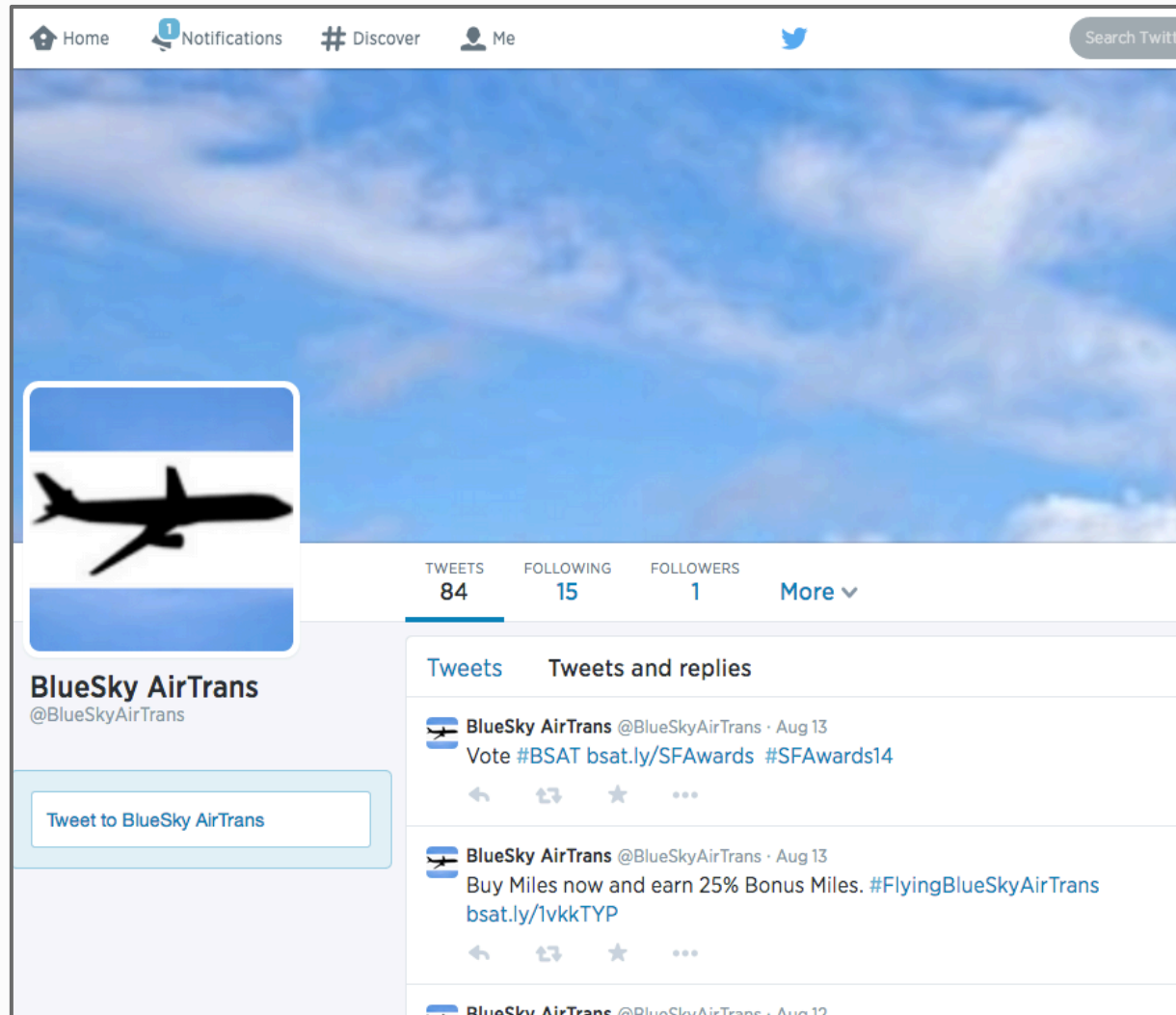


Social Analytics

Capabilities and Use Cases



@BlueSkyAirTrans - Fictitious Demo Customer



Genesys Social Analytics Core Technology

Text Analysis of Conversations by Intention, Topics

PROBLEMS **ACTIONABLE** **REJECTED**

Lauren877408899 Aug 28, 2014 11:24

I'll never fly @BlueSkyAirTrans again. Delays are frequent, extremely poor customer service, and they're guaranteed to lose your luggage

Luggage At Risk Delay

[View Conversation](#)

Customer Intention → **Express a Problem** (negative sentiment)

Conversation Topics → **blueskyairtrans, delays, poor customer service, luggage**

Post Status → **Actionable** (Posts with an intent of 'problem' are likely to require action)

Custom Smart Tags → **Luggage | At Risk | Delay**

Aggregation, and slice and dice capabilities around: Intentions, Topics, Post Status, Tags, enables deep analysis and noise filtering

