

Strengthen Brand Health & Customer Experience with Analyst-Assisted Machine Learning



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Who is Phoenix Marketing International?



400+ Research Consultants from both client and agency side, delivering consultative insights



ISO 27001 Certified and Recognized as a Top 25 Market Research Firm



Offices in New York City, Branchburg, Boston, Philadelphia, Detroit, Atlanta, Tampa, California, Canada, Sydney, London, Hamburg and Mexico City **provide seamless global execution**



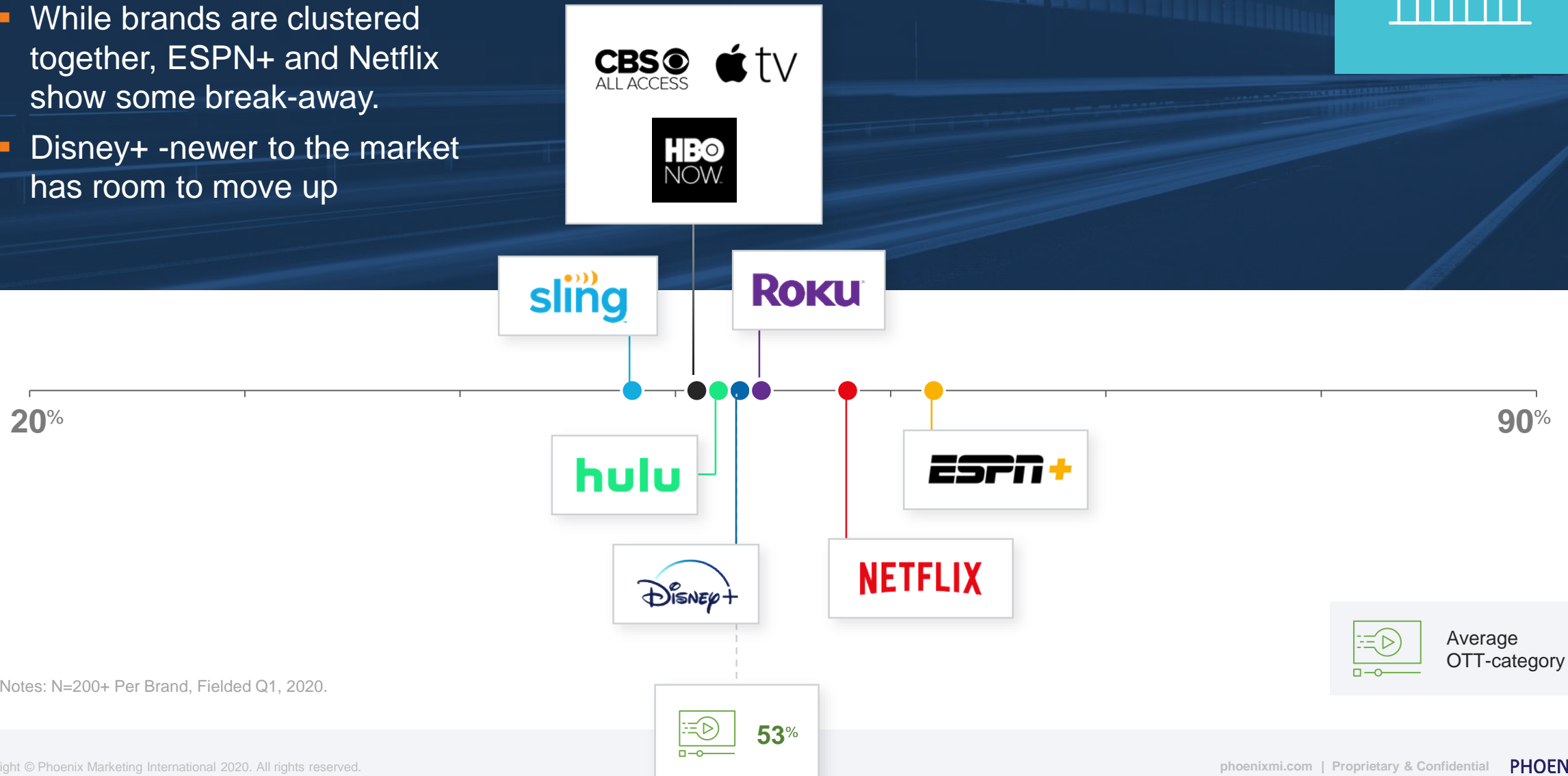
Specialists in Brand and Communications, Customer Experience, and Custom Analytics to create lasting partnerships



