

# **Customer Experience Analytics: What customers are really thinking, feeling and doing?**

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Cambridge Service Alliance**

# Digital platforms using data to understand customers' behaviours to deliver superior experience

**NETFLIX**

## What Personality Does Netflix Think You Have?

Go to your Netflix homepage and look at your personalized categories to find out what the company thinks about you.

 By Todd Van Luling, HuffPost US

## How to find out what Facebook knows about you

PUBLISHED SUN, NOV 19 2017·2:00 PM EST | UPDATED MON, NOV 20 2017·10:56 AM EST

 Todd Haselton  
@ROBOTODD

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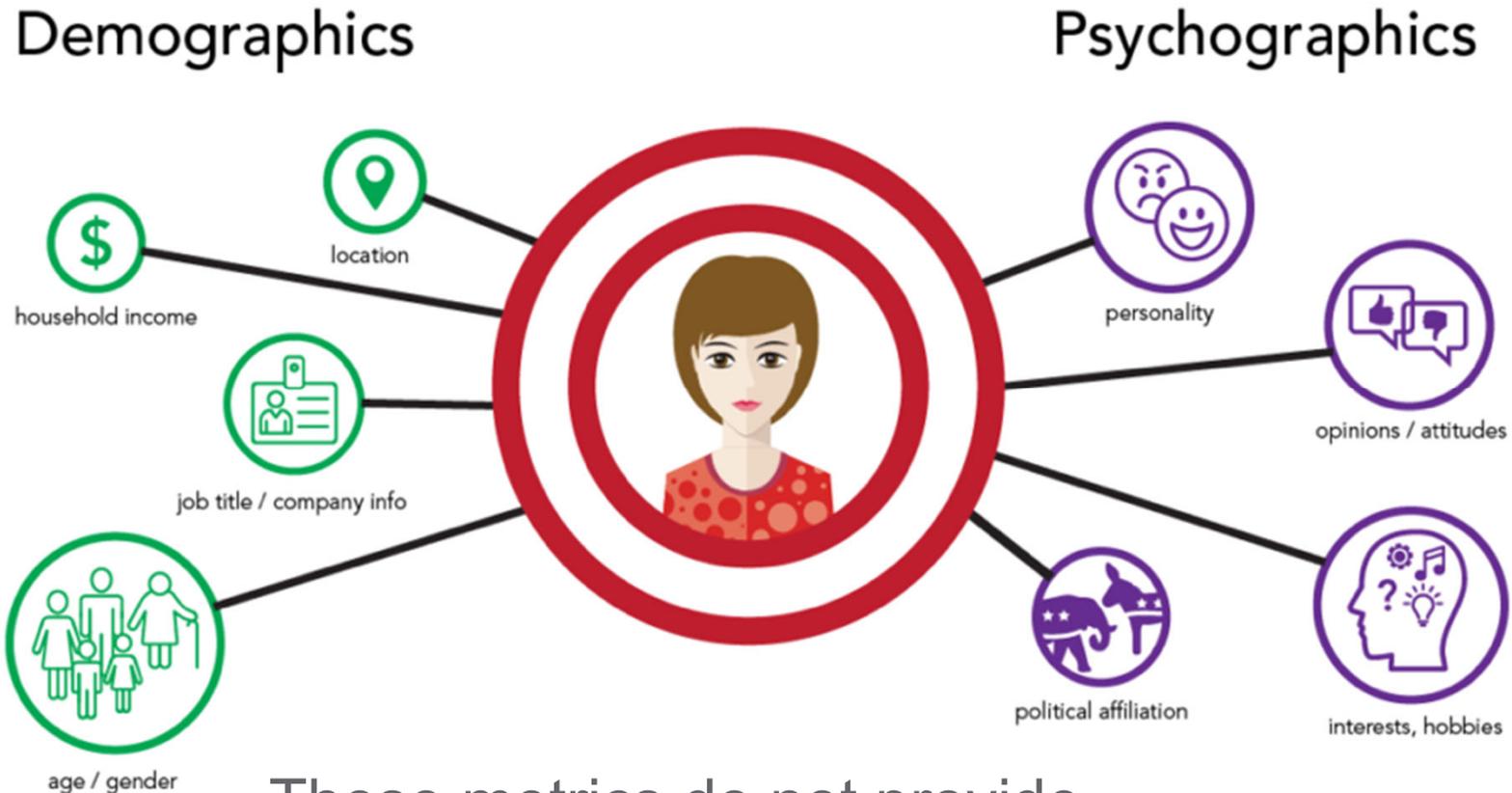
**TECHNOLOGY**

## What Amazon Thinks You're Worth

Shoppers were offered a \$10 credit in exchange for handing over their browser data. It's an investment that pays dividends for Amazon.