Discerning Intent

9 Core Intents Used to Classify Conversations

Likes

Needs

Gratitude

Recommendations

Apologies

Checkins

Problems


Asks

Offers

Analysis by intention (not just sentiment) enables a deeper level of noise filtering and understanding around social posts and comments

Other Examples of Posts – by Intention


GRATITUDE


**JRJamieso_0d18t**
Up graded to first class with out asking. Thank you @BlueSkyAirTrans!

Aug 24, 2014 14:17

REPLIED


13


 [View Conversation](#)

**JRJamieso_0d18t**
Up graded to first class with out asking. Thank you @BlueSkyAirTrans!

Aug 24, 2014 14:17


13

 [View Tweet](#)

**BSkyAirTrans**
@jrjamie_3c93t Thanks for flying with us!


Aug 24, 2014 14:19

93

 [View Tweet](#)

[Close](#)


ASKS

**JasonPate_4d59t**
Hey @BlueSkyAirTrans - is there any way for BSAT e-mail a reminder to book a flight you have on hold a few hours before it expires?

Aug 23, 2014 04:50

☒ ACTIONABLE ☐ REJECTED

26

 [View Conversation](#)

Persona - Social Media Director

Sam



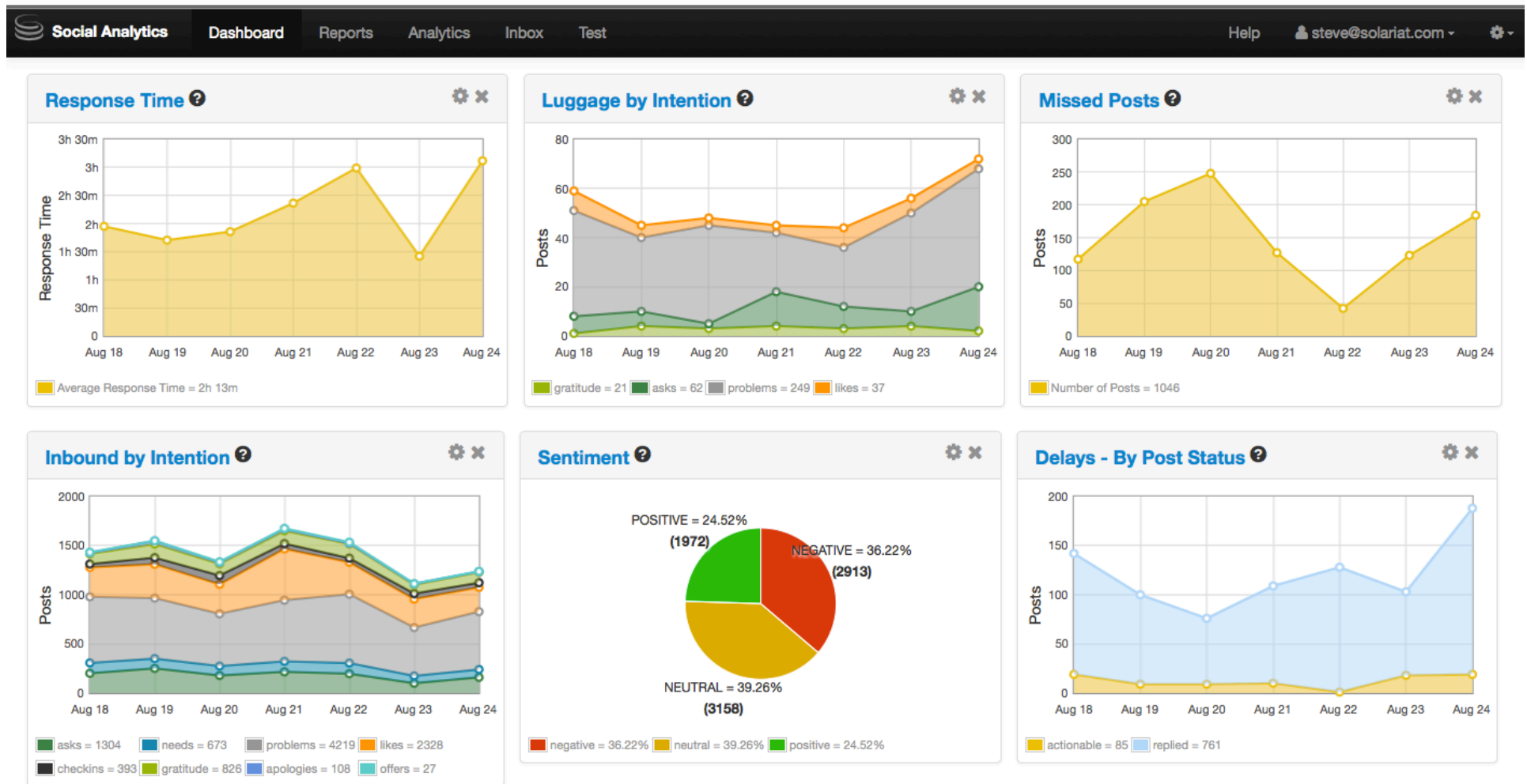
High Level Needs

- A system that allows me to:
 - Analyze my social feed so I can gain actionable insights
 - Monitor and optimize the performance of my customer care team

Business Need

Is there a dashboard that allows me to see at a glance data regarding my Key Performance Indicators?

