

IMPROVE YOUR PRODUCT DESIGN BY LEVERAGING ONLINE REVIEWS

Product Intelligence Capability Demonstration

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GAME CHANGERS



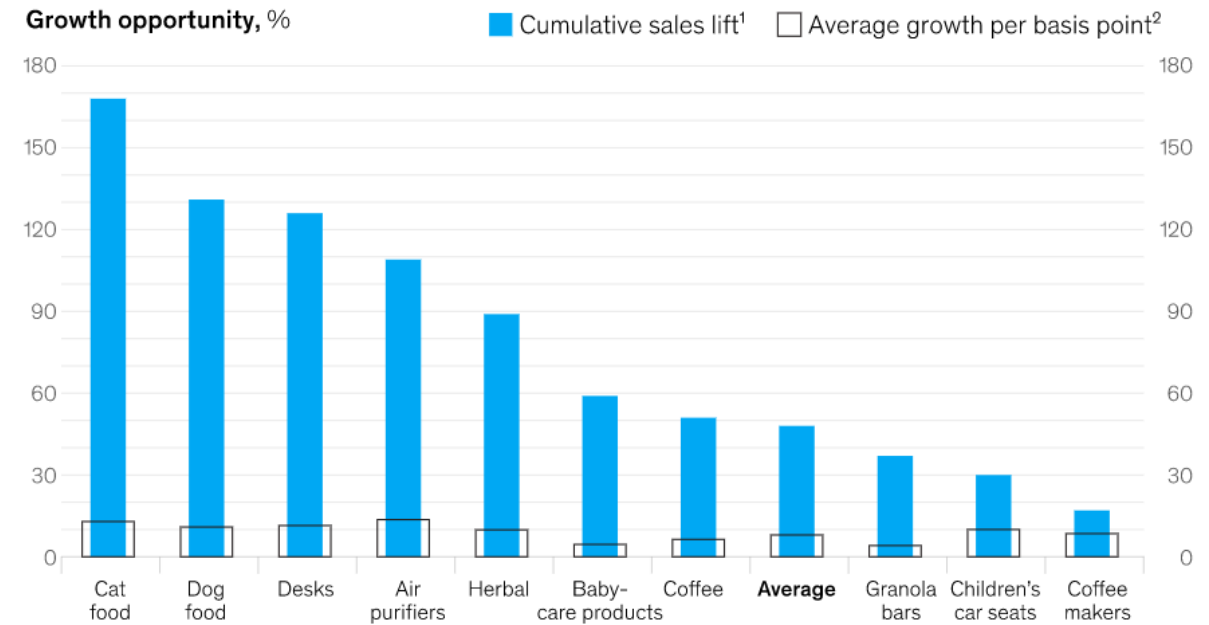
WHY PAY ATTENTION TO ONLINE REVIEWS?

Every point counts.

Good online reviews improve your business. Even a **0.1 point improvement** in online review scores is linked with an estimated **10% increase in sales**¹.

Listening to consumer reviews will identify your products' main strengths and weaknesses. Reviews can reveal which features and benefits really matter to your customers.

The sales lift from an improved star rating varied by product category.



¹The growth opportunity is the volume increase expected from an increase in star ratings.

²Basis point is defined as a 0.1-star ratings improvement.

¹ Source: McKinsey, 2021: Five-star growth: Using online ratings to design better products

CLIENT USE-CASE

Context

Our client is well established in the provision of computer hardware and peripherals. In this increasingly competitive market, the client has found it difficult to make its products truly distinct.

To identify what matters to customers, **Ipsos scraped and analysed 20 000 reviews** from 20 different SKUs in the category.

