

# Tribe

Insight & Market Intelligence.

Maximising the business value  
of your customer reviews.



## Revealing in-depth customer emotions, intentions and opportunities.

Online reviews are one of the richest sources of insight into how customers really feel about your organisation or business. However, often the sheer volume of reviews and time-pressures can make it almost impossible to generate meaningful insights - unless you have access to both the right analytical tools and human experience that can interpret the many nuances in language, and then convert this qualitative content into quantifiable and measurable results.

Tribe uses a unique and statistically robust methodology for taking qualitative feedback and creating tangible performance metrics. We go way beyond the binary 'positive' vs 'negative' to reveal the emotions, intentions and opportunities presented in your customer reviews.





It's a myth that people only leave a review if they are unhappy with your product or service. In fact, online review content often reflects strong levels of satisfaction or a willingness to recommend.

A big advantage of online reviews is that they are often immediate – written when the customer experience is fresh in the mind. They are also unmediated, which means that customers are not responding to a series of questions or prompts. Instead, they can offer the feedback they want to give, about any aspect of dealing with your organisation.

The downside is that often reviews are neglected when trying to build a full picture of customer opinions. This means that organisations can't react to the valuable content they contain. The sheer volume of reviews can make it almost impossible to generate meaningful insights. To do this effectively, it is essential to have the right tools for analysing the language used by customers. Then, this qualitative information must be translated into quantifiable results that can be measured consistently.

Tribe's Reviews Analysis uses our **Qualimetrics™** toolkit to track and interpret customer response over time, using a unique and statistically robust methodology for taking qualitative feedback and creating tangible performance metrics.

### Our analysis focuses on

-  The overall emotion relating to a brand, company or product
-  The development of issues relating to customer service, which impact perceptions and future purchase intention
-  The underlying causes of issues, which need to be fully understood to drive improvement and capture 'quick wins'
-  The factors driving strong satisfaction levels, which provide opportunities to build on best practices

Our analysis can be applied across a range of sectors to better understand customer motivation and the changes which can affect sales and reputation.

- Travel, Hospitality and Leisure
- Retail
- Financial Services
- FMCG
- Telecommunications

Talk to Tribe, email us on [hello@tribecomms.com](mailto:hello@tribecomms.com) or discover more at [www.tribecomms.com](http://www.tribecomms.com)

## Strengthening customer relationships.

### CASE STUDY 1

#### Responding to waning customer satisfaction levels in a pandemic.



A large retailer knew that customers had issues with service levels during the pandemic and wanted to understand more about the underlying problems causing dissatisfaction.

Tribe analysed thousands of reviews from Trustpilot and Google Reviews, identifying the issues experienced by customers on a weekly basis. This revealed granular detail about problems with product quality due to supply chain pressure, as well as problems with online ordering and home deliveries.

In this case, the reviews data was combined with text analysis of the comments left on social media platforms. Tribe was also able to compare the retailer's performance with that of its main competitors. As a consequence of having immediate and reliable intelligence about what customers were annoyed about, we were able to make recommendations about prioritisation of issues and identify some areas where improvements could be made quickly.

### CASE STUDY 2

#### Getting ahead of the competition.

A large leisure organisation was keen to benchmark customer service levels against one of its major competitors. Tribe's **Qualimetrics™** allows reviews to be gathered historically, so we were able to collect data for the previous two years, providing a huge pool of customer comment for both brands.



Using sophisticated text analysis to quantify and categorise customer feedback, Tribe identified a number of themes that were either leading to customer frustration. These included parking, COVID safety measures and the quality and price of food and drinks.

Additionally, Tribe was able to identify areas where competitive advantage might be gained, for example by investing in better baby changing facilities or accessibility for guests with disabilities.

The analysis highlighted the importance of conducting regular reviews analysis to enable prompt action where seasonal problems arise, for example wasps around litter bins in summer.

### CASE STUDY 3

#### Shaping brighter futures.

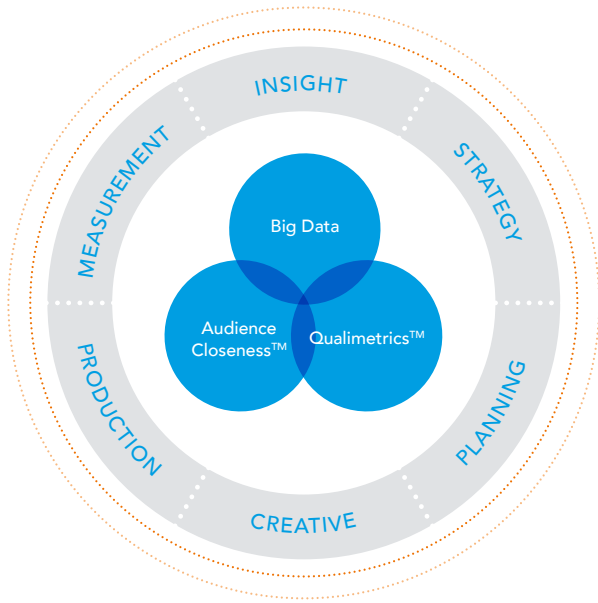
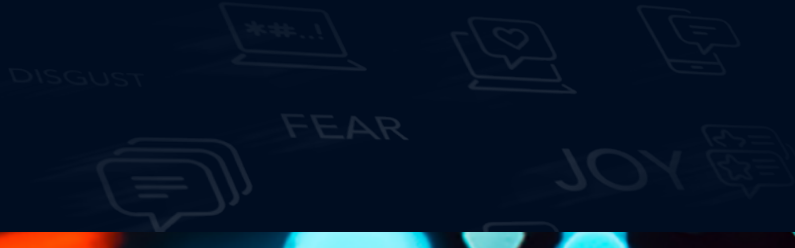


Many large companies employ apprentices and students on placement schemes. Understanding the experience of these young people is invaluable in shaping future early talent programmes.

