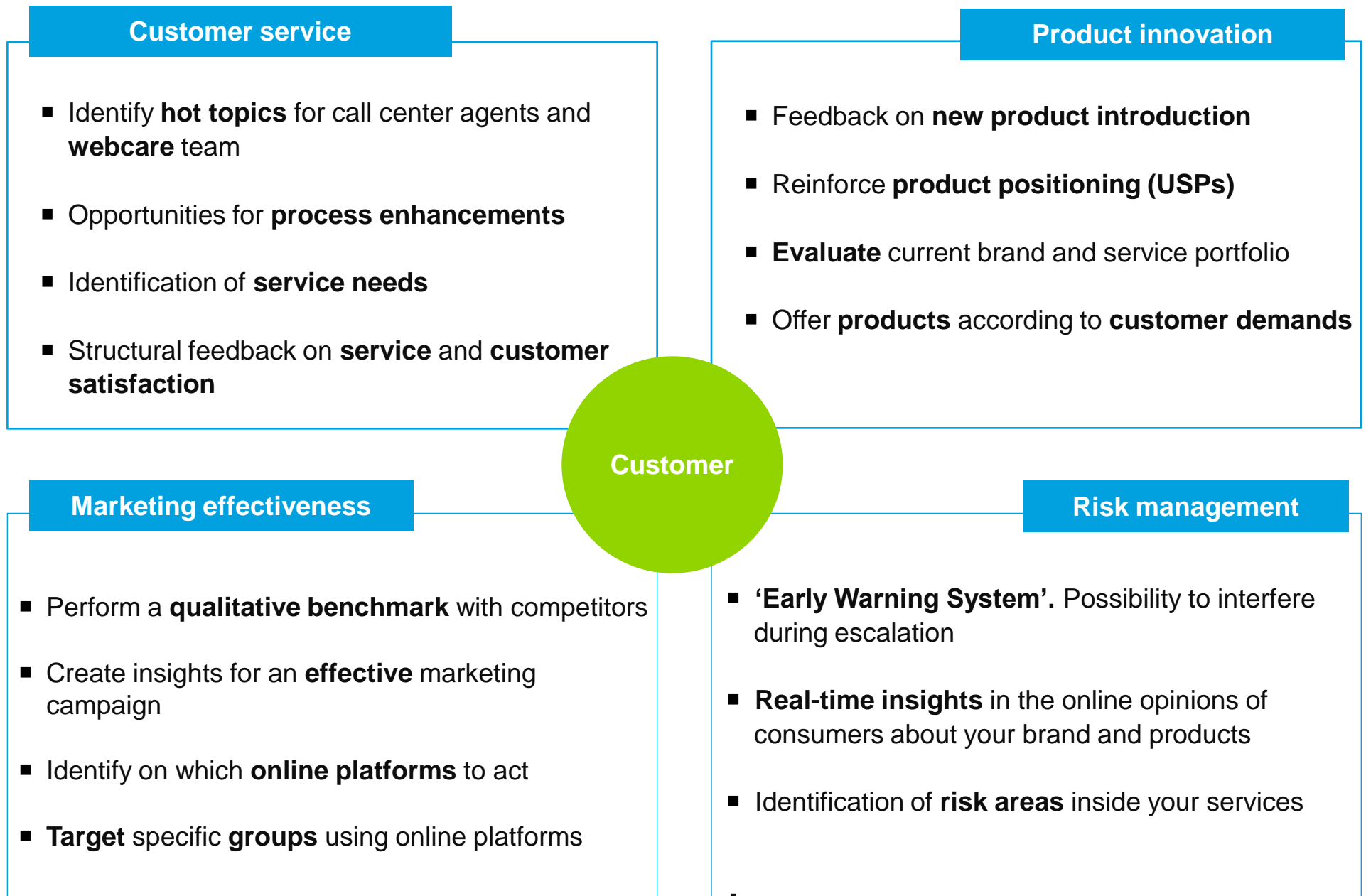
SWOT analysis (hot topics / opportunities)



