Using Social Buzz and Sentiment to Assess and React to Market Situations

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American Cancer Society®

Who is the American Cancer Society?

Stay Well

Get Well

Find Cures

Fight Back

American Cancer Society

Our customer experience challenges are the same as other organizations

❖ We are a <u>large and successful </u>organization

❖ Customers interact with us <u>across multiple channels</u>

❖ We need to <u>integrate data </u>across multiple systems

❖ Need to differentiate as a <u>competitive advantage</u>

❖ We are <u>accountable</u> to the general public

Integrating Information Assets

Migration and Retention Analysis

Cross-Engagement Analysis

Generational Pathways

Communications Response

Digital Engagement

Impact of Mission

Segment Analysis

Product and service research

Communications and Image

Tracking

Online Experience Tracking

Social Media Listening

Message Testing

Voice of the Customer

Loyalty Studies

Buzz Monitoring

What are **customers doing** *with ACS?*

What are customers **saying** *about ACS?*

Customer Intelligence

Engagement Plans

Sub-Brands

Operations

Advertising

Direct Response

Cause Marketing

Product Development

Market Segmentation for Strategic Targets

What is ACS **doing?**

What is **happening** *in the* **marketplace**?

Industry Analysis

Population Analysis

Developing Markets

Economic Changes

Market Opportunities
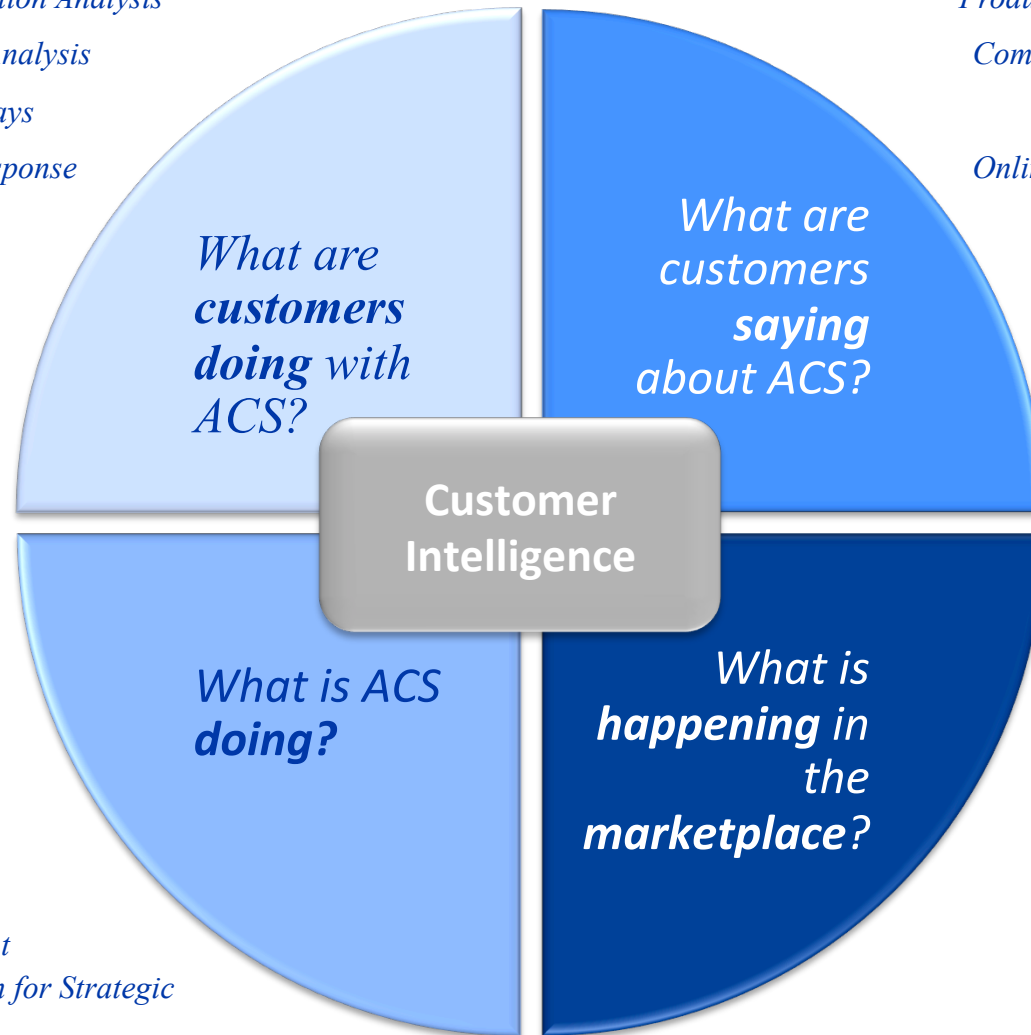
Why we care about social media:

