



Presentation and benefits of the solution



Use cases and benefits



Customer experience

- Identify and reduce **irritants** (-40%)
- Increase loyalty and **NPS** (+25 pts)



Product

- **Insights** Packaging / Quality / Ingredients / product attributes
- Weak signals



Brand & Communication

- **Emotions X Value**
 - Brand image
 - Communication campaigns



Only one platform