Source distribution

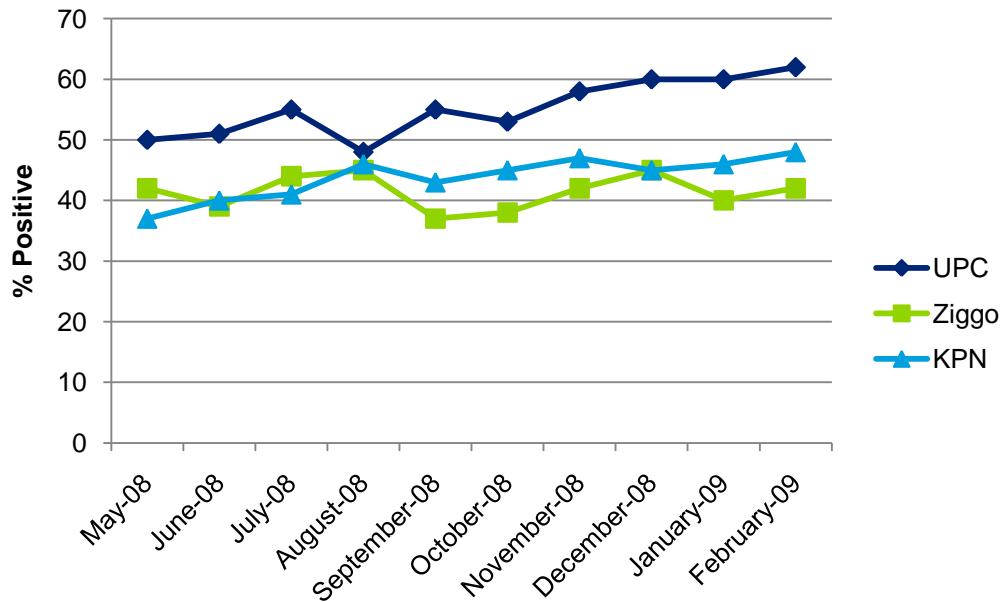
Maat vaste (tip) Extras
Telefonie eerste Disclaimer
 speedtest activeringscode antwoorden
 Eredivisie Beltanieven Demand Actuele
 Fiber maanden Snel
 Abonnementen Meest totaalpakketten
 p/m **bellen** slechts Doe vragen
 Bekijk **Televisie** Overstappen
Factuur Pakket

You can use online customer insights to improve overall customer appreciation by optimizing marketing, product management and customer service processes



Some examples of Online Customer Intelligence in the TMT and FSI industry

Benchmark on Customer service



Feedback on new product introduction



Example finding
 Negative sentiment is caused by the mandatory mechanic for installation of the new Fiber product. This is not due to the price, but clients just want to install the product themselves.

Service and Risk monitoring

Onderwerp	Aantal	Status
Toegankelijk & Eenvoudig	215	●
Service Experience	4162	●
Facturatie	475	●

Example finding
 Wrong invoices and unclear conditions regarding 'unlimited datatransfer' of mobile internet may block full acceptance of mobile internet.

Analysis of strenghts and weaknesses

simpel Leeuw **banken** **Betrouwbaar**
 consumenten marketing **vertrouwen**
 klantgericht **Postbank** **MijnPostbank** **merk**
Bank zekerheid **Blauw** kernwaarden **ING**

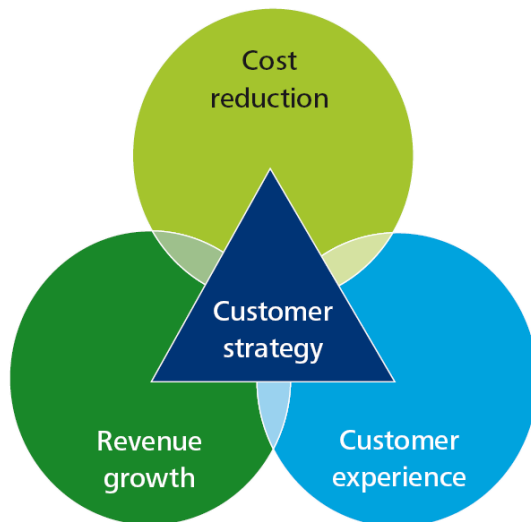
Anouk **Bank** **F1** klantgericht **banken** **Postbank**
 consumenten Staat **ING** **vertrouwen**
 arrogant **Betrouwbaar** **merk** **Bos** simpel
 zakelijk

Insights from Online Customer Intelligence can bring benefits across marketing, product management and customer service

Do you want to..

- Identify the reasons that customers **doubt** your services?
- **Position products** in a better way than your competitors?
- Provide **services** that match your customer needs?
- **Benchmark** with your competitors?

Use OCI with these benefits



- Greater overall **customer appreciation**
- Increase of **customer retention**
- **Stronger positioning** of products and services
- **Cost savings** in traditional market research
- **Higher efficiency** in webcare