- The world is online:
  - People share information, interact with friends and family, and communicate with their favorite brands through social media

- What we do on social media matters:
  - Approximately 350,000 Facebook 'likes' on our national brand page
  - Customers are starting to fundraise and promote event participation more heavily via social media

- Marketplace discussion can impact our business, *fast*
  - People listen to others on social media, information can spread like wildfire
  - Examples: Stand Up 2 Cancer, Mammography recommendation changes

Challenges with sentiment and the ACS Brand

- Cancer
    - Negative noun, but can be used in a positive context
        - *beat cancer, kill cancer, cancer sucks*
    - We had to teach the NetBase NLP

- Many of our brands are very ambiguous:
    - More Birthdays
    - Relay For Life
    - Making Strides

- Often difficult to ensure that results are related to American Cancer Society- the NetBase tool really helps us accomplish this

Overview of how we use social media data in research

- Ongoing Social Media Monitoring

- 'Deep Dive' analysis

- Marketplace Response Decision Making

But, what is the value…?

- Lots of data with little collection effort, No surveys = no survey fatigue
- The true "voice of the customer"- you find insight through their organic conversations

Practical Application:
*Using social data to assess and react to market situations*

Uncontrollable Market Situations require quick response

- We designed a report to communicate the impact of a market situation on ACS so that we can make appropriate, data based decisions about how to respond quickly to situations that could have an impact on the organization

- This report contains a variety of data points, all of which contribute to the overall story, including:
    - Ongoing Brand Health Measurement
    - Digital Keyword Analytics
    - Revenue
    - Call center buzz
    - Social Media

- We will touch on each of the data points and how they contribute to the overall story, but the primary focus of the presentation is on how we use social media to provide context to and assess the market situation…

Non-Social Data Sources

- Ongoing Brand Measurement Data
  - General Population Knowledge and Reputation of the organization
  - While these are very directional quantitative findings (due to the time period), they can show us if there are any major changes in these measures within the general population
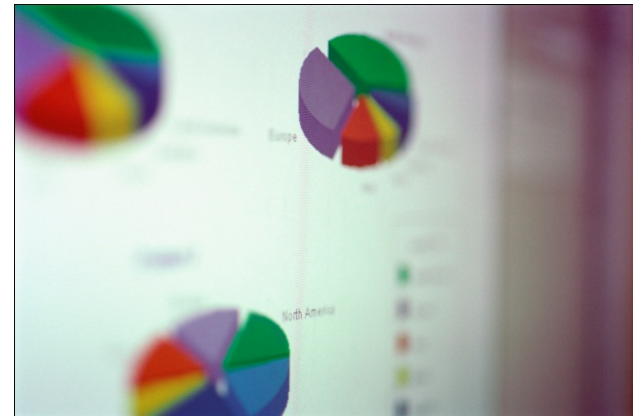
- Google Analytics keywords
  - Top search directing keywords within the past two days compared to the average for the past two months
  - Shows us how search keywords along with our brand have changed to indicate if the topic has become more popular

Keyword Example
## Top 10 Search Engine Keywords used by visitors arriving to the site

- This example focuses on the death of Steve Jobs
- He died of pancreatic cancer, which lead to 3 pancreatic cancer related keywords emerging in the top 10, whereas there had been none in the previous month

Last Month	Past 2 Days
American Cancer Society	American Cancer Society
Breast cancer	Breast cancer
Cancer	What causes pancreatic cancer
Ovarian cancer symptoms	Cancer
Symptoms of cancer	American Cancer Society donations
Testicular cancer symptoms	What is pancreatic cancer
Signs of cancer	Symptoms of cancer
Lung cancer	Signs of cancer
Breast cancer symptoms	Ovarian cancer symptoms
Lung cancer symptoms	Pancreatic cancer

New entries in top 10

Includes both paid and organic traffic. Keywords are in decreasing order of resulting visits.

Non-Social Data Sources, Cont…

- Revenue
  - Difference between the past two days that include the market event time period and the same two days the previous month (there is some trend based on day, so this attempts to control for that)
  - This indicates whether there is an immediate impact on revenue because of the market event
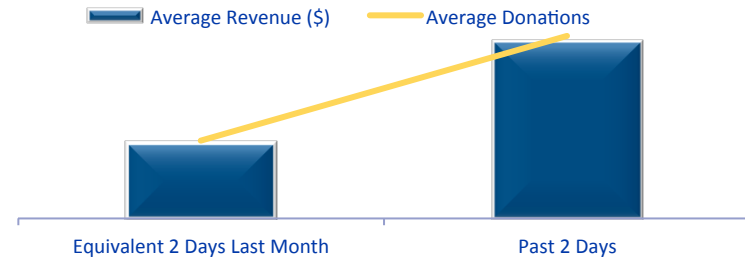
- Call Center Feedback
  - Call center employees are the front line and always privy to customer feedback
  - Each area manages phone calls, emails and 'chat' conversations, which can help gauge our customer's reaction to PR events

