Mining the Voice of the Customer

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2 Professors, 4 Assistant Professors, 10 PhD students
THE VOICE OF THE CUSTOMER
Queen

8 reviews

Diners, Hotels, Bars

Markt 7
5611 EB Eindhoven
The Netherlands
Get Directions
+31 40 2452480
queeneindhoven.nl

Recommended Reviews

Start your review of Queen.

Select your rating.

Daniel W.
Gera, Germany
1 friend
162 reviews

Nice Pub in the Queen Hotel. Good Beer and Burger.
I bought 3 of these fitbit flex devices, one for myself, my husband and my sister. Before purchasing I researched several wristband devices such as the Jawbone UP, the Nike Fuel and and the Polar Loop. I also looked at the fitbit force which is a newer version of this band. The lack of water resistance on the force was a deal breaker for me. I wanted to be able to wear this band 24/7 and to be able to wear it in the shower or when swimming. That was part of what made it attractive to me. Also, after reading reviews about the clasp problems on the force and how many people lost them, I wanted no part of that. They are also quite a bit bigger and look clunkier. The wristband on the UP looked like it would catch on everything and had no display at all. The Polar had lots of quality problems. I wasn't crazy about the looks of the Nike. The display is nice and I can see how people would like them, but not my style. The fitbit flex, to my tastes, had the coolest look. I also know a couple of people who own the fitbit flex and they were very enthusiastic about them so that influenced me as well.

So here is what I like about the flex: I like the way it looks on my wrist. All of us got the slate color. You can also order bands in a few different colors, both here and on the Fitbit site. It is lightweight and even though I don't often wear a watch I don't notice this on my wrist at all. The clasp was VERY difficult to secure the first couple of times until the rubber softened up a bit and until I got the hang of it. I secured it off of my wrist a couple times when it was new.
803 Reviews from our TripAdvisor Community

Rate and write a review

See reviews for

- Families: 74
- Couples: 338
- Solo: 59
- Business: 220

Rating summary
- Location: ★★★★★
- Sleep Quality: ★★★★★
- Rooms: ★★★★★
- Service: ★★★★★
- Value: ★★★★★
- Cleanliness: ★★★★★

Traveler tips help you choose the right room. Room tips (88)

“Excellent lived up to the reviews”

★★★★★★ Reviewed 2 days ago NEW
I got a great deal on this hotel as a Accor member everything was top class, right in the centre of Eindhoven we had a fantastic time in this hotel and would definitely stay here again.
REAL WORLD EXAMPLE
What do customers like / dislike about our products?
Customer Reviews

🌟🌟🌟🌟🌟 13,570
3.7 out of 5 stars

- 5 star: 47%
- 4 star: 18%
- 3 star: 10%
- 2 star: 9%
- 1 star: 16%

Share your thoughts with other customers

Write a customer review

Size: Two wristbands included, Large and Small

2 Pack Two wristbands included, Large and Small

Color: Black

UNIVERSITÄT LIECHTENSTEIN
7 of 7 people found the following review helpful

⭐️⭐️⭐️⭐️⭐️ A battle lost and won

By Brad Smith on May 29, 2014

Size: Two wristbands included, large and small  |  Color: Black

I battled my wife over the fitbit and did not want it. She raved about it for months and made over 15 converts to the fitbit world in that time. I finally broke down and bought one and it's unbelievable how much of a positive impact it has made. It's a constant reminder to actually walk. It's weird, it's like you are mario and each step you are collecting a coin. Get over 10,000 "coins" and you get a skinny life.

Have been using it for a little over a month and I've lost eight pounds. Track your calories too, you can walk 25,000 steps a day, but if you are shoveling McDonald's three meals a day, you still are going to gain/not lose weight.