@BlueSkyAirTrans Dashboard



All reports and analytics configurations may be saved and presented as a widget on the Dashboard.

Business Need

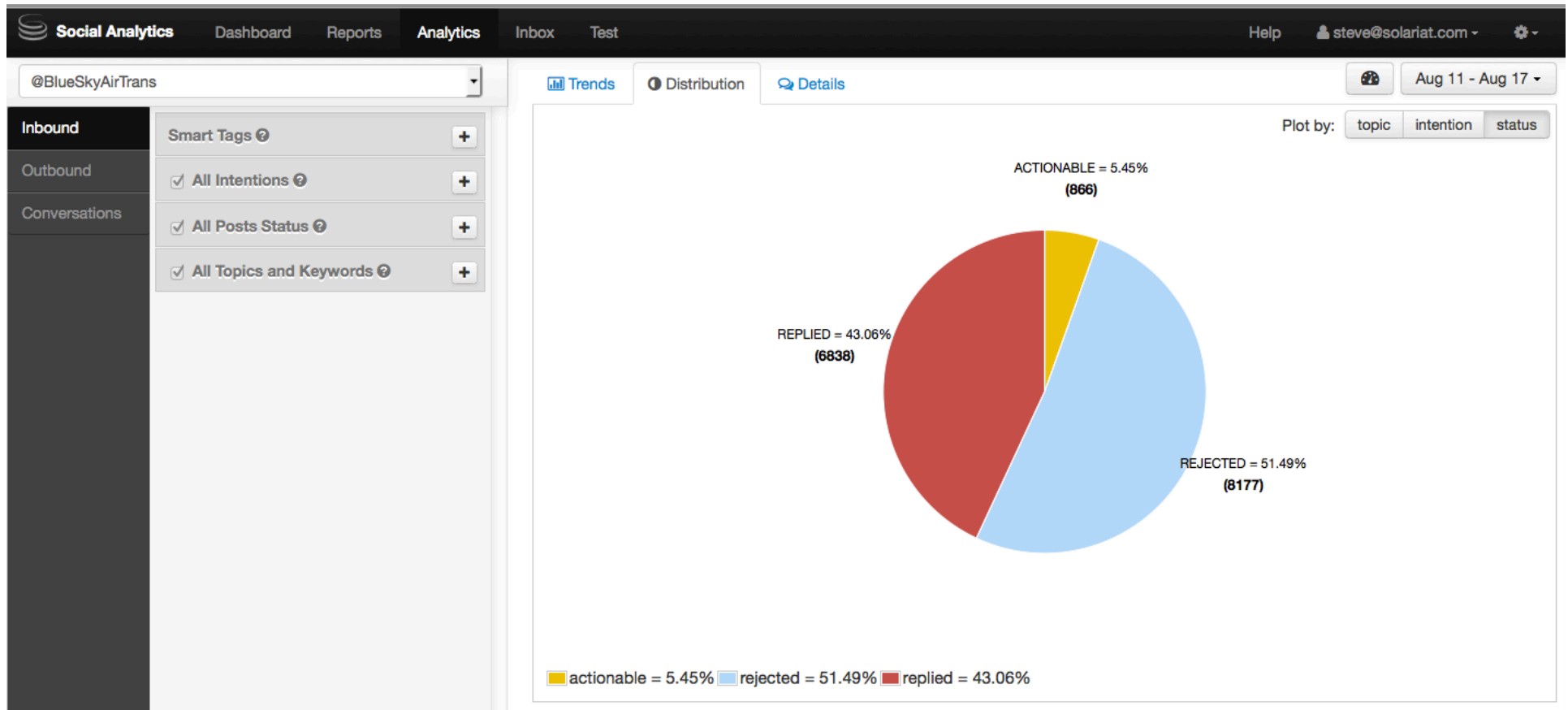
Can I filter the social feeds so that the irrelevant posts are excluded from analysis?

Total Number of Inbound Tweets For Blue Sky



Total number of inbound posts gathered from Twitter for @BlueSkyAirTrans, Aug. 11th to Aug 17th

Post Status – Replied, Actionable, Rejected



System classifies posts and learns to 'reject' certain irrelevant tweets based on the the patterns of replies

Business Need

Can I get a detailed view of the posts that are relevant?

Relevant Posts → 'Actionable' or 'Replied'

The screenshot displays the 'Social Analytics' dashboard for the account '@BlueSkyAirTrans'. The left sidebar shows navigation options: Inbound, Outbound, and Conversations. Under 'Smart Tags', the 'All Posts Status' filter is expanded, showing 'actionable' and 'replied' as selected options. Below this, a list of topics and keywords is shown with their respective counts.