Ipsos applied Product Intelligence on this large dataset to identify white-space opportunities that the client could own. It **showed how the client can create new, distinct products that address unmet consumer demands.**



CLIENT USE-CASE

Translating reviews into satisfaction drivers

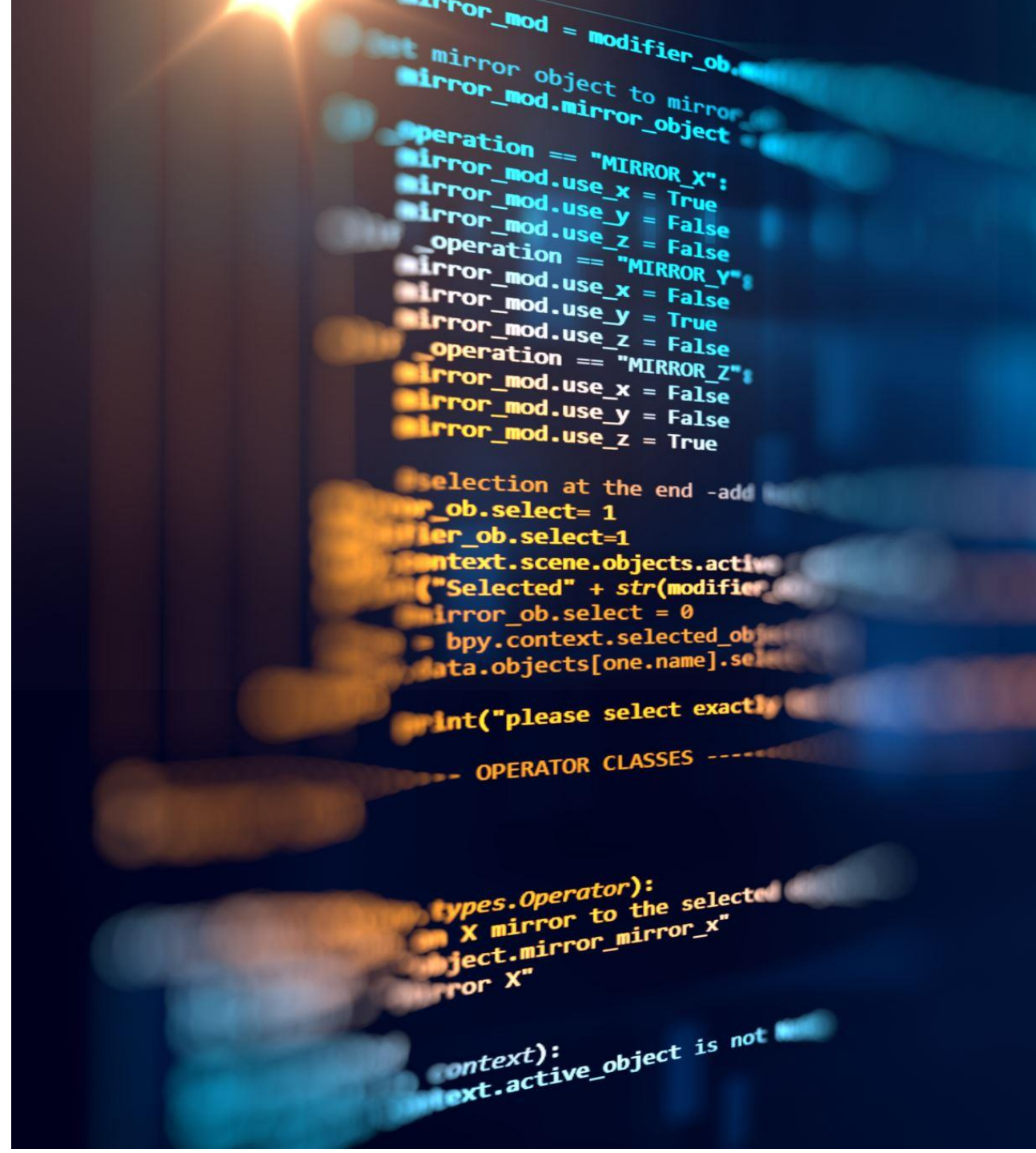
To understand what matters to consumers, we first applied **Natural Language Processing** algorithms to classify the different attitudes to products and how different consumers talked about their products.