It's a hundred bucks, why not take a chance?
Advanced Text Analytics

- **Two major applications**
  - Automatic text categorization (e.g., topic modeling)
  - Automatic opinion mining (e.g., sentiment analysis)

<table>
<thead>
<tr>
<th>Sentiments</th>
<th>Exemplary Customer Review about a Fitbit Flex</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>I bought this for my 14 year old daughter as a gift. She received it in July. It works great - she lost 6 pounds in 2 weeks. The Fitbit makes staying in shape easy. The iPhone app works fine.</td>
<td>Gift / present</td>
</tr>
<tr>
<td>+</td>
<td></td>
<td>Loosing weight</td>
</tr>
<tr>
<td>+</td>
<td></td>
<td>Mobile app</td>
</tr>
</tbody>
</table>
«I bought this for my 14 year old daughter as a gift. She received it in July. She lost 6 pounds in 2 weeks. The Fitbit makes staying in shape easy. The iPhone app works fine.»
Topic Modeling

Documents

Topics

Words

“Per-Document Topic Distribution”

“Per-Topic Word Distribution”
I loooove this product!!

I looooove [3] [+0.6 spelling emphasis] this product!! [+1 punctuation emphasis]

Positive Sentiment Score: 4.6
Negative Sentiment Score: 0.0
Real World Example

Customer Reviews

<table>
<thead>
<tr>
<th>Rating</th>
<th>Stars</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 star</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>4 star</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>3 star</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>2 star</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>1 star</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

I loooove this product!!

What do customers like / dislike about our products?

Positive Sentiment Score: 4.6
Negative Sentiment Score: 0.0
WE MAKE TEXT MINING ACCESSIBLE FOR SOCIAL SCIENCE RESEARCHERS
IN THE CLOUD. GRAPHICAL USER INTERFACE. NO CODING REQUIRED.

Enter your email

BECOME BETA USER

TOPIC MODELING
Discover topics running through large collections of unstructured texts.

Details »

SENTIMENT ANALYSIS
Quantify the positive and negative emotions expressed in texts.

NATURAL LANGUAGE PRE-PROCESSING
Clean noisy texts through stopword removal, parts-of-speech

VISUALIZATION
Visualize topics and sentiments in intuitive ways.
Enhanced Review Data Structure

- Review Text
- Date
- Star-Rating
- Author

- Positive Sentiment Score
- Negative Sentiment Score
- Average Sentiment Score

- Topic Probabilities
  > Topic 01
  > Topic 02
  > ...
  > Topic 50

What do customers like / dislike about our products?

<table>
<thead>
<tr>
<th>What?</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Like / dislike?</td>
<td>Star-Rating / Sentiment</td>
</tr>
</tbody>
</table>
What is the effect of each topic on the customer satisfaction?

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**Dep. Variable:** rating  
**Model:** OLS  
**Method:** Least Squares  
**Date:** Fri, 22 May 2015  
**Time:** 13:49:10  
**No. Observations:** 12910  
**Df Residuals:** 12860  
**Df Model:** 49  

| coef  | std err | t     | P>|t|   | [95.0% Conf. Int.] |
|-------|---------|-------|-------|-------------------|
| Intercept | 2.9586  | 0.156 | 19.002 | 0.000 | 2.653 – 3.264 |
| T3     | 2.9716  |       |       | 0.000 | 2.575 – 3.368 |
| T9     | 2.4776  |       |       | 0.000 | 2.095 – 2.860 |
| T20    | -2.4133 |       |       | 0.000 | -2.784 – -2.043 |
| T39    | -3.7576 |       |       | 0.000 | -4.203 – -3.312 |

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Losing Weight  
Gift / present  
Stopped working  
Cost / benefit
Implications

- Positive topics
  > Losing weight
  > Gift / present
  > ...

- Negative Topics
  > Stopped working
  > Cost / benefit
  > ...

Use these insights for enhancing advertisements and promotions

Feedback for product engineers
Update pricing strategy

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Fitbit Flex Wireless Activity + Sleep Wristband, Black
from Fitbit

🌟🌟🌟🌟🌟 13,570 customer reviews
| 1000+ answered questions

#1 Best Seller in Fitness Trackers

List Price: $99.95
Price: $79.99 & FREE Shipping. Details
You Save: $19.96 (20%)

In Stock.
Ships from and sold by Amazon.com.
Summary

> What do customers like / dislike about our products?

> Automated analysis of more than 12,000 online customer reviews

> Inductive identification of latent topics

> Temporal analysis of individual topics

> Impact of topics on user’s satisfaction
Further Applications

> Testing, extending, and building (social) theories


> Identifying the required skillset of specialists based on the analysis job advertisements

> Analyzing trends (e.g., environmental sustainability) by investigating public corporate reports

> ...


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