Topic/Keyword	Count
@blueskyairtrans	6221
blueskyairtrans	6055
flight	704
bskyairtrans	291
time	274
service	268
flights	190
plane	172
guys	156
bsat	137
#bskyairairlines	135
way	135

The main content area shows a list of tweets filtered by 'actionable' and 'replied' status. The tweets are categorized into 'ASKS', 'PROBLEMS', 'RECOMMENDATIONS', and 'CHECKINS'. Each tweet includes the user's profile picture, name, and text. The 'Status' column indicates whether the tweet is 'ACTIONABLE' or 'REJECTED'. The 'Date' column shows the timestamp of the tweet.

- ASKS**
 - MFaiz32_0fd5t**: @BlueSkyAirTrans what's the flight status of 1571? Arriving MIA (Aug 18, 2014 09:52)
- PROBLEMS**
 - TheModernMiss2_adcf**: @StormiLeon_0ab4t #BSkyAirTAirlines does suck! Last time I allow my company to book me on this crap airline. #unreliable #unorganized #Late (Aug 18, 2014 09:34)
- RECOMMENDATIONS**
 - RoddaTyle_6e6ct**: @BlueSkyAirTrans Or you could have more than one customer service agent at the designated location. (Aug 18, 2014 09:31)
- RECOMMENDATIONS** **ASKS**
 - kramhube_f47bt**: Hey @theairhel_0f4ct, grounded because @BlueSkyAirTrans put too much gas in the tank. Any pointers? #TooMuchGas (Aug 18, 2014 09:28)
- CHECKINS**
 - bradleyco_96cft**: I'm at BSKyAirTrans Elite Club DFW-C (Grapevine, TX) w/ 2 others <http://t.co/p0rbwmFrRT> (Aug 18, 2014 09:11)

Business Need

Can I filter the relevant posts based on certain discovered conversation topics?

Filter by Discovered Topic – ‘Service’

Social Analytics Dashboard Reports Analytics Inbox Test Help [steve@solaria.com](#)

@BlueSkyAirTrans

Inbound Smart Tags [?](#) +

Outbound ☒ All Intentions [?](#) +

Conversations ☐ All Posts Status [?](#) +

☐ All Topics and Keywords [?](#) -

Filter results

<input type="checkbox"/> @blueskyairtrans	6219
<input type="checkbox"/> blueskyairtrans	6053
<input type="checkbox"/> flight	704
<input type="checkbox"/> bsyairtrans	291
<input type="checkbox"/> time	274
<input checked="" type="checkbox"/> service	267
<input type="checkbox"/> flights	190
<input type="checkbox"/> plane	172
<input type="checkbox"/> guys	156
<input type="checkbox"/> bsat	137
<input type="checkbox"/> #bskyairlines	135
<input type="checkbox"/> way	135
<input type="checkbox"/> home	131
<input type="checkbox"/> people	130
<input type="checkbox"/> dfw	127

Hot Topics: [service](#) **Status:** [actionable](#) [replied](#) [Reset All](#)

Aug 11 - Aug 17

PROBLEMS REPLIED

[twambric_0d78t](#) @BlueSkyAirTrans was that a serious response? When airline tickets cost as much as they do, customers expect **serious service**. Aug 18, 2014 09:41 [View Conversation](#)

PROBLEMS REPLIED

[brianm8_8433t](#) @BlueSkyAirTrans very disappointed w/ **customer service**. Told that "no one available to help on weekends." Really? Next time we fly #NatAir Aug 18, 2014 09:17 [View Conversation](#)

PROBLEMS **LIKES** REPLIED

[Jen_M_Griffit_37e8t](#) Terrible @BlueSkyAirTrans **service** today! Who decided it was a good idea to **service** all planes today? ! #travellingfor14hourssucks Aug 18, 2014 09:14 [View Conversation](#)

LIKES **PROBLEMS** REPLIED

[twambric_0d78t](#) Great **service** from @BlueSkyAirTrans. Flight is delayed in AEX and no representative to be found in the entire airport. [http://t.co/50TaoFuCeR](#) Aug 18, 2014 09:12 [View Conversation](#)

PROBLEMS REPLIED

[IWright6278_a46ft](#) Very unhappy with @BlueSkyAirTrans. Their **customer service** is the worst. Can't even get my BSAT number added or pay for Aug 18, 2014 06:39

Business Need

Can I drill down on a selected discovered topic ('Service') and track the clusters of words around that topic?