Audio quality

"Really good sound. It's what I was looking for, all my friends said that it sounds really good. I also use this for my podcast".

Usage

Friends' approval



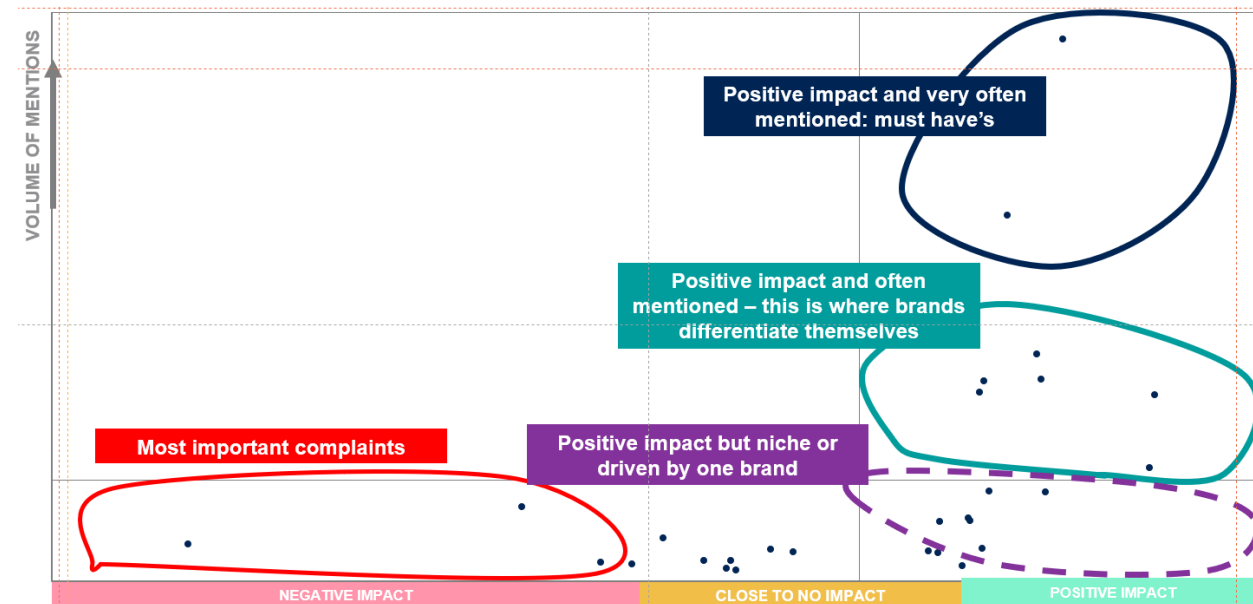
CLIENT USE-CASE

Identifying the drivers that truly matter

We quantified what matters to customers through the use of regression analyses. This showed how different **product perceptions are linked to positive and negative online ratings.**

By comparing the **volume** of mentions of different product perceptions, with the **impact** of those perceptions, we revealed how our client could most improve its products and address what really mattered to customers.