For several years, Tribe has analysed thousands of online reviews generated by apprentices, interns and placement students to provide insights about their employment experiences to employers across the financial services, management consultancy, manufacturing and FMCG sectors.

The analysis provides regular feedback about the quality of mentoring and support, on the job training, formal education, remuneration and workplace opportunities offered to young people.

To discover more about how  
Tribe Reviews Analysis can help your business  
monitor and respond to online  
customer comments, email us on  
[hello@tribecomms.com](mailto:hello@tribecomms.com)



## Approach.

We are here to help you truly understand, engage, inspire and empower your internal and external audiences – supporting your strategic objectives and protecting your valuable assets.

We take a holistic approach to supporting your ambitions and addressing the challenges you face, knowing that little happens in isolation and truly understanding the impact that each and every facet of your business and its activities, audiences, opinion leaders and stakeholders can have on each other.

With your reputation being paramount, we provide detailed insights into how your brands are perceived in the market, including how your reputation compares to that of competitors and others in your sector, and what are the specific topics, themes, issues, campaigns or risk factors that are attracting attention and provoking response. This can lead to the development of thought-leadership campaigns, outreach activities and change programmes.

Our knowledge and experience spans entire organisational structures and operations, including business, commercial, people, product, marketing and sales strategies for local and global enterprises. Whatever your journey, we can help every step of the way.

## About.

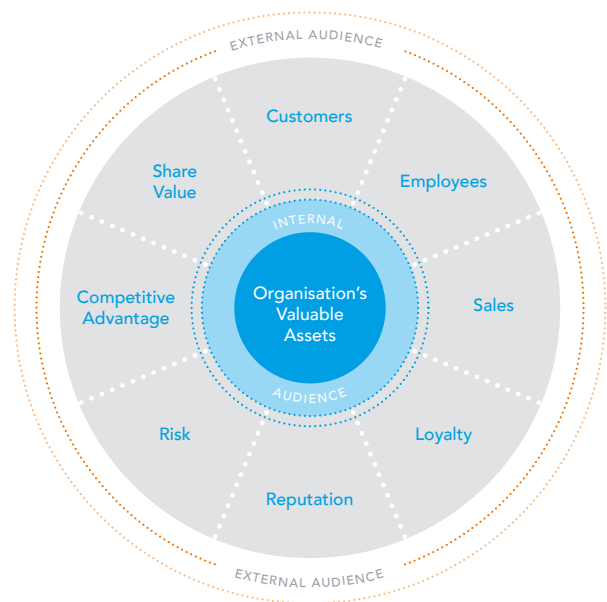
We are a strategic marketing and communications consultancy with decades of experience helping multinational corporations, Government and public sector organisations, start-ups and established brands to achieve their objectives.

Our complete and integrated range of insight, strategy, planning, creative, production and measurement services are underpinned by our proprietary toolkit, **Qualimetrics™**, our **Audience Closeness™** research capabilities and big data from our sister company, **Metricomm®**.

**Qualimetrics™** is relied upon by world-leading brands and agencies to provide highly advantageous market, customer, competitor and media intelligence in support of strategic planning and performance evaluation.

**Audience Closeness™** is our award-winning approach to placing your audience at the very heart of decision-making, generating real empathy alongside actionable insights, bringing the customer to life and keeping them top of mind.

**Metricomm®** is our marketing-leading media analysis company that provides data intelligence and audience impact reports for campaign planning and evaluation.



## Our customer reviews.

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*Tribe's Qualimetrics™ provided the perfect alternative with tailored research capabilities, using data from online sources. The detail provided was very thorough and helped us better understand the opportunity and the competitor landscape. As a result, we were able to be much more focused. It has considerable benefits for marketing professionals who rely on market intelligence but need cost-effective methods of obtaining it.*

Chief Executive Officer

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*This was about understanding the emotional side of the brand, what does it mean to customers, how is it being used – and it's so different and diverse, it's a really interesting and important exercise. I think tapping into that and hearing how they're experiencing the brand has been really, really beneficial. I've really enjoyed it, and I think we should actually do this on a more regular basis across our business because I think it's so important. I think it's absolutely integral to our business going forward.*

Client Services Director

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*I was delighted by what we were able to achieve within our timescale and budget. The insights have proven to be extremely important for our business and have permeated right through to our leadership, resulting in greater clarity on our proposition and the performance bar we should be setting for ourselves.*

Head of Customer Insight  
UK & Europe

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*The programme has already had a significant impact on the way we see and understand our consumers and the insights we've achieved have had a huge impact on our business planning process. It's revealing some fascinating and truly actionable insights and bringing them to life in a way that's simply not possible with traditional research techniques. Most importantly, it's fun and our team is engaged and inspired.*

Chief Executive Officer

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