

## Machine Learning for Customer (ML4C) – Sentiment Analysis

**Function:**  
Customer Relationship Management

**Processes:**  
Marketing, E-Commerce, Customer Service, Customer Lifetime Value, Brand Loyalty

**Industry:**  
Consumer & Industrial Products (C&IP) – Retail, Wholesale & Distribution; C&IP – Consumer Products; Cross-industry

### Business Driver

#### Challenges

- Lack of understanding for how consumers perceive offerings
- Poor product strategies
- Unengaging or less meaningful customer experiences

#### Opportunities

- Leverage digital platforms to capture real-time customers POVs
- Gain access to customer satisfaction, loyalty, and engagement intent



### Solutions Overview

Companies can now go beyond consumer surveys to better understand marketplace perceptions of products and services. 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
- 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 customer want and need, and provide a solution before it's been requested
- Improve brand strategy by identifying key motivators for customers, and then branding products accordingly
- Improve product distribution strategies by identifying where and when customers shop, and then making the necessary adaptations



#### 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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