Mapping of the key drivers of satisfaction



CLIENT USE-CASE

Uncovering how brands & products perform

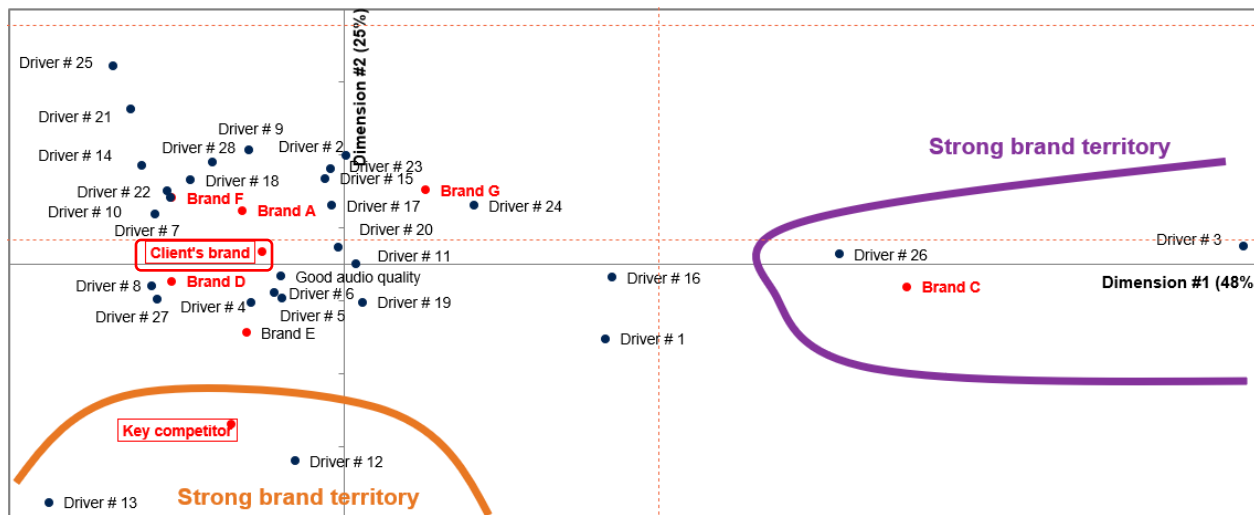
Our analysis revealed what were the key strengths and weaknesses of our client's products, and also where there **were opportunities to create truly differentiated products**.

Our analysis showed that our client's products lacked any differentiated experience, whereas two **competitors** had established themselves **with distinct offers that made them stand out from the crowd**.

This insight showed how the client could create products that owned impactful white-space, **while at the same time launch me-too products** which would dilute the competitors' key advantages.

* reading note: 47% of Brand A reviews mention their "good audio quality"

		Brand A	Brand B	Brand C	Key competitor	Client's brand	Brand F	Brand G	Brand H
	Average rating / 5	4.4	4.4	4.6	4.7	4.4	4.2	4.3	4.6
Positive impact on rating ++ ↑ ↓ Negative impact on rating --	Driver # 1	12%	13%	31%	18%	11%	16%	11%	19%
	Driver # 2	9%	10%	8%	5%	10%	5%	12%	27%
	Good audio quality	47%*	41%	40%	41%	44%	48%	52%	56%
	Driver # 4	5%	5%	44%	4%	3%	5%	6%	22%
	Driver # 5	15%	15%	13%	18%	13%	17%	21%	18%
	Driver # 6	10%	18%	18%	17%	26%	18%	23%	20%
	Driver # 7	36%	27%	27%	30%	36%	33%	27%	39%
	Driver # 8	3%	8%	5%	4%	14%	6%	14%	10%
	Driver # 9	25%	18%	12%	6%	14%	9%	26%	26%
	Driver # 10	1%	3%	1%	1%	2%	2%	4%	3%
	Driver # 11	17%	15%	16%	14%	13%	11%	15%	21%
	Driver # 12	2%	4%	4%	8%	5%	6%	1%	3%
	Driver # 13	2%	2%	2%	16%	6%	3%	7%	5%
	Driver # 14	1%	1%	5%	1%	1%	1%	1%	3%
	Driver # 15	5%	5%	3%	6%	5%	11%	9%	8%
	Driver # 16	5%	3%	1%	2%	3%	3%	3%	7%



CLIENT USE-CASE

Key takeaways for the client

- 1 **Immediate action** was required in order to protect the client's business from competitors.
- 2 Competitors were **winning on differentiated experiences** which made them stand out from the crowd.
- 3 Even though our client was delivering on simple "must haves", **more focus on specific usage-related drivers** would create distinct products that delivered on what really matters to customers.



Happy to chat

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