Drill Down to Topic – ‘Customer Service’

Social Analytics Dashboard Reports Analytics Inbox Test Help steve@solaria.com

@BlueSkyAirTrans

Inbound Smart Tags **Outbound** **Conversations**

☒ All Intentions ☐ All Posts Status ☐ All Topics and Keywords

customer service 113

- poor customer s... 4
- baggage service 2
- rude service 2
- phone service 2
- cust service 2
- costumer service 2
- poor service 2
- fab service 2
- serious service 1
- awesome custome... 1
- horrific custom... 1
- initial drinks ... 1

Hot Topics: customer service **Status:** actionable replied **Reset All**

RECOMMENDATIONS ACTIONABLE REJECTED

Aug 11 - Aug 17

41 **RoddaTyle_6e6ct** @BlueSkyAirTrans Or you could have more than one customer service agent at the designated location. Aug 18, 2014 09:31 [View Conversation](#)

PROBLEMS REPLIED

16 **brianm8_8433t** @BlueSkyAirTrans very disappointed w customer service. Told that "no one available to help on weekends." Really? Next time we fly #NatAir Aug 18, 2014 09:17 [View Conversation](#)

PROBLEMS REPLIED

20 **IWright6278_a46ft** Very unhappy with @BlueSkyAirTrans . Their customer service is the worst. Can't even get my BSAT number added or pay for bags early. #wasteoftime Aug 18, 2014 06:39 [View Conversation](#)

LIKES **PROBLEMS** REPLIED

30 **Karissa00_eb68t** @BlueSkyAirTrans Never had this much trouble before with customer service & trying to charge double my entire trip to change the flight. Aug 18, 2014 06:18 [View Conversation](#)

Social feed now filtered by the topic ‘Customer Service’

Business Need

Can I filter on a specified topic ('Customer Service') so that I only see posts related to 'Problems' around that topic?

'Problems' for the topic 'Customer Service'

The screenshot displays the Social Analytics interface for the account @BlueSkyAirTrans. The left sidebar shows the 'Smart Tags' section with 'problems' selected under 'All Intentions'. The main content area shows a list of tweets filtered by 'Problems' and 'Customer Service'. The tweets are as follows:

Intention	Hot Topics	Status	Replied	Reset All
problems	customer service	actionable	replied	

The tweets are filtered by date: Aug 11 - Aug 17.

- Tweet 16:** User brianm8_8433t. Text: "@BlueSkyAirTrans very disappointed w/ [customer service]. Told that 'no one available to help on weekends.' Really? Next time we fly #NatAir". Status: REPLIED. Date: Aug 18, 2014 09:17.
- Tweet 20:** User IWright6278_a46ft. Text: "Very unhappy with @BlueSkyAirTrans . Their [customer service] is the worst. Can't even get my BSAT number added or pay for bags early. #wasteoftime". Status: REPLIED. Date: Aug 18, 2014 06:39.
- Tweet 12:** User shad0w_lad_654ct. Text: "@BlueSkyAirTrans, I Want to change my reservation and pay \$300.00? Cancellation fee \$300.00? No options and suggestions from [customer service]". Status: REPLIED. Date: Aug 18, 2014 05:50.
- Tweet 21:** User BoilerAndyMa_15d1t. Text: "I should know better than to book on @BlueSkyAirTrans. Terrible [customer service]...". Status: REPLIED. Date: Aug 18, 2014 04:40.

Filter posts containing the conversation topic 'Customer Service', with the intention type 'Problem'.

Actionable Analytics



Sam now has some real data that he can share with other teams regarding what specific issues that need to be addressed in order to improve customer service.

Business Need

Can the system tag posts that contain extreme negative sentiment, where the tweeter is a net detractor and at risk of churn?

Create a Tag – ‘At Risk’

Smart Tag settings

Tag Title *

Tag Description *

Must Contain

-
-
-
-
-
-
-
-
-
-

[Advanced](#)

Contact Labels

Intentions

→ Smart tag keywords, used to filter posts within the @BlueSkyAirTrans Twitter feed

Filter by Tag – ‘At Risk’

The screenshot displays the 'Social Analytics' dashboard for the account '@BlueSkyAirTrans'. The left sidebar shows the 'Inbound' tab selected, with 'Smart Tags' expanded. Under 'Smart Tags', the 'At Risk' filter is selected, along with 'All Intentions', 'All Posts Status', and 'All Topics and Keywords'. The main content area shows a list of tweets, each with a 'PROBLEMS' label and a 'REPLIED' status. The tweets are filtered by the 'At Risk' tag, as indicated by the yellow highlight on the 'At Risk' tag in the sidebar and the 'At Risk' tag on the tweets themselves. The tweets are as follows:

