

Using Operations Insights

<https://university.reputation.com/knowledgebase/using-operation-insights/?preview=0> | Last Updated: July 10, 2020

Understand your strengths and weaknesses based on what your customers are saying in reviews and surveys.

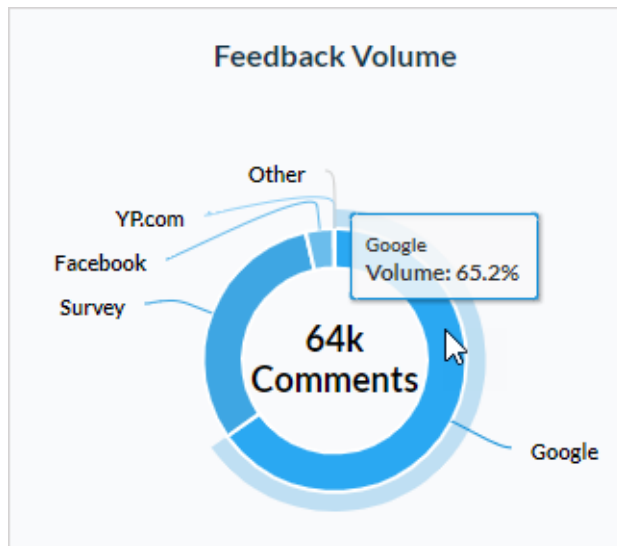
See how other businesses are operationalizing feedback!

Use the top-line filters to segment the data by date, location, or other custom filter. Insights include only reviews and surveys with comments that carry meaningful feedback. The results exclude blank reviews or surveys (i.e., no comments) as well as comments that are too short or generic.

Summary Tab

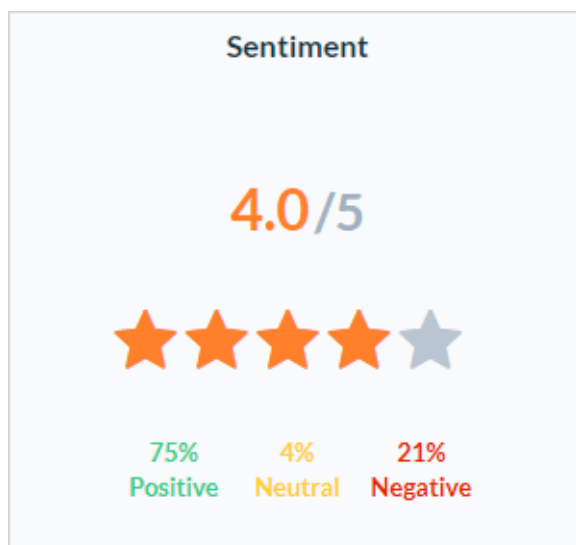
Feedback Volume

Proportional volume of top five review sources. Hover your mouse over a source to view percentage of total.



Sentiment

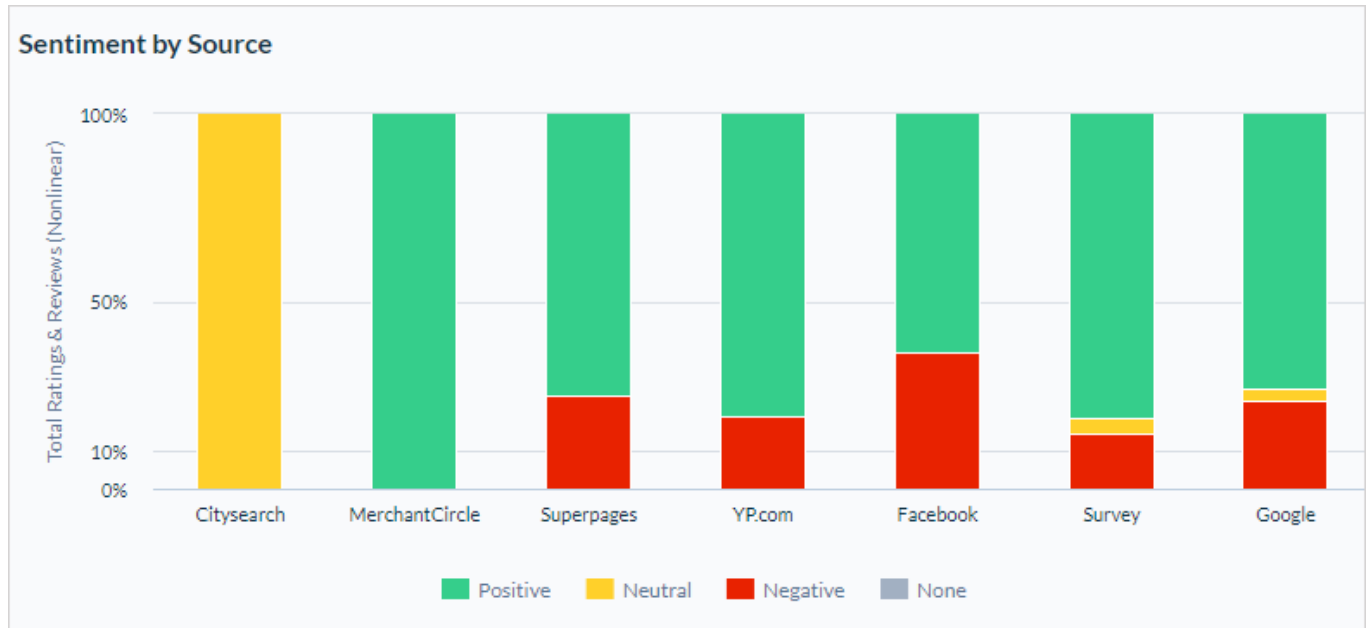
Average star rating from reviews and surveys (with a rating question included). Percentage of sentiment is broken into Positive, Neutral, and Negative.