ACS Social Media Details

- Two data sources will be utilized for the online reporting:
    - Opt-in feedback comments on web properties will be gathered to see if any new themes have emerged or overall sentiment has changed since the event
    - NetBase is used to collect social media conversations
        - Collects all public comments across all social channels
        - Social Media Data will include total buzz (mentions) of the topic as well as sentiment analysis and any key themes that may have emerged

- Caution -
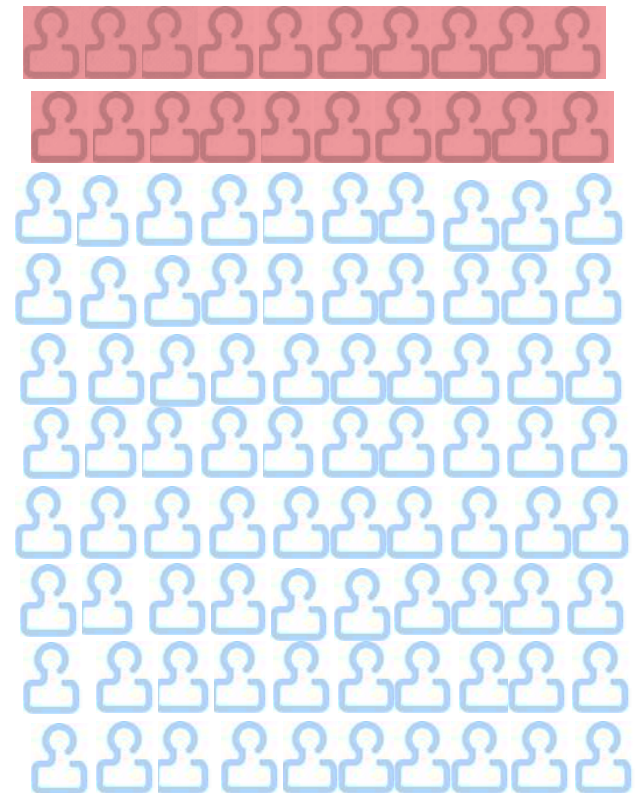   - Data should be considered directional

Percentage of Buzz

- First, we used the percentage of buzz around the market event to determine if there was any change in the amount that people were talking about the event

Last Month

Last Two Days

👤 Brand Buzz

🟥 Market Event percentage of total
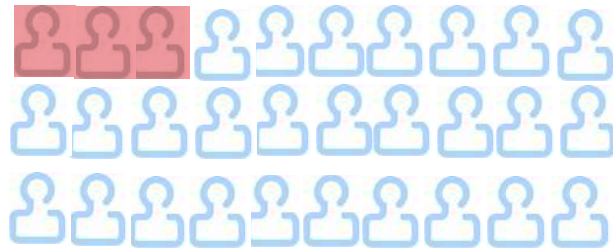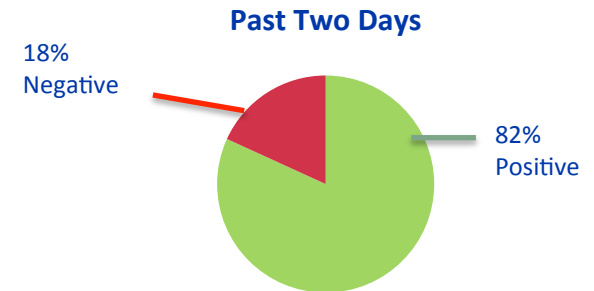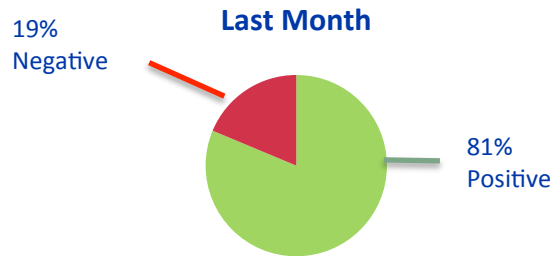
**Based on high and medium precision sound bites. Percentages here will be slightly different from originally reported results because this data includes both main brands and sub-brands (previous numbers included only main brands).
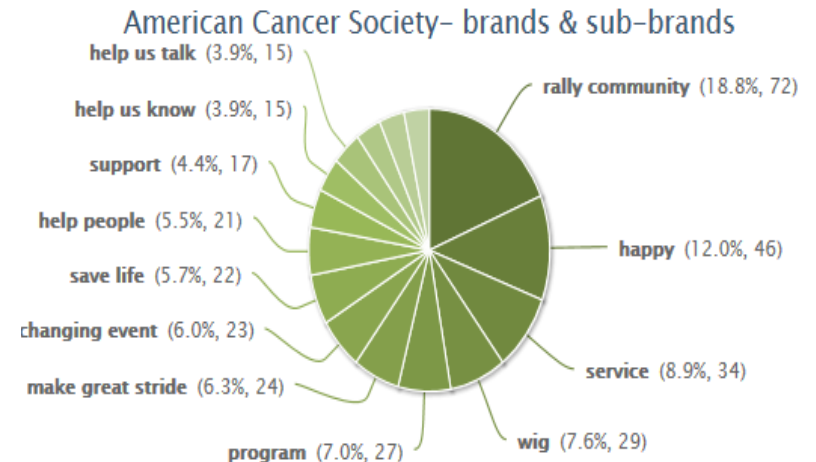
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Sentiment Breakdown