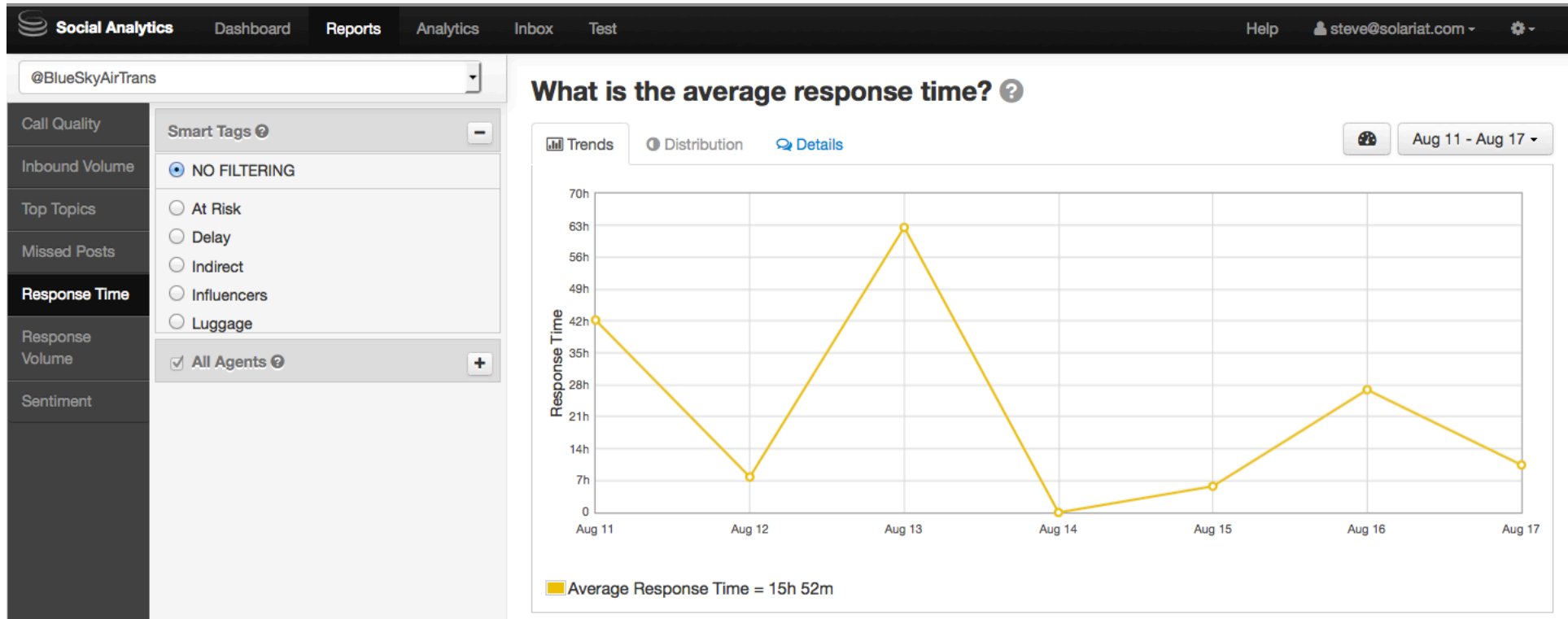
- TheModernMiss2_adcft** (Aug 18, 2014 09:18): I vowed to NEVER fly #BSkyAirTAirlines and I did and I won't again! Why bother requesting a seat! #delay #wrongseats #reservationsSUCK. Tags: Delay, At Risk, Indirect.
- mmmf_b445t** (Aug 18, 2014 08:34): This is the last time I fly @BlueSkyAirTrans. Tag: At Risk.
- my_belle_b9eft** (Aug 18, 2014 08:13): Why did I book @BlueSkyAirTrans again? Last time I flew w/BSAT it was a 8hr delay, ridiculous! ! Missing my family :(. Tag: At Risk.
- ColeDahlinghau_77c5t** (Aug 18, 2014 07:40): @BlueSkyAirTrans wait for it.....so now I'm gonna sit on a runway for 45 minutes again. Flight #1304. Promise I'll never fly with you again. Tag: At Risk.

Posts where the system has applied the tag ‘At Risk’.