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Sentiment by Source

View trends in sentiment by feedback source, broken down by positives (green bars), neutrals (yellow bars), and negatives (red bars). Consider using this chart to compare feedback from surveys against third-party review sources to better understand the questions you should be asking in your surveys to gauge accurate sentiment. You may also use it as a control mechanism against “gaming” the system whenever incentives are offered with first-party feedback (surveys).



Insights by Location Tab

Sentiment By Location

View each location's impact on the overall star rating. For example, if all locations in a region are selected in the filters, you can estimate the influence each location has on that region's rating.

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Sentiment by Location						Group By	Location
Rank	Location	Rating	Rating Change	Feedback Volume	Impact		
1	Parts Affordability / Value Staff	2.3 / 5	▼ 1.0	40	★ Low		
2	Appearance / Cleanliness Service Parts	2.4 / 5	▲ 0.2	36	★ Low		
3	Parts Affordability / Value Staff	2.4 / 5	▼ 0.4	53	★ Low		

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Column	Description
Rank	The location ranked first according to the sorted column. The default is sorted by the location with the lowest average rating.
Location	The name of the location and top 3 categories that contribute most to the impact score. See below.
Rating	The average rating of reviews and surveys for the selected location and time period, color-coded according to sentiment.
Rating Change	The rating change (in tenths of a point/star) of the location's rating previous comparable time period.
Feedback Volume	The volume of reviews and survey submissions for the location.
Impact	<p>The influence the location has on the overall average star rating, measured in hundredths of a point/star. "Low" indicates impact less than one hundredth.</p> <p>Impact is calculated relative industry baseline. For example, if the industry baseline is 3.5, and a single 4-star review has two positive categories associated with. Each of those categories have a +.25 impact on the rating $(4.0 - 3.5 = .5) / 2$.</p>

Big Movers – Kudos

Lists Locations with the most rating change (positive) within the given time period. Features the categories that contributed most to the improvement.

Kudos						
Rank	Location ℹ	Feedback Volume	Rating	Rating Change	Drivers of Improvement	
1		50	4.8 / 5	▲ 1.2	Affordability / Value	Service
					Parts	
2		16	4.7 / 5	▲ 1.2		
3		29	4.7 / 5	▲ 1.1	Competence	Customer Service
						Service

Big Movers – Needs Attention

Lists locations with the most rating change (negative) within the given time period. Features the categories

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that contributed most to the decline.

Needs Attention						
Rank	Location ⓘ	Feedback Volume	Rating	Rating Change	Drivers of Decline	
1	[blurred]	61	2.7 /5	▼ 1.8	Service	Staff Parts
2	[blurred]	64	2.6 /5	▼ 1.7	Online Services	Affordability / Value Parts
3	[blurred]	62	2.5 /5	▼ 1.3	Parking / Amenities	Appearance / Cleanliness Online Services

Insights by Category Tab

Customer comments within reviews and surveys are transformed into text analytic categories. These categories are grouped within the domains that are customized for your account (e.g., Staff, Transaction, Satisfaction, Experience, etc.).