**SIDNEY FUSSELL** JUL 18, 2019

# How these digital platforms segment the customers' behaviour?



These metrics do not provide deep insights about customers'

# Why customer's actions are important?

Express negative emotions which affects the brand

*I'm so **raged** and **infuriated** right now at Apple*

Seek revenge

*I **fought** Apple and **won***

Switch to another brand

*I am **switching** from Apple Music to Spotify*

Influence each others

*I suggest you gather your evidence and **lodge** an official complaint to **consumer protection department***

Express gratitude

*My Apple Watch just **saved my Life***

Suggest better solutions

*Apple should use **FaceID** to **stop rotation** when laying down*

**Customers' language** mediates between **social cognition and social**

# The four measures to assess customers' behaviours from textual data sources

## Doing?

**Descriptive  
action verbs**

Buy/purchased  
Switch  
Facetime  
Visited  
Call/called  
Ring/rang  
paying

**Interpretative  
action verbs**

Decide  
Follow  
Helped  
Pretend  
Disagreed  
Understand  
Upgraded

## Feeling?

**State action  
verbs**

Love  
Infuriating  
Cared  
Respect  
Confused  
Thrilled  
Annoyed

## Thinking?

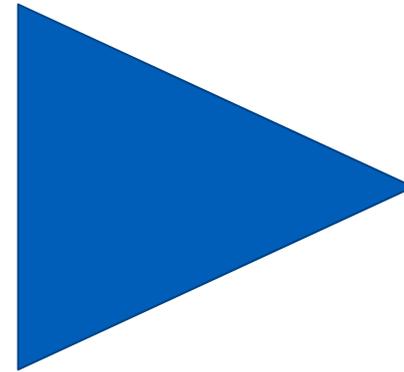
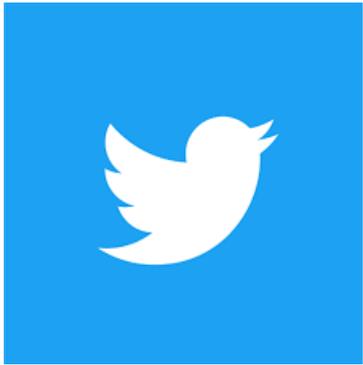
**Adjectives**