- NetBase provides sentiment coding of most sound bites, which allows us to examine how the market event impacted sentiment

- We can also see word clouds and charts of people's likes and dislikes, to really understand what our customers are thinking

Last Month

19% Negative

81% Positive

Past Two Days

18% Negative

82% Positive

Sentiment Word Cloud

donation
rather distasteful make me cancer **Wig** customer service
make great stride birthday cake 15 help community
not support WS-Trust ActAs die from birthday sight
help us stay hard TheCancerSign CANCER in house
ruin birthday **happy** help people money cost
help us know
ACS I **make great stride** give everyone challenge

rally community

financing have no involvement favorite
life changing event blessing
service news **program** misleading support
year survival statistics
important to me pass away birthday
treat cancer birthday present **save life** help us talk
birthday cancer publish content American Smokeout
information cancer free cancer-free feel natural attack Me

ACS Likes

American Cancer Society– brands & sub-brands

help us talk (3.9%, 15)
help us know (3.9%, 15)
support (4.4%, 17)
help people (5.5%, 21)
save life (5.7%, 22)
changing event (6.0%, 23)
make great stride (6.3%, 24)
program (7.0%, 27)
rally community (18.8%, 72)
happy (12.0%, 46)
service (8.9%, 34)
wig (7.6%, 29)

# *Using Themes to shape responses to customers*

- Theme clouds allow us to see the most popular topics customers talk about in relation to our brands

- This provides us with information to help shape responses and ensure our social output aligns with what our customers are interested in hearing

- We can also use it to fill the gaps in what customers may know (what they are talking about) and important information related to the topic or brand
  - Mammography example

Preliminary Conclusions & Recommendations

Limited Impact   Moderate Impact   Severe Impact

(scale marker: PR EVENT)
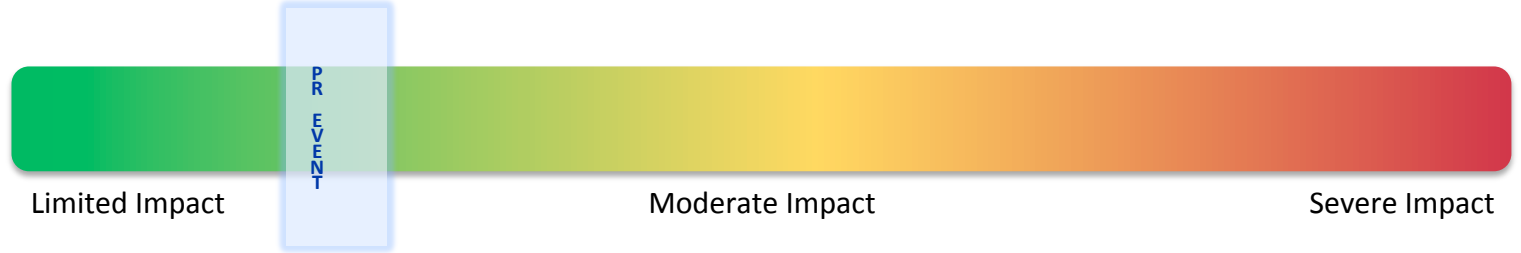
- The final conclusion and recommendations will include an analysis of the potential impact of the market event on the American Cancer Society

- The scale is based on 100 points, which are distributed between revenue, brand tracker, and social media results
  - It is important to note that social points are assigned based on the analysts' interpretation of the metrics

- Conclusions will help inform next steps in regards to intervening with the market event or allowing it to run it's course

Final Thoughts

- It becomes increasingly important in a social world for organizations to be nimble when it comes to decision making

- Combining multiple data points allows for a 360 degree view of the impact of the market event on the American Cancer Society

- Social buzz and sentiment analysis provide crucial data that show the size and the positive or negative impact of the event, as well as actual words from customers

Thank You!

- Questions…?

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

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