

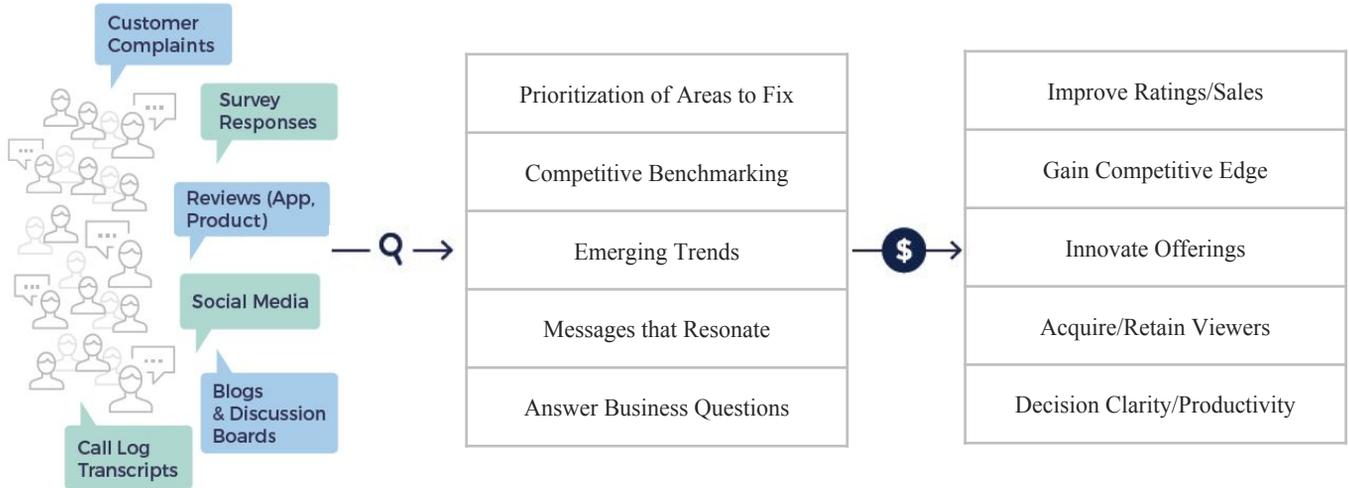
“Customer feedback often goes to waste – especially if it’s unstructured”
- Forrester

MINE & PRIORITIZE ACTIONS FROM CUSTOMER FEEDBACK

What **SOURCES** do you mine?

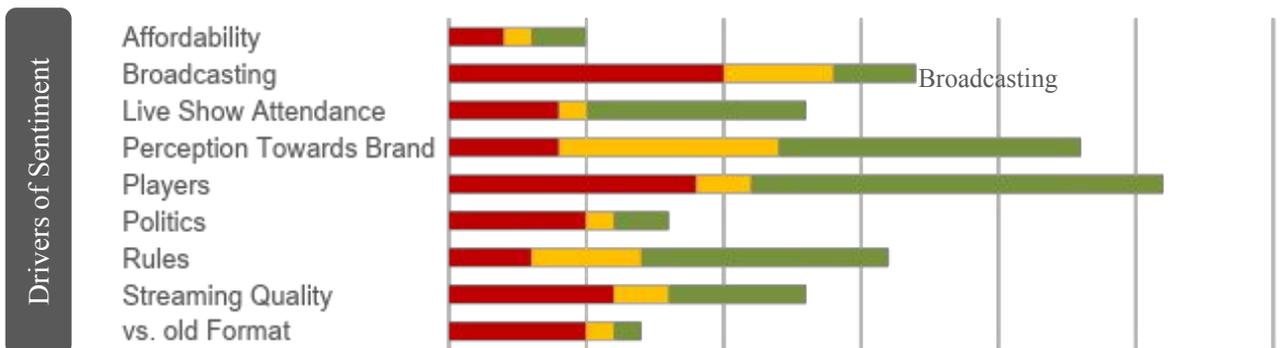
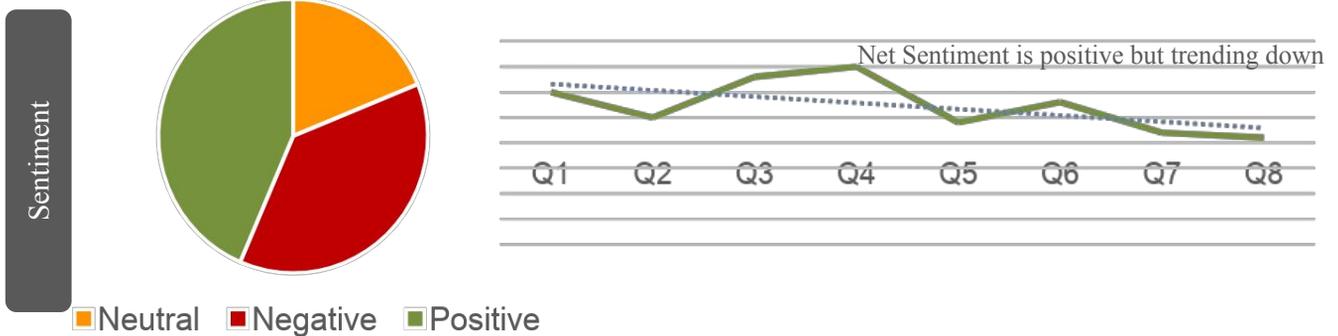
What **INSIGHTS** do you get?