Business Need

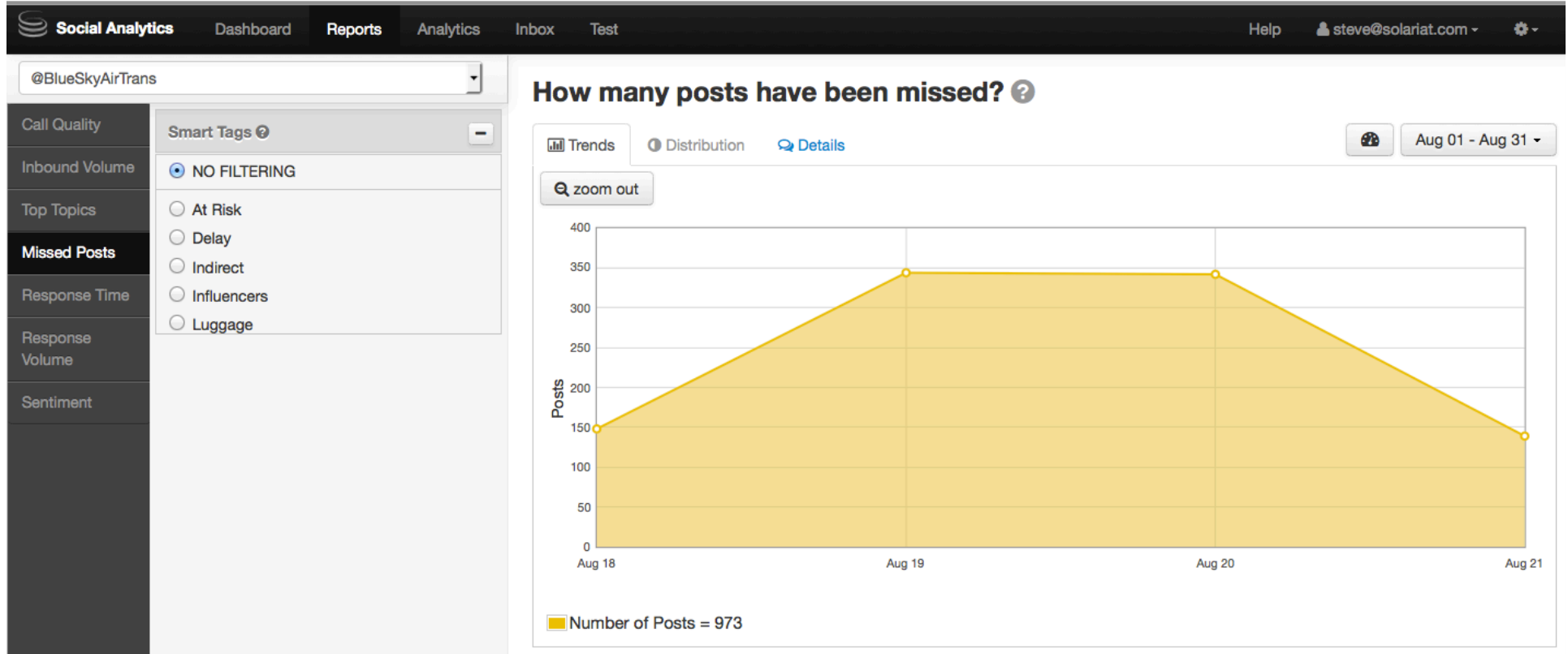
Are there out-of-the-box reports that will help me optimize team performance?

Report - 'Average Response Time'



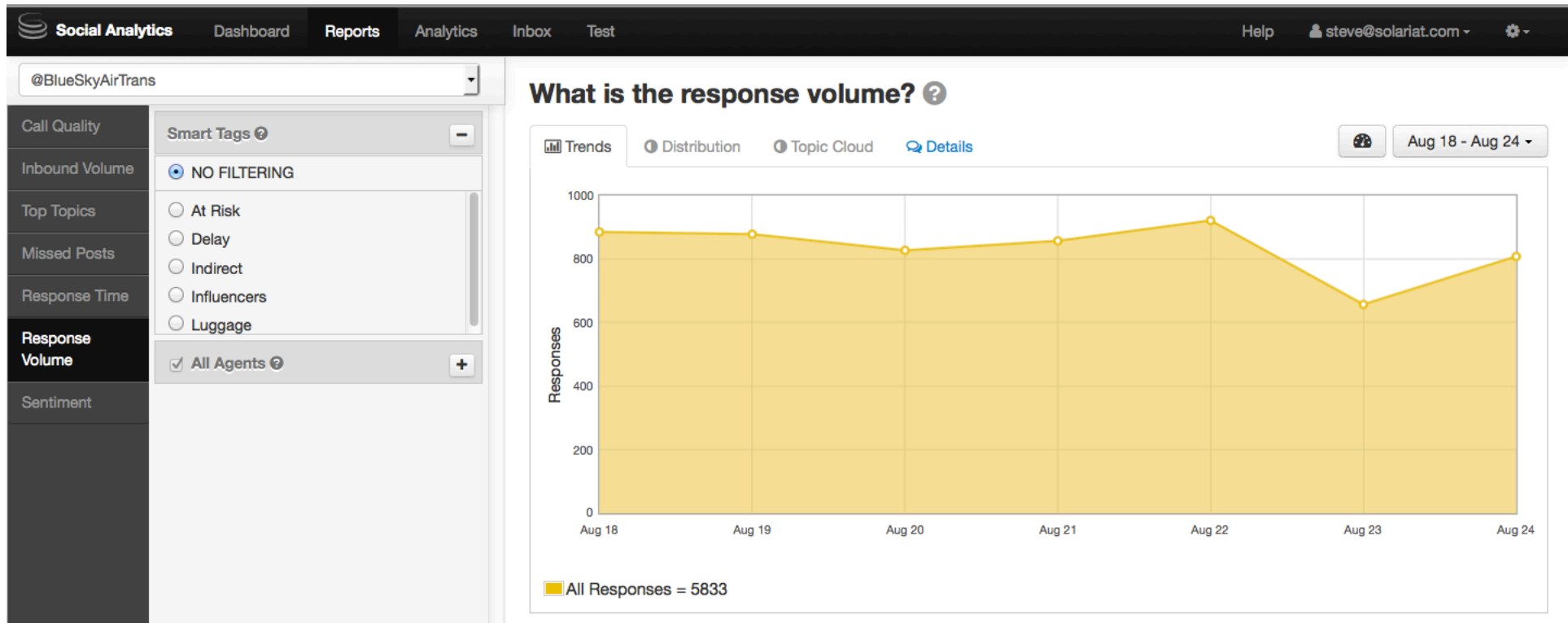
Response time report may be filtered based on individual agents, or smart tags