★★★★★ 5.0 /5 Feb 3, 2018

The staff were friendly, very up front and easy to work with. I would go there again.

Overall experience / service Likely to recommend Staff Customer Service ←

Categories are then measured by *category sentiment*, which is a more precise measure of customer satisfaction than 1-5 star rating. This algorithm breaks down the review content into categories that are scored separately (e.g., a customer gives a 4-star on a review that raves about the polite doctor but complains about parking). The algorithm may score 100 to sentiment in “Staff” (positive) and 0 to sentiment in “Parking” (negative).

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★★★★☆ 4.0 /5 Aug 22, 2017

The service department seems to be an afterthought and it is the service that makes the business thrive. The service on the car was a five star but the waiting area has been neglected for some time from appearances and not a very welcoming feeling. I've been to many mini dealerships across the country and this store fell short of my expectations from my past experiences.

Service Overall experience / service Parking / Amenities

After all sentences are given a score (0 negative, 50 neutral, 100 positive), each category score is added and divided by the total number of mentions for that category.

Example: 15 total mentions for Parking

5 are negative = $(0 \times 5) = 0$

8 are positive = $(8 \times 100) = 800$

2 are neutral = $(2 \times 50) = 100$

$0 + 800 + 100 = 900$

$900 / 15 = 60$

The Parking category sentiment equals 60.

Rely on the industry average to determine whether each category sentiment score is ideal (above or below industry average). Generally, the sentiment score breakdown is as follows:

0-50 → Low

50-75 → Moderate

75-100 → High

Strengths & Weaknesses Relative to Industry

Strengths and Weaknesses provides a list of categories that impact your star rating the most. Strengths are those categories that pull your star rating up the most, and weaknesses are those which drag your star rating down the most.

Item	Description
Category Sentiment	Categories that have the highest average rating for the feedback with that tag. (The average rating is not displayed but calculated on the back end.) See above for how category sentiment is calculated. The grey dot on the bar is the industry average for that category to give you a sense of how you're doing compared to similar categories.
Mentions	Total number of times that category is present in reviews and surveys for the given filters.

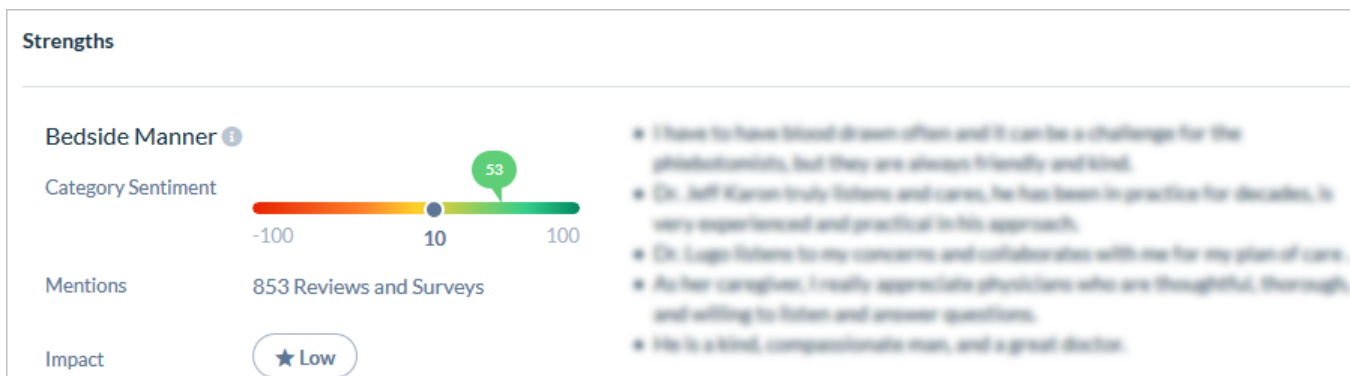
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Item	Description
Impact	<p>A conservative estimate of influence of that category over the average star rating. Because the categories in Strengths and Weaknesses are sorted by impact in descending order, focus on these categories first, especially the weaknesses. Addressing the related consumer issues is likely to have the highest impact on the average star rating.</p> <p>Impact is tailored to each industry. (Calculates an average star rating for each industry and estimates the impact of each category by comparing it to the industry average.) "Low" impact indicates that the potential impact of a category is less than 1/100th of a star.</p>
Quotes	<p>Sample phrases about that topic extracted from reviews or surveys. The comments selected represent those that the algorithm can identify as most positive or negative and that are most recent in that category. If no quotes are shown, the platform doesn't have the phrase or confidence level to display them. To see all quotes, go to the Sentiment Map and drill-down into that category's tile by Customer Quotes.</p>