Leading the way with customized, interactive dashboards, sample quality, data integration with AI/machine learning and advanced modeling

Satisfaction with Current OTT Provider

- While brands are clustered together, ESPN+ and Netflix show some break-away.
- Disney+ -newer to the market has room to move up



Key Metrics & Dilemma

Disney+ lags industry leaders and the OTT Competitive set **primarily in Ease of Doing Business with.**

% Top box	Avg	Disney+	NETFLIX	ROKU	ESPN+
Satisfaction	53	53	58	54	62
Trust	53	51	54	53	62
Ease	57	53	61	53	66

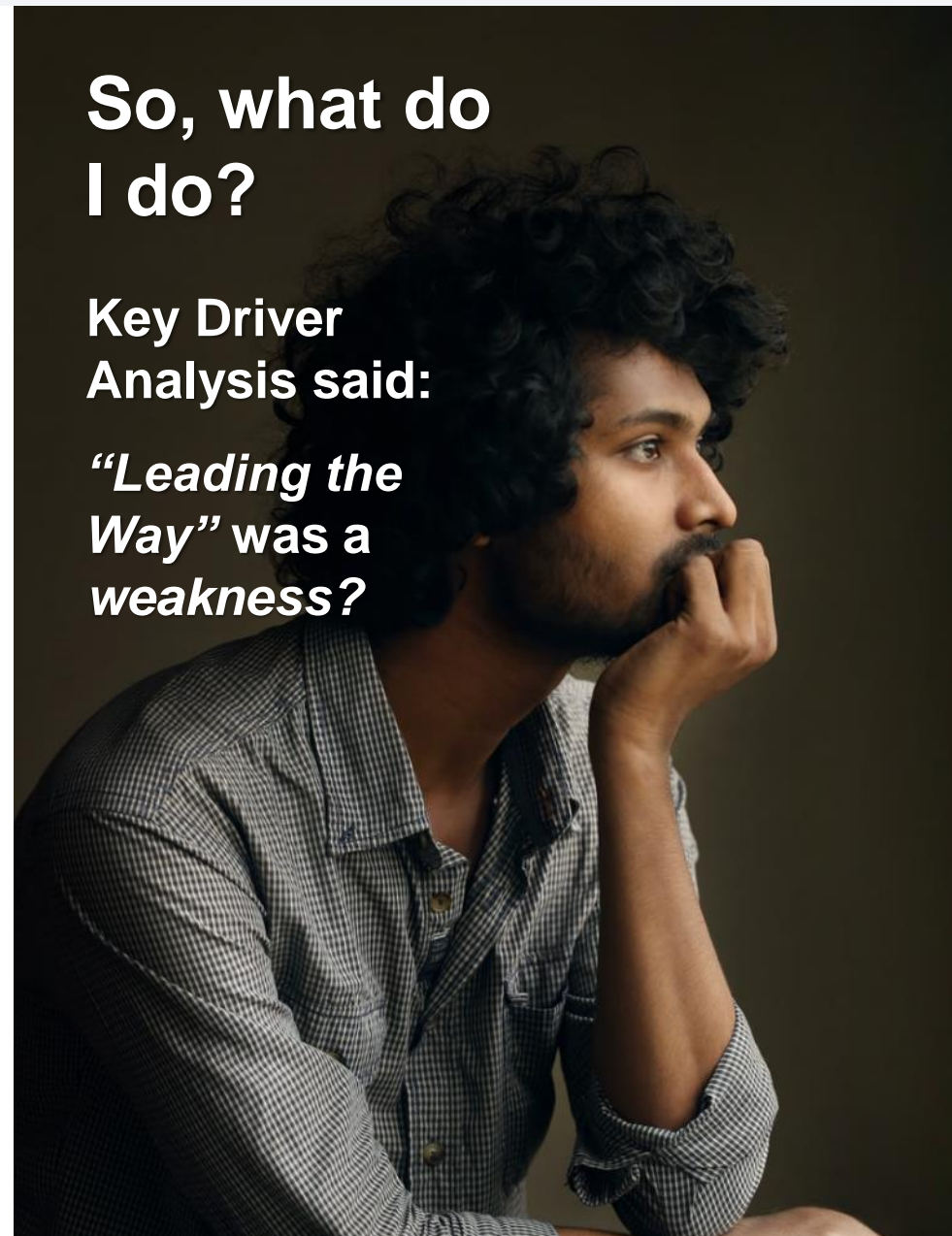
Q1. Overall, how satisfied are you with BRAND? / Q2. BRAND is a brand I can always trust / Q3. Based on your overall exp with BRAND, how much do you agree they are easy to do business with?