Smart  
Stupid/Awful  
Jammed  
Sticky  
Slick  
Outstanding  
Weird

**Concrete level**

**Abstract  
level**

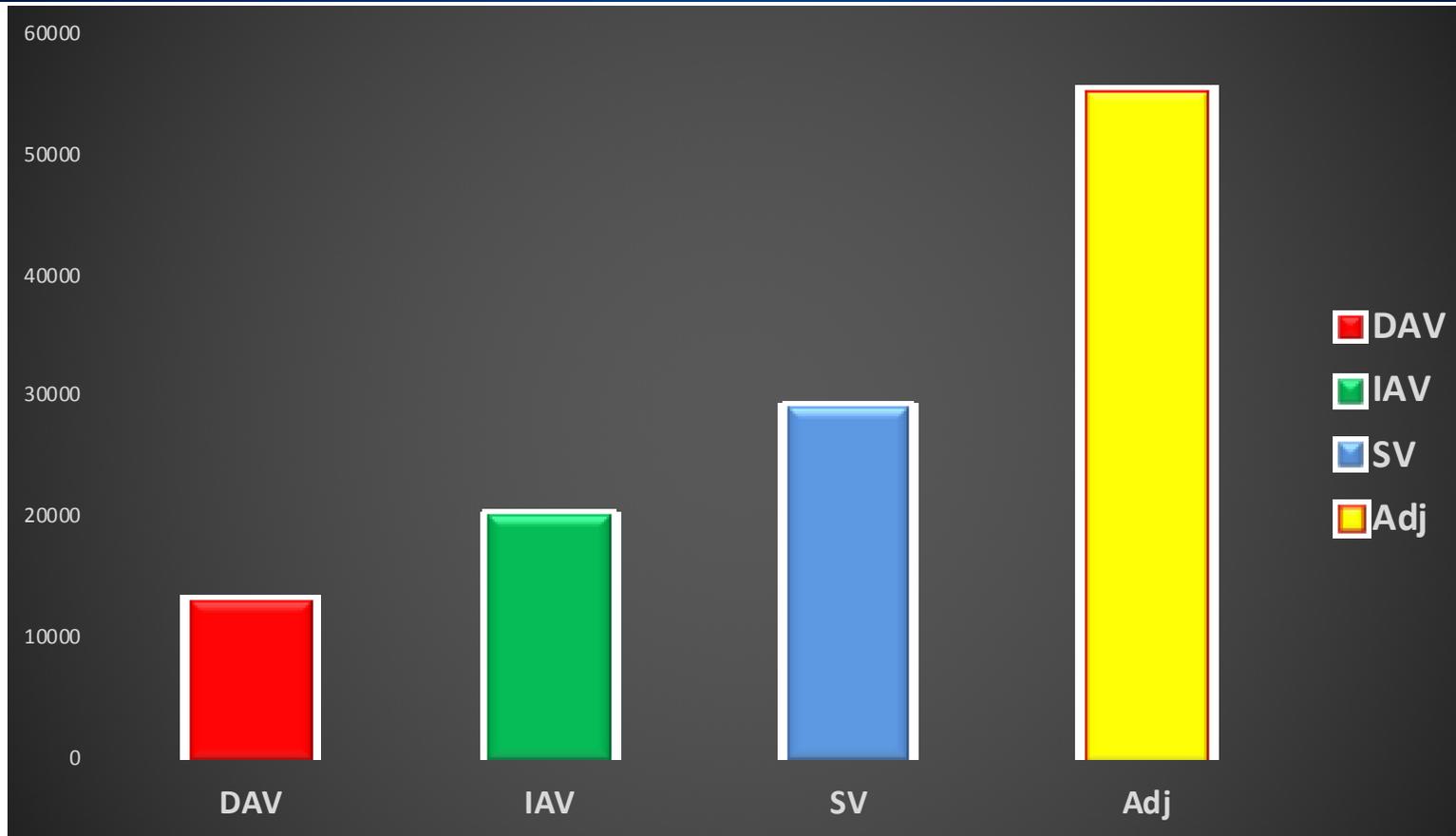
# Learnings from the cult brands: Social media platforms



2014 -2019 longitudinal  
data



# “ In Twitter, customers tend to be more abstract (less concrete actions)



I'll definitely get the new iPhone but will stick with my PC  
#AppleEvent

As a @Apple fan..... I will only upgrade if it doesn't raise my bill

Disappointed with iPad pro.....