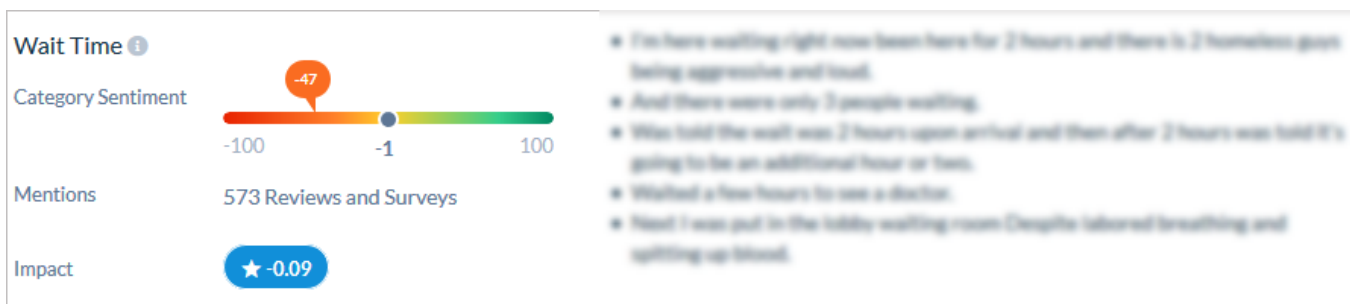
Strengths

Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.



Weaknesses

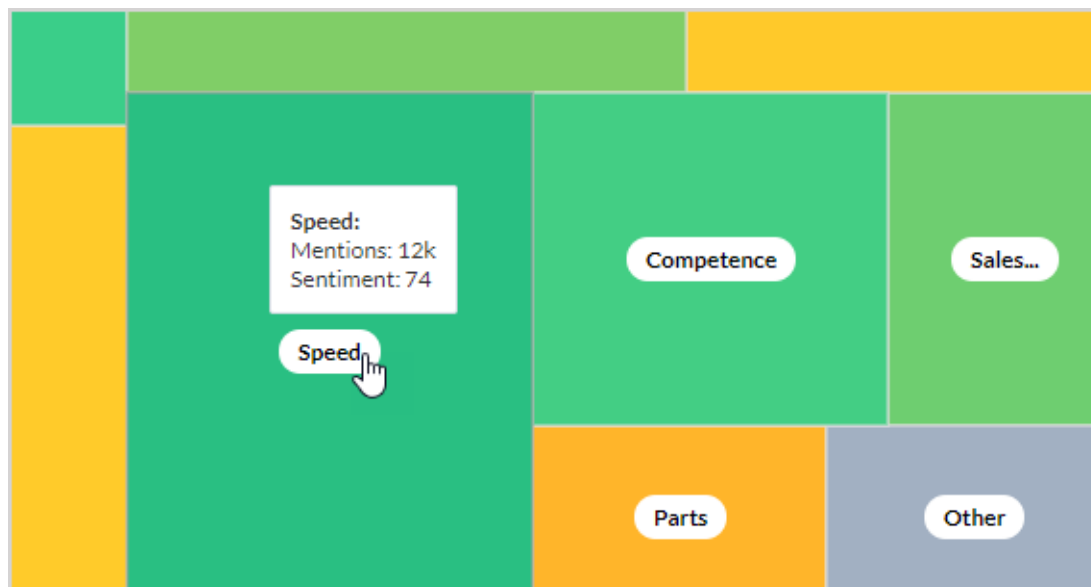
Lists sentiment, feedback volume, impact, and a sample of up to six customer quotes for each category. See above for definitions of each item.



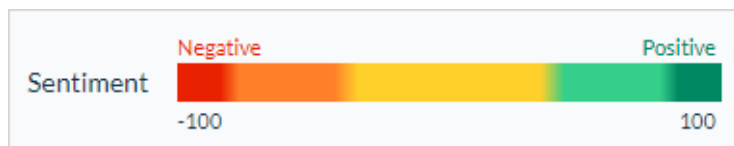
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Sentiment Map

The size of the box in the map indicates volume reviews/surveys associated with the category. Hover over a box to see the review/survey volume in that category. The "Other" box represents categories that may show up in fewer than 1% of reviews and surveys.