Base: Brand users

So, what do I do?

Key Driver Analysis said:

“Leading the Way” was a weakness?



How to Face Dilemma?

Large Auto Club CX Client wanted to know **WHY** in more detail at Scale and Speed.

We want performance score improvement! How!

”

The current solution is too slow and not at the right level of detail.



Capture Actionability

Marriage of Brand and Customer Experience



Processing unstructured data at scale with machine learning algorithms linked to KPIs will provide the insights and guidance needed to improve their business.

“Analyst Assisted Machine Learning”

What is Analyst Assisted Machine Learning?

Attended Automation

Analyst manually codes a portion of OEs to **'train'** the model, split by sentiment

A machine learning model identifies why codes are assigned to a category and applies to the rest

All comments are analysed to determine probability of being assigned to a category. Set Thresholds

Training file remains consistent over time but can be refined as themes change



Unstructured comment coding tool that makes the most of the data in a fast and inexpensive way.

FUNCTIONALITY

1. A code frame is built at first clustering occurs and then refined by an analyst to build a tailor-made learning model that subsequently auto codes
2. The analyst can take business objectives into account to create customized lists and definitions (adjectives!)
3. Coded data can be used with transactional, social, transcript data alongside close-ended survey to give powerful modeling
4. Analysts can use open-end responses from surveys instead of long attribute batteries to shorten survey length.

SUCCESS

Used by large auto club, major auto manufacturer, travel & casino clientele

Looking at Data Differently

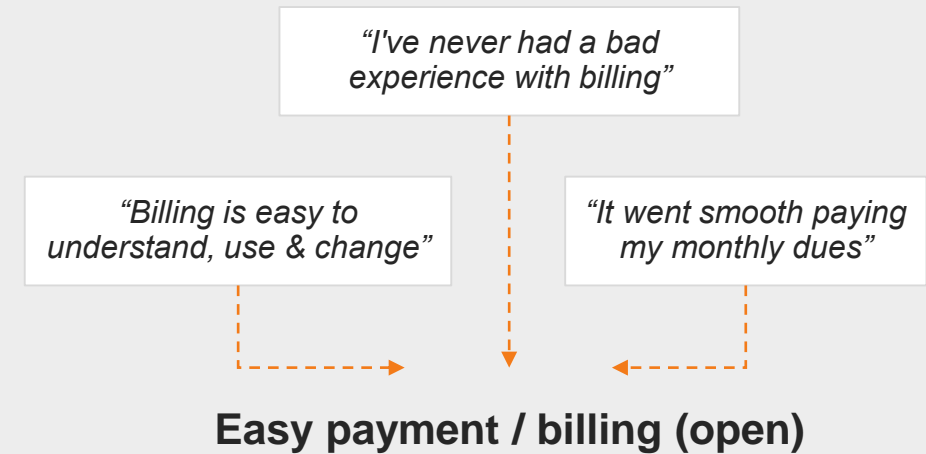
1. We're able to create a trained learning model to auto-code open-ended data.
2. Modeling can be done incorporating the experience comments with scaled data to help address key objectives.