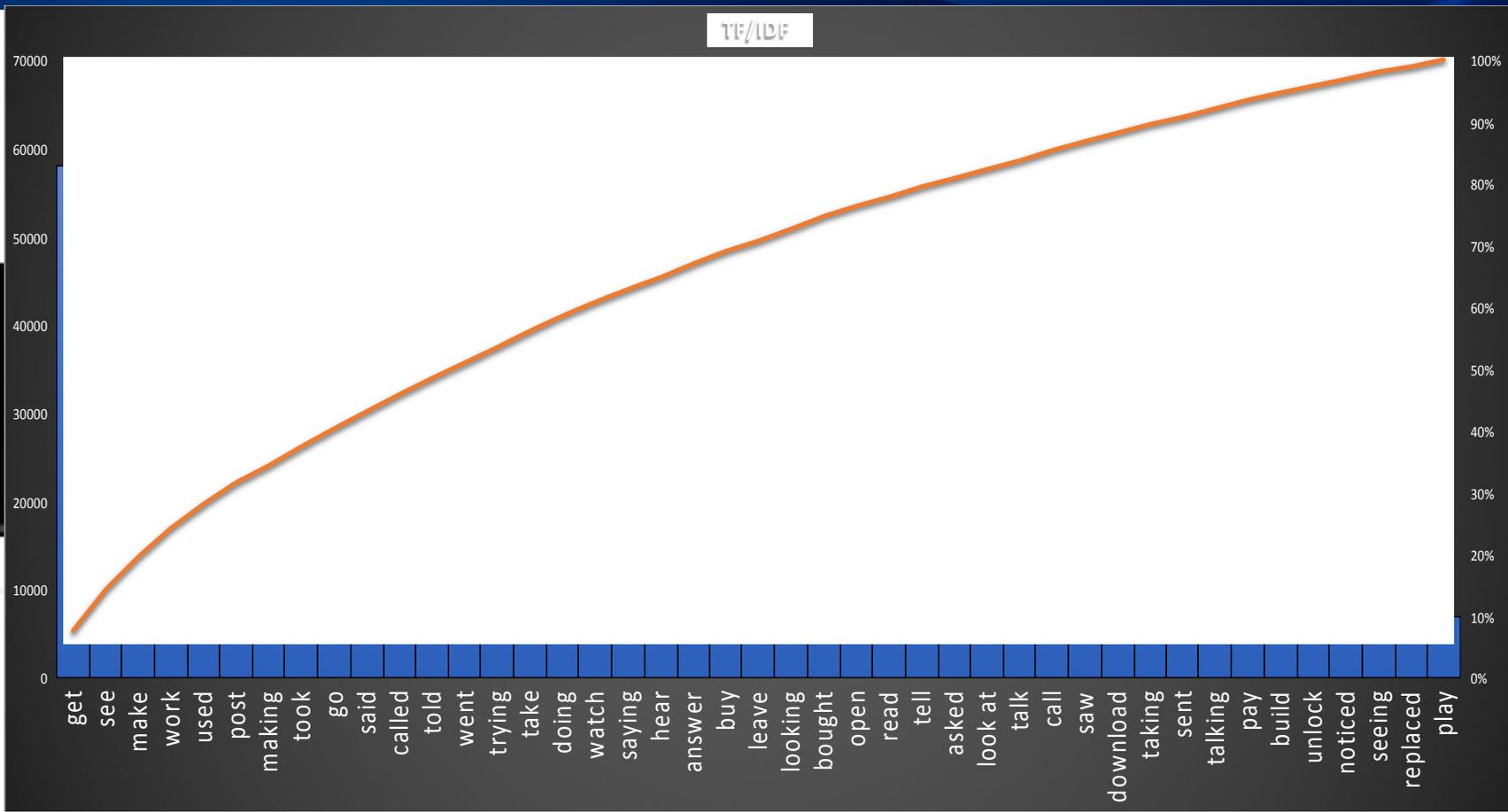
As an Apple fan..... this year has to be the most boring iPhone lineup ever.....