Coloring represents the category sentiment rating of phrases within reviews and/or surveys tagged with that category. Each review can have a positive (+100), a negative (0), or a neutral (50) category sentiment.



In terms of impact, both the volume of review category and the rating is important.

Note the average star rating from the Summary tab, which represents the average for all locations selected. Let's say it's 4.0. Even if an individual category has a large review volume but is also rated equivalent to a 4.0, the impact of that category won't be as high compared to a category with the same review volume but with a rating that differs from the average.

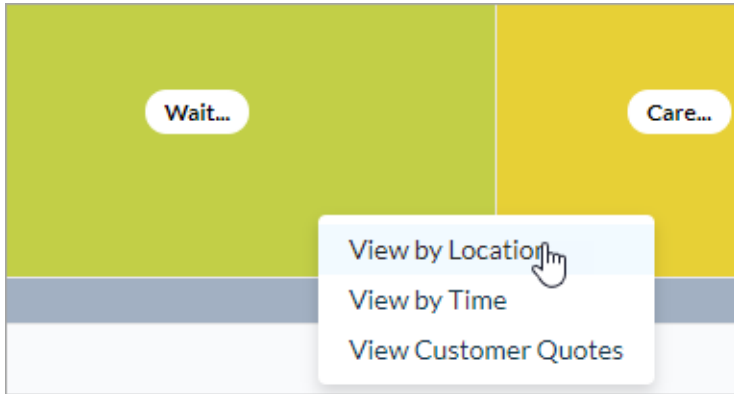
Drill all the way to the full comment for richer analysis of customer feedback.

To view drill-down data:

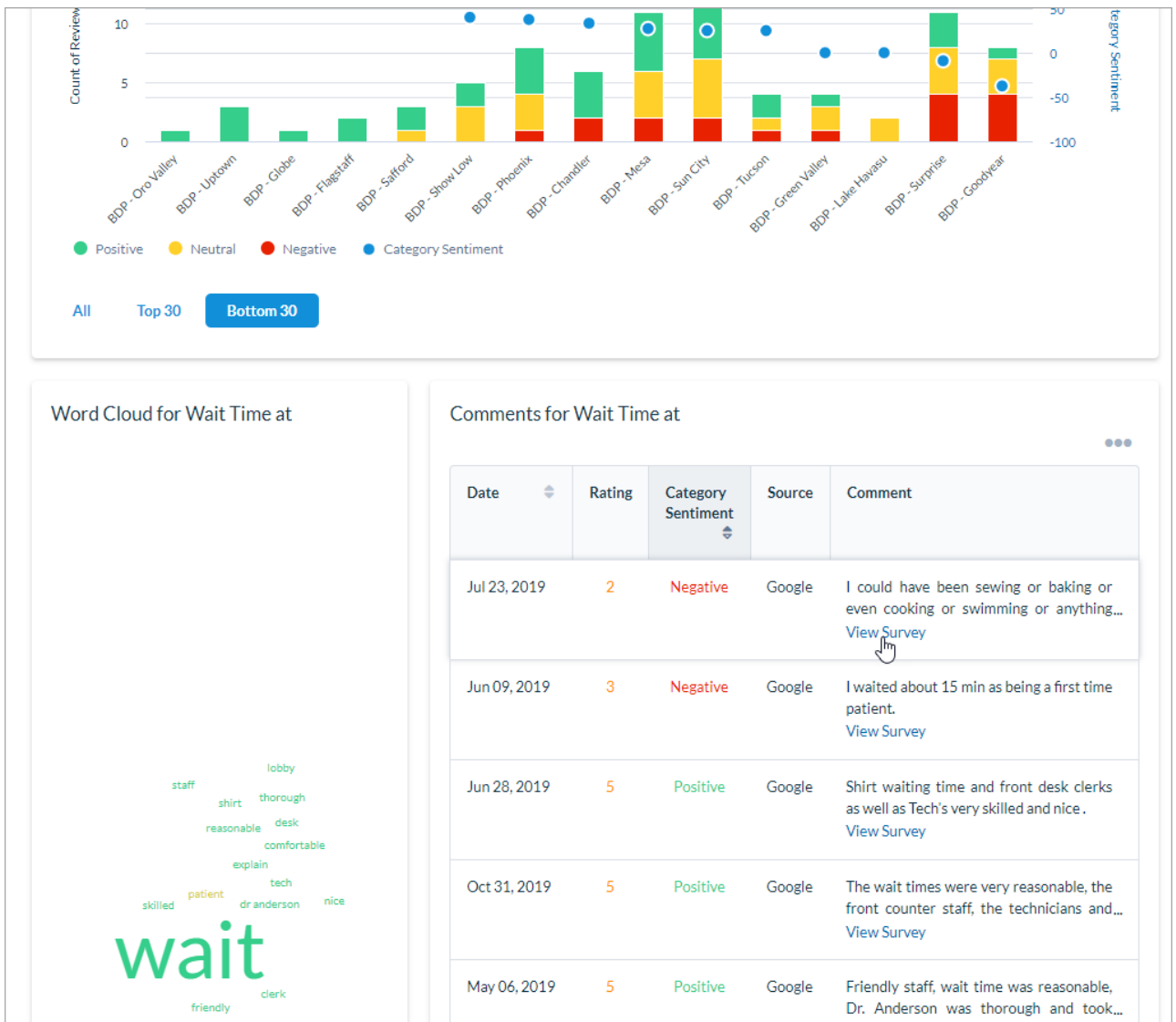
1. From the **Operations** menu, click **Insights**.
2. From the Sentiment Map, Sentiment by Location, or Big Movers section, click inside a category to drill down.