Understand drivers of performance without an exhaustive/exhausting battery of attributes

Transparent modeling – no black boxes

Step 1.

Experience Comment Auto-coding



Step 2.

Modeling

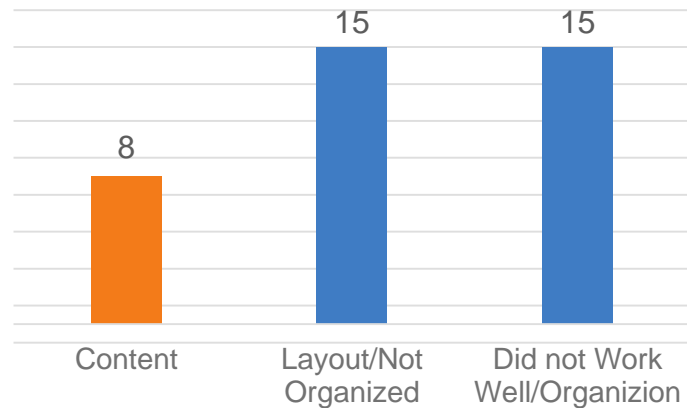
Top Drivers of X:
Offers high quality products/services
Has a strong reputation
Easy payment / billing (open)
Meets my needs

Illustrative only: simplified and not exhaustive

What is Disney+ Takeaway

A seamless website experience is critical, especially in comparison to Netflix

Top Reasons Give Disney+ Low Scores



The app took forever to load the login in screen when it first downloaded. And still takes a while to load content



The website has the same problem as the app. Sorting or filtering things is cumbersome.



Their sorting system is a little unwieldy and unhelpful.



It's relatively user-friendly, but not perfect. Searching through suggested movies is kind of tedious, but I don't know that there's a better way to do it.



Just confusing on how to do it with Verizon...not a ton of info on how



New Entrant vs. Established Player

Relatively new Disney+ is off to a great start with its loyalist – its content and brand (reputation and relevance) drives likelihood to recommend. For key player Netflix, value for money and ease of use are key.



High Satisfaction **53%**

Low Effort **53%**

% Recommending **55%**

Attributes Driving Recommendation:

Offers high quality products/services

Has a strong reputation

Meets my needs

Disney offer most to all of there current film companies products meaning there's always something I want to watch.



Disney was very easy to get the program and pricing I was looking for. Love the Disney programs also.



NETFLIX

High Satisfaction **58%**

Low Effort **61%**

% Recommending **60%**

Attributes Driving Recommendation:

Good value for money

Has a strong reputation

Easy to set up / navigate (open)

Brand that benefits my life

Easy payment / billing (open)

Like a feature (open)

Cares about the same things I do

Intuitive layout / navigation (open)

Leading the way

Meets my needs

Offers high quality products/services

Brand mention (open)

Because it's so simple just put in your credit card information an you're in to Netflix.



I am not very 'techy' and had no trouble setting up service with Netflix, so I was completely satisfied with how easy it was. So I am completely satisfied with the little effort it took to install it.