Concrete level

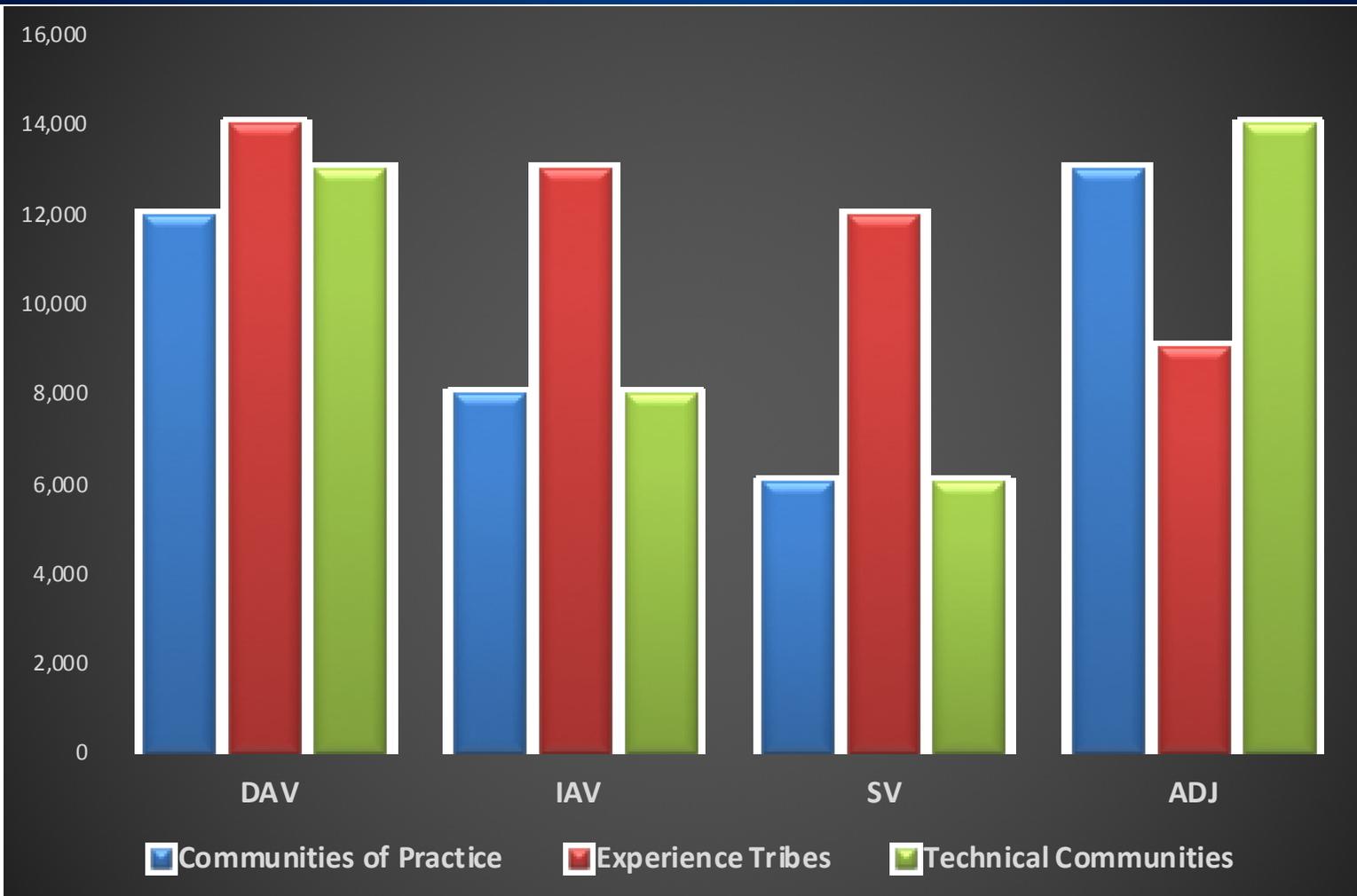
Abstract level



# “ In Reddit, customers tend to use more concrete descriptive action verbs to describe situations



# “ Customers could be segmented into three profiles in Reddit platform



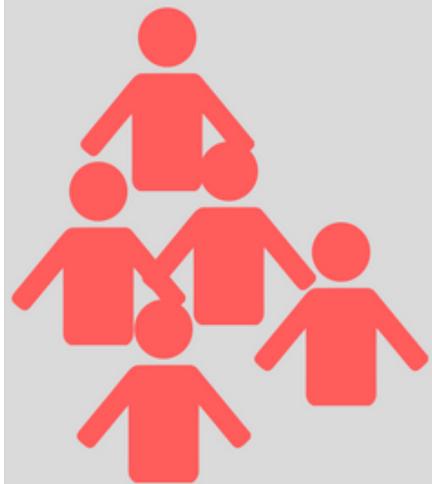
**Experience Tribes** are the highest in using actionable verbs and express their emotions

**Technical Communities** are the highest in using adjectives and the second in actionable verbs but less in emotions

**Communities of Practice** are the third in using actionable verbs and the second in adjectives and less in emotions

“ Experience tribes tend to describe concrete situations and contexts with verifiable evidence(either positively or negatively)