Report – ‘Missed Posts’



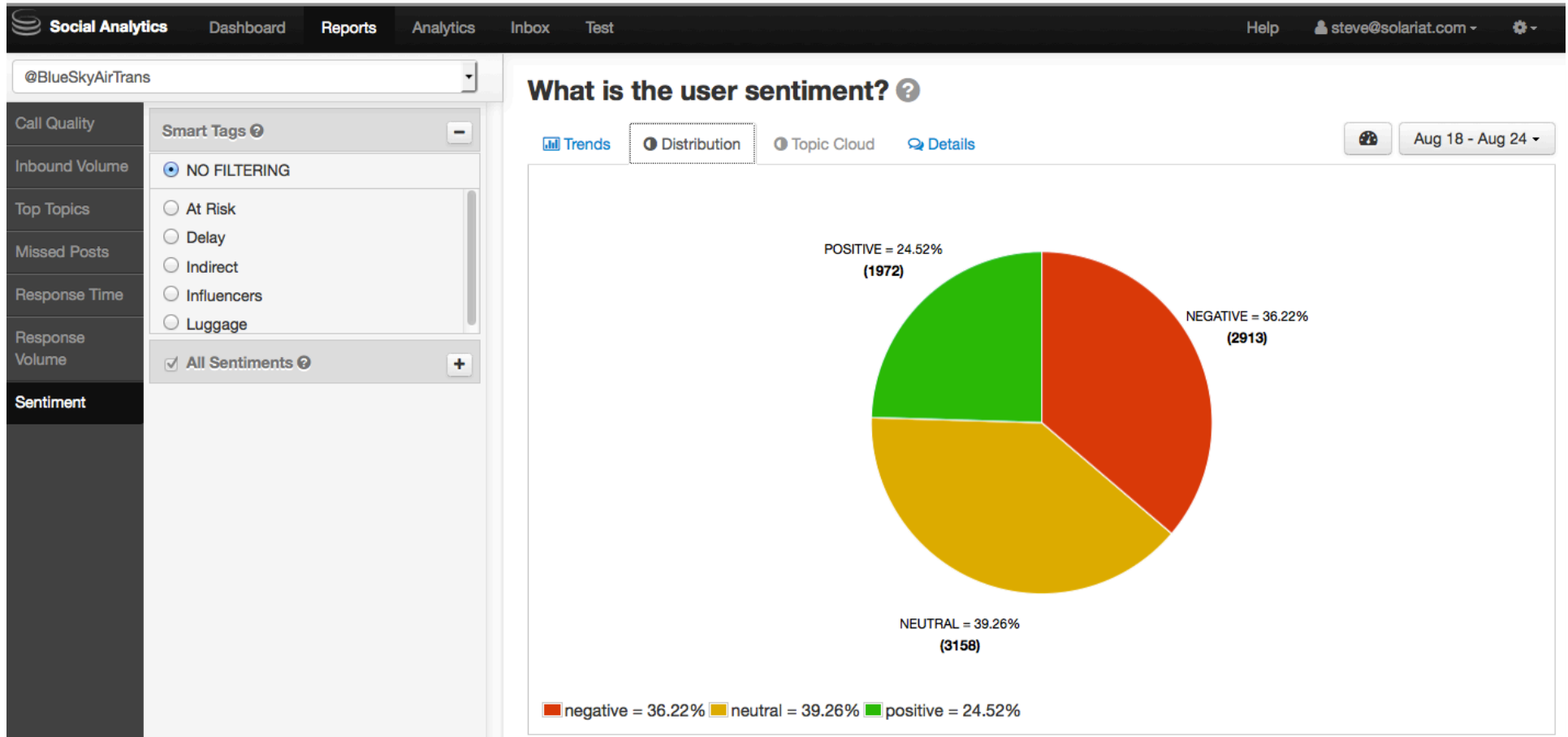
Posts classified as ‘Actionable’ that did not receive a response may be tracked as ‘Missed Posts’

Report – ‘Response Volume’



Track how many replies have been dispatched by agents

Report – ‘Sentiment Analysis’



Track customer sentiment based on distribution and trend charts