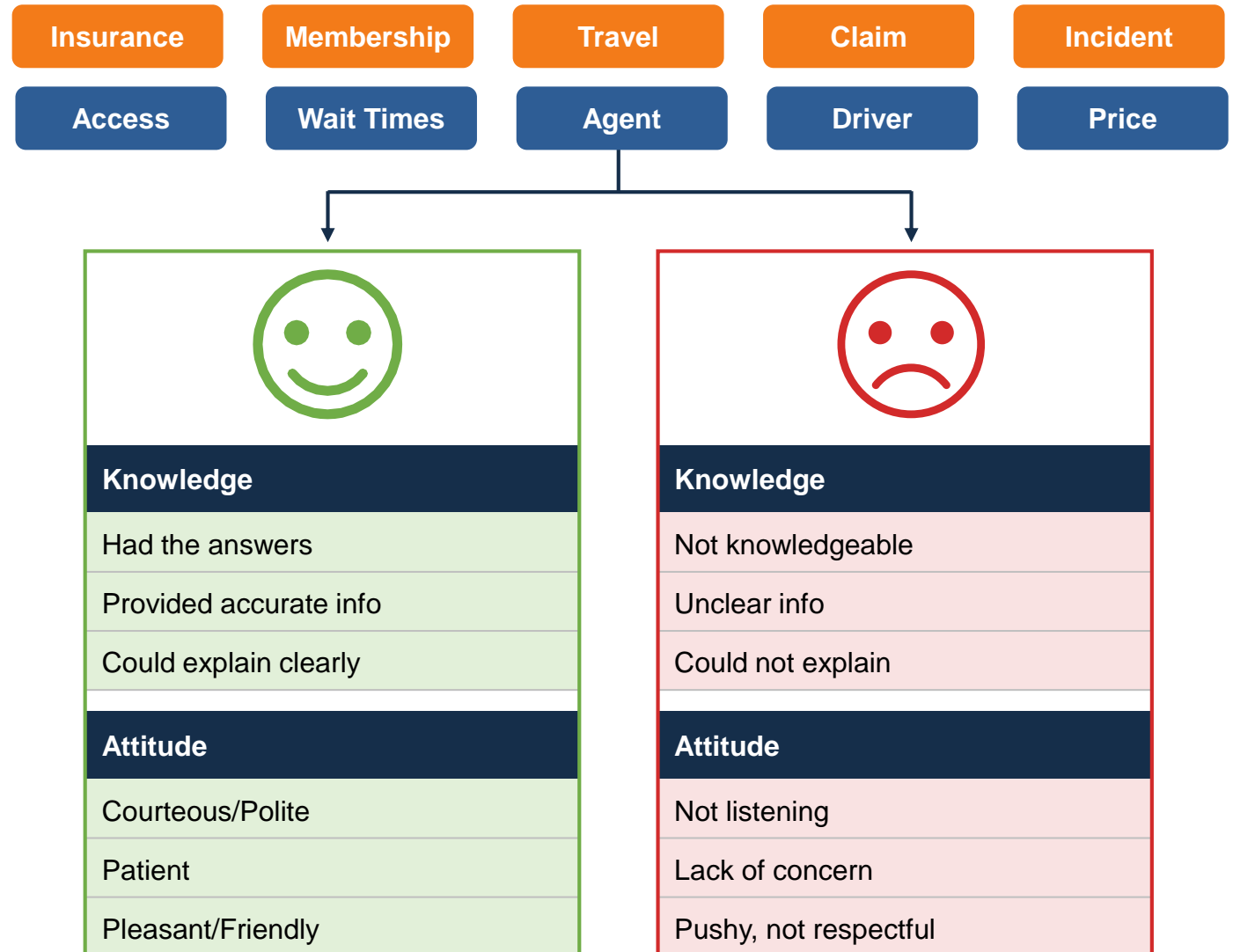


Satisfaction (Completely satisfied), Effort (Not a lot), Recommendation (9-10)

Auto Club Client Results

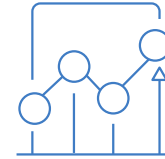
- Getting daily incoming comment coding at the product line + category + sentiment + subcategory levels
- Higher accuracy driven by training data set specific to them
- Ability to set prediction levels in models
- Responses and customer comments now directed to area managers seamlessly for process improvement efforts

Why did you rate your Satisfaction with (*interaction*) a #?



