

Get more out of consumer reviews using Artificial Intelligence

As customer centricity is becoming increasingly important, researchers are shifting their focus more and more towards analyzing consumer experiences expressed online. Extracting meaning from reviews and ratings is quite a complicated and time-consuming process and can only be done to a certain extend. But by increasingly applying artificial intelligence, it becomes possible to get more out of review data faster and easier.

Case study: Amazon Echo

To understand how consumers experience Voice enabled devices, we analyzed ratings & review data of 75,000 Amazon Echo users. Using Natural Language Processing (NLP), driver analysis and human intelligence provided insights into the conversational theme's, context and what has the most impact on five-star ratings.



1. Natural Language Processing to give meaning to unstructured text

★★★★★ Far Exceeded My Expectations!

By Sara / Gull Cottage on October 11, 2017

Color: White | Configuration: Amazon Echo | Verified Purchase

Amazon Echo far exceeded my expectations. It is unbelievable what all it can do for you.

I especially love the music choices, the shopping list synched to my iPhone and so much more.

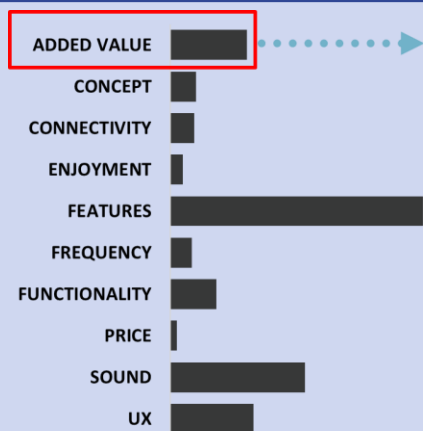
I highly suggest this item for any gift occasion.

TEXT COMPONENTS

Theme	Describing terms (mostly nouns)
Driver	Descriptive terms (mostly adjectives or verbs)
Phrase	Theme + Driver combination

Linguistic patterns in review text give insight in themes and drivers.

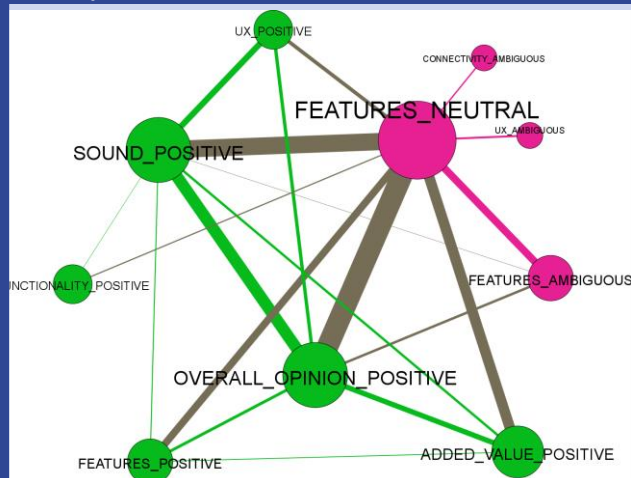
2. Custom framework what user say and what it's means...



personal	assistant	468	"She's a 24/7 personal assistant without the attitude and judgmental tone."
great	addition	391	"A great addition to my lifestyle!"
best	friend	218	"Alexa, is near my bed and is my best friend ."
become	part	181	"She is really becoming part of the family over time."
make	life	138	"Each of us uses it daily, and it makes life better."

Sizing conversational themes and drill down what is expressed

3. Experience drivers

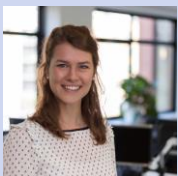


Semantic network analysis reveals how theme's are connected and what drives a positive experience. The impact of the theme's to get a 5-star rating is analyzed with a driver analysis.

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More information?



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