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Machine Learning for Customer (ML4C) – Sentiment Analysis

Function: Customer Relationship Management
Processes: Marketing, E-Commerce, Customer Service, Customer Lifetime Value, Brand Loyalty
Industry: Retail, Consumer Products, Wholesale and Distribution, E-Commerce, and Direct Selling

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Business Driver

Companies often rely on consumer surveys to understand how products and services are perceived in the marketplace. Digital platforms now capture customer views and expressions in real-time, enabling organizations to gain access to customer satisfaction, loyalty, and engagement intent. Organizations can leverage this insight to direct strategy and tailor marketing to provide engaging, meaningful experiences to customers.

Solution Overview

Part of the Machine Learning for Customer (ML4C) solution, Customer Sentiment is generated from SAP® Cloud Platform's machine learning service, Voice of Customer Text Analysis. Social media activity is streamed to the SAP Cloud Platform and used as input to the machine learning models that perform real-time analysis to generate customer sentiment.

Features

Real-time Visibility to Trending Interests of Customers

✓ Identify customer complaints in a product or service.

✓ Pinpoint topics of interest to a target market and adapt marketing accordingly.

✓ Discover and analyze how competitor products are perceived.

Increase Market Share by Attracting New Customers

✓ Monitor customer sentiment and predict successful expansion to new target markets.

✓ Improve brand loyalty and attract new customers by consistently delivering relevant products and services.

Potential Benefits

✓ Visibility to trending topics, interests, and concerns among new and existing customers.

✓ Ability to understand every want and need of the customer and provide a solution before it's been requested.

✓ Improve brand strategy by identifying key motivators for customers and branding products accordingly.

✓ Improve distribution strategies by identifying where and when customers shop and adapting product distribution.

Machine Learning	• Smart Data Streaming • Voice of Customer Text Analysis Service	
Core SAP	• SAP Cloud Platform • Smart Data Integration	
Analytics	• Android & iOS Mobile Application • SAP® UI5 Cloud Application	
Data Intelligence	• SAP® Predictive Service • SAP® Automated Predictive Library • SAP® Predictive Analysis Library	

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