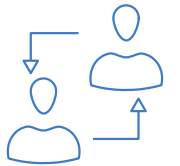
What We Learned

No existing model could get required level of sub-category detail needed. Sentiment on sub-category attributes. Requires multi-model or custom approach. We used R-code customization to run algorithms.



Best to split training file into + and negative sentiment.

Focus on adjectives to get to more emotional and less functional coding.



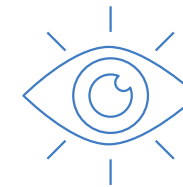
Brand and CX improvement recommendations are vastly improved when both survey attributes and coded comments are used together. Interactions alone (CX) do not predict Brand Health strongly.

Brand & CX survey length can be reduced



Coding models are sustainable over time and stable across countries and cultures.

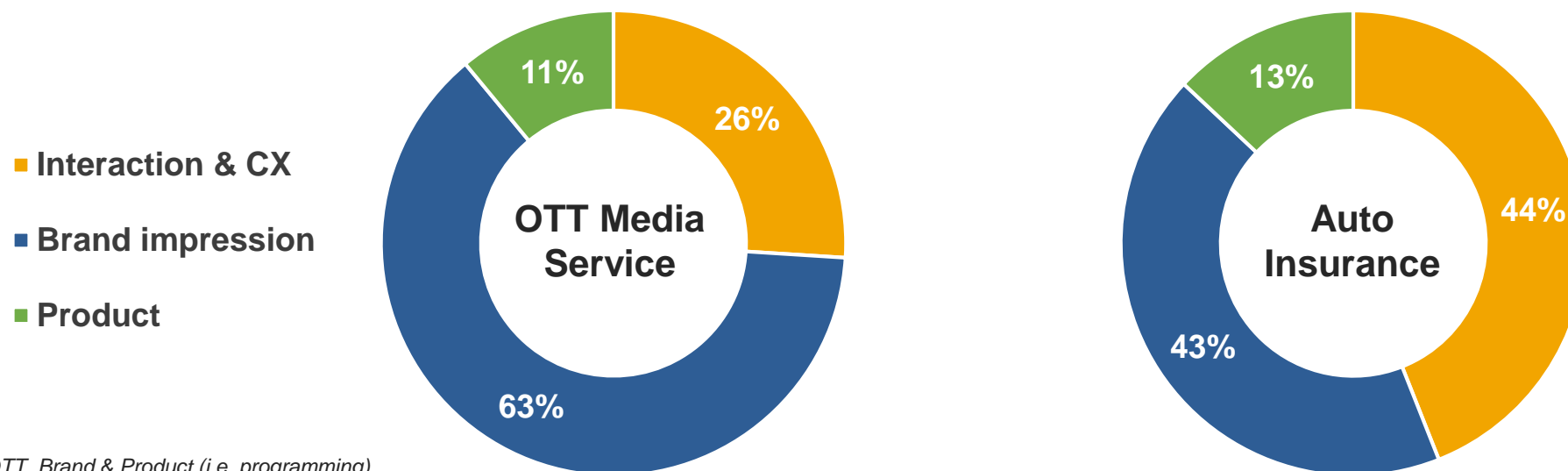
Significantly reduces costs and time to analyse unstructured data.



Cross-Category Learnings

- In a category with more limited customer interactions, like OTT, Brand impression drives levels of Recommendation.
 - Brand in the OTT context includes some attributes related to content as they are intertwined
- While in a more functionally driven category like Insurance, Brand & Interaction Experience are both very important.

Factors Influencing Likelihood to Recommend



NB. In OTT, Brand & Product (i.e. programming) are likely to be indistinguishable to consumers.

Modelled analysis using Likelihood to recommend x Brand, Interaction, Brand variables, Open ends.

% reflect the extent the variation of one grouping e.g. Interaction & Customer experience explains the variance of Likelihood to recommend



THANK YOU

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