What is the **IMPACT** on business?



CASE STUDY – MEDIA and ENTERTAINMENT

Analyze audience conversations for the broadcast/streaming of a sporting series to identify drivers of viewership decline and recommend actions

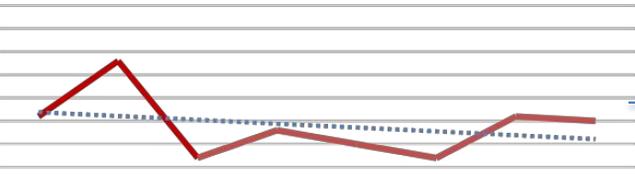


What are the trends by theme?

Why are trends positive or negative?

Broadcasting Sentiment is consistently negative

Biggest negative drivers within Broadcasting



Broadcasting TV/Network/Coverage

- Frequently negative on TV broadcasting, cable being expensive
- Often exchange tips with other viewers on where they can watch the games as an alternative to TV

Commentary

- Overall sentiment towards commentators has been negative with fans often mentioning a dislike for certain commentators
- Frequently comment on moving to a different channel based on the announcers

Advertisements

- General dislike for the high number of commercials during TV viewing

What can we do?

| | From <i>Sample negative fan comments</i> | To <i>Sample positive fan comments</i> |
|---|--|--|
| Commentary | <i>These announcers are no good. They are boring to listen too</i> | <i>The greatest play by play announcer in the history of American Sport</i> |
| Broadcasting TV/Network/Coverage | <i>Their coverage stinks! They don't bother to let viewers know what's going on with the weekend schedule in cases of weather delays, etc.</i> | <i>I've said this many times, and I'll say it again: Get a streaming service, so you can watch every major series for cheap.</i> |
| | <i>I cut the cable. Now I guess I have to cut this too...they wonder what happened to the fans.</i> | <i>All of you that don't get race and hate commercials need to download the app. I love it.</i> |
| Advertisements | <i>WAY TOO MANY LONG COMMERCIALS! Seriously?! Just ridiculous...</i> | <i>I see these commercials makes me want to see a him again. Go Jimmy</i> |

SETUSERV'S DIFFERENTIATION

Custom taxonomy & AI models

- Taxonomies and hierarchies are evolved from your data and are curated for your use case
- AI models are custom trained for your data

Decision clarity to act with confidence

- Custom models provide highly accurate and specific insights
- Dedicated data scientists answer your business questions

Cost effective

- Customization is completed quickly using our proven workflows, data pipelines & AI modules
- Ongoing analysis is mostly automated

INFO@SETUSERV.COM