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3. Within the pop-up window, click on a chart element to reveal a Word Cloud and related comments.
4. From within the Comments section of the quotes table, click to see the full review or survey quote from which the comment was selected.



View the full comment from the survey or review:

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Google

★★★★☆ 2.0 /5

Jul 23, 2019




This time I didn't get right in! It took 2 1/2 hours just to get to see Dr [redacted] ! And the only reason it didn't take longer, was because I asked how much longer did they expect me to wait! I think it's time for me to find a new place for my eyes needs! For some unknown reason, these people think that we, the customers, don't seem to have a life of our own! **I could have been sewing or baking or even cooking or swimming or anything funner than waiting for a chance to see my doctor for a whole 6 minutes!** I'm just totally fed up! Don't they understand that without customers, they don't exist anymore??? Maybe they should! 🍌🍌🍌

Responded

People Wait Time

Sentiment By Category

Shows all categories sorted by the highest volume of mentions in reviews and surveys. View by average star rating (1-5), and compare previous and current time periods by category sentiment (0 to 100).

Category Name	Mentions	Average Rating	Category Sentiment				
	Current Period	Current Period	Current Period Average	Change From Prev. Period	Prev. Period Trend	Current Period Trend	Current Period Breakdown
							0 100 200
Staff	148	4.4 /5	65	+11			

Column	Description
Category Name	Name of the topic for related category(ies) associated with the review and/or survey comments. Each review/survey may have multiple category tags applied (e.g., "Staff" may have mentions related to "Staff Professionalism" and "People").
Mentions – Current Period	This is the total number of reviews and/or surveys with this specific category tag. Each review/survey may have multiple category tags, so this number may not correspond 1:1 with total volume of reviews and/or surveys received during the time period.
Average Rating – Current Period	The average star rating (1-5 scale) of reviews and/or surveys that include this category.
CATEGORY SENTIMENT (0 to 100 scale)	

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Column	Description
<p>Category sentiment is a more precise measure of customer satisfaction than 1-5 star rating. The algorithm breaks down the review content into categories that are scored separately (e.g., a customer gives a 4-star on a review that raves about the polite doctor but complains about parking). The algorithm may score 100 to sentiment in "Staff" (positive) and 0 to sentiment in "Parking" (negative). After all sentences are given a score (0 negative, 50 neutral, 100 positive), each category score is added and divided by the total number of mentions for that category.</p> <p>Current Period Average</p>	<p>The average category sentiment for the current time period.</p>
<p>Change from Prev. Period</p>	<p>The category sentiment change compared to the previous time period.</p>
<p>Prev. Period Trend</p>	<p>The category sentiment trend from the previous time period's reviews that include this category. The dotted line represents 50.</p>
<p>Current Period Trend</p>	<p>The category sentiment trend from the current time period's reviews that include this category. The dotted line represents 50.</p>
<p>Current Period Breakdown</p>	<p>The total volume of reviews that include this category, broken down by positive (green), negative (red), and neutral (yellow).</p>