



Automated consumer insights from product reviews

About the client: An American multinational conglomerate corporation that is in the business of manufacturing consumer and industrial goods for a broad range of markets such as electronics, appliances, packaging, food and beverage, and construction. The company sells products directly to users and through numerous wholesalers, retailers, and distributors worldwide.

Objective

The CPG industry has been experiencing many changes with the rise of the digital consumer. In order to adapt to the changes and earn a competitive advantage, the company wanted to get a deep understanding of the needs and behavior of evolved consumers by gathering insights from honest, unfiltered product reviews.

The company partnered with Netscribes to unlock insights on floor cleaning tools in Thailand by analyzing customer reviews across e-commerce websites. Through the engagement the company was hoping to get answers to the following questions:

1. What are consumers' concerns with floor cleaning?
2. What methods do they use for cleaning?
3. What tools do they use?
4. How frequently do they use them?
5. What do they seek when purchasing floor cleaning tools?
6. How is the consumer perception towards their products and other brands in the market?
7. What do they think of traditional floor care and modern floor care?

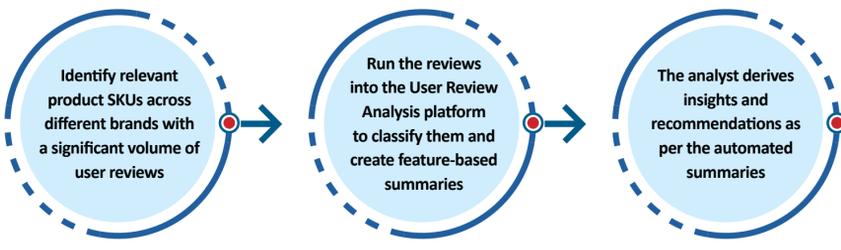
Solution

The Netscribes team combined traditional market research with analytics to ensure that the client gets the most accurate and useful insights into the consumer demand and behavior.

The team conducted extensive secondary research to assess the overall floor cleaning product market and identify products of different brands in Thailand. It then identified products with a significant number of reviews for further analysis. Over 2000 reviews for 30 products from five competitors were selected.

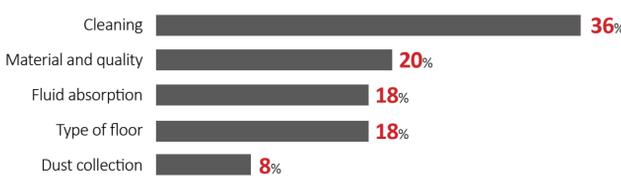
We leveraged our AI-based User Review Analysis platform, which automates the process of gathering user-generated data, classifying data by demographic, brand, and other criteria; interpreting customer feedback, and reporting the analysis on an intuitive dashboard. The platform interprets customer feedback using NLP techniques to extract customer and product attributes and identify the sentiment and product rating.

Netscribes analysts did a further deep-dive analysis on the information to uncover the factors shaping customers' purchase decisions, product usage patterns, and brand affinity, and provided recommendations to guide the client's marketing strategies.



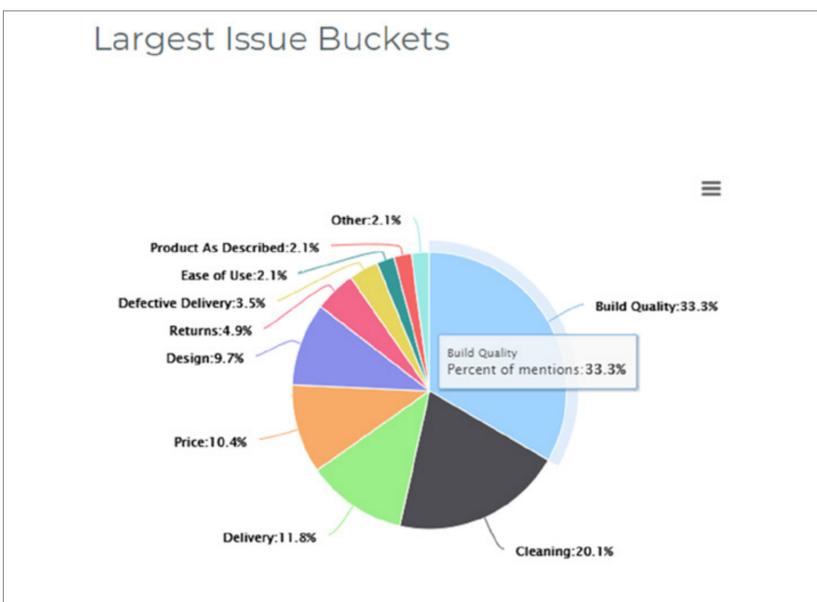
Results delivered

Based on the product reviews that were analyzed, it was found that factors such as cleaning effectiveness, build of the product, and fluid absorption rate were the primary concerns consumers faced with floor cleaning products.

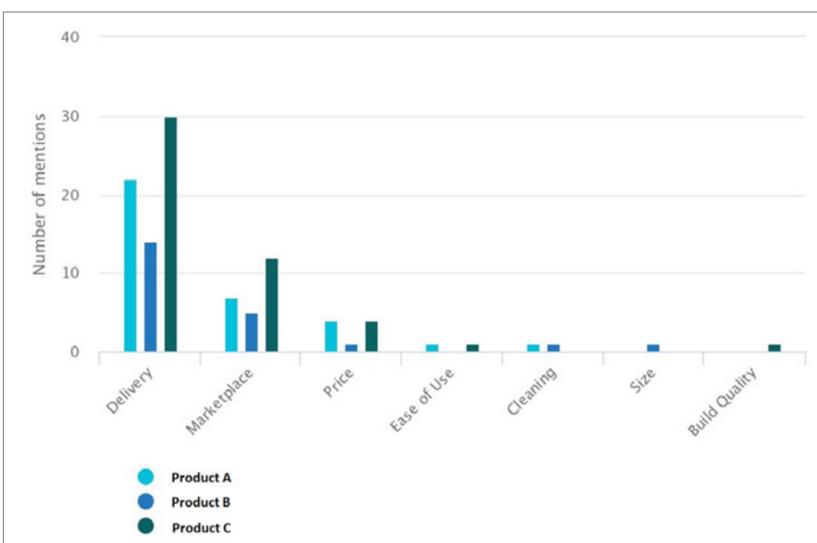


A majority of consumers consider mopping as the primary floor cleaning activity and use different types of mops or cloth for cleaning. In addition, factors such as the ease of handling, material of the tools, and ease of draining extra water played a crucial role in shaping customers' purchase decisions.

Key problem areas when purchasing floor cleaning tools online



Sentiment analysis of the client's products



Product-wise sentiment analysis

	Product A	Product B	Product C
Total Reviews	35	20	52
Sentiment Score	100% positive	95% positive	94% positive

Recommendations

Based on the analysis, we suggested improvements in the client's products and messaging so that they are better aligned with consumer expectations.

Benefit

In less than a week, the client company was able to clearly understand the top motivators for consumers to buy floor cleaning tools and their perception towards the different brands in the market. The insights from the analysis helped the company's marketing, sales, and product teams to align their activities more closely with consumer needs.

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