## Experience Tribes

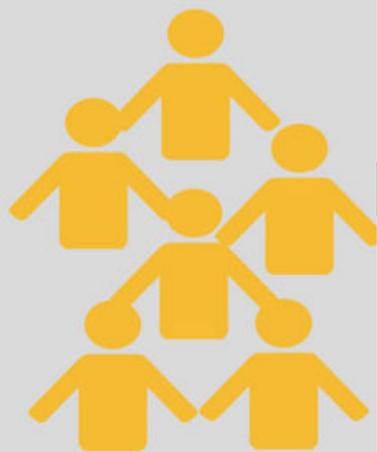


September Event 2018 — Apple

I continued the conversation with the store duty manager and she said the best she can do is take 25% off the replacement..... I feel misled and like there is a bit of false advertising going on here. You can't just make a statement and then choose not to cover it under warranty” I file the complaint..... I spoke with Sharon today and she told me Apple Australia passed her through 6 different people before the complaint ended up on the desk of the Vice President of Executive Relations at Apple Australia. This woman conceded *in agreeing to replace my phone at no additional charge.....I have no ill will towards Apple. I love their products. I have a Watch, an iMac, a MacBook Pro, Apple TV, and a very old unused iPad. I'll probably buy more in the future as the need arises.....*

“ Technical Communities tend to be less informative about an experience. Their focus is to share knowledge and coordinate with others

Technical Communities  
(e.g. developers, technicians)



I've worked as an Apple Authorized Service Provider (AASP) Technician for the last 3 years. Today we will be tearing down a MacBook Pro keyboard to try and see if we can rule out dust as a possible cause. Settle down, because this will be a bit of a long post. Hopefully you'll at least learn something from this. The theory is.....

- \* Keyboard keys feel sticky, crunchy, or are physically jammed.
- \* Keyboard does not input even though you pressed the key.
- \* Keyboard inputs the same character 2+ times even though you only pressed the button once.

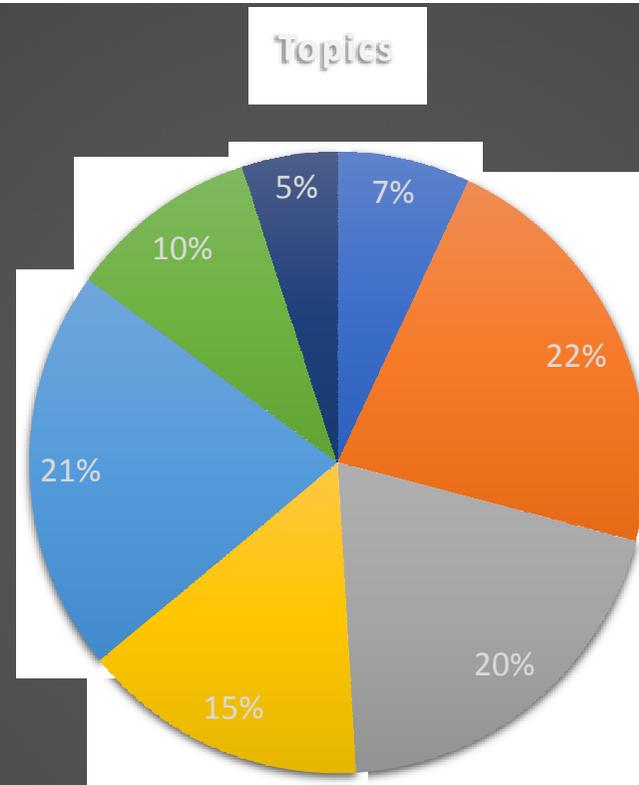
“ Communities of practice focus is to share tips, suggestions and do comparisons between features

## Communities of practice



*I'm an Emergency Physician and read/interpret ECGs on a daily basis. I wanted to talk about the Apple Watch's new ECG feature as there are a lot of misconceptions about this new function. Apple Watch's new ECG feature is pretty neat and a lot of people here are understandably excited about it, but it does have limitations. I also wanted to do a brief tutorial on the basics of ECGs.....*

# “ Customers describe their actions toward specific topics



■ Accessories ■ Customer Support ■ Features ■ Phones ■ Other Products ■ Store ■ Website

## Gaining Customer Experience Insights That Matter

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Do you know what your customers **really think** about you?

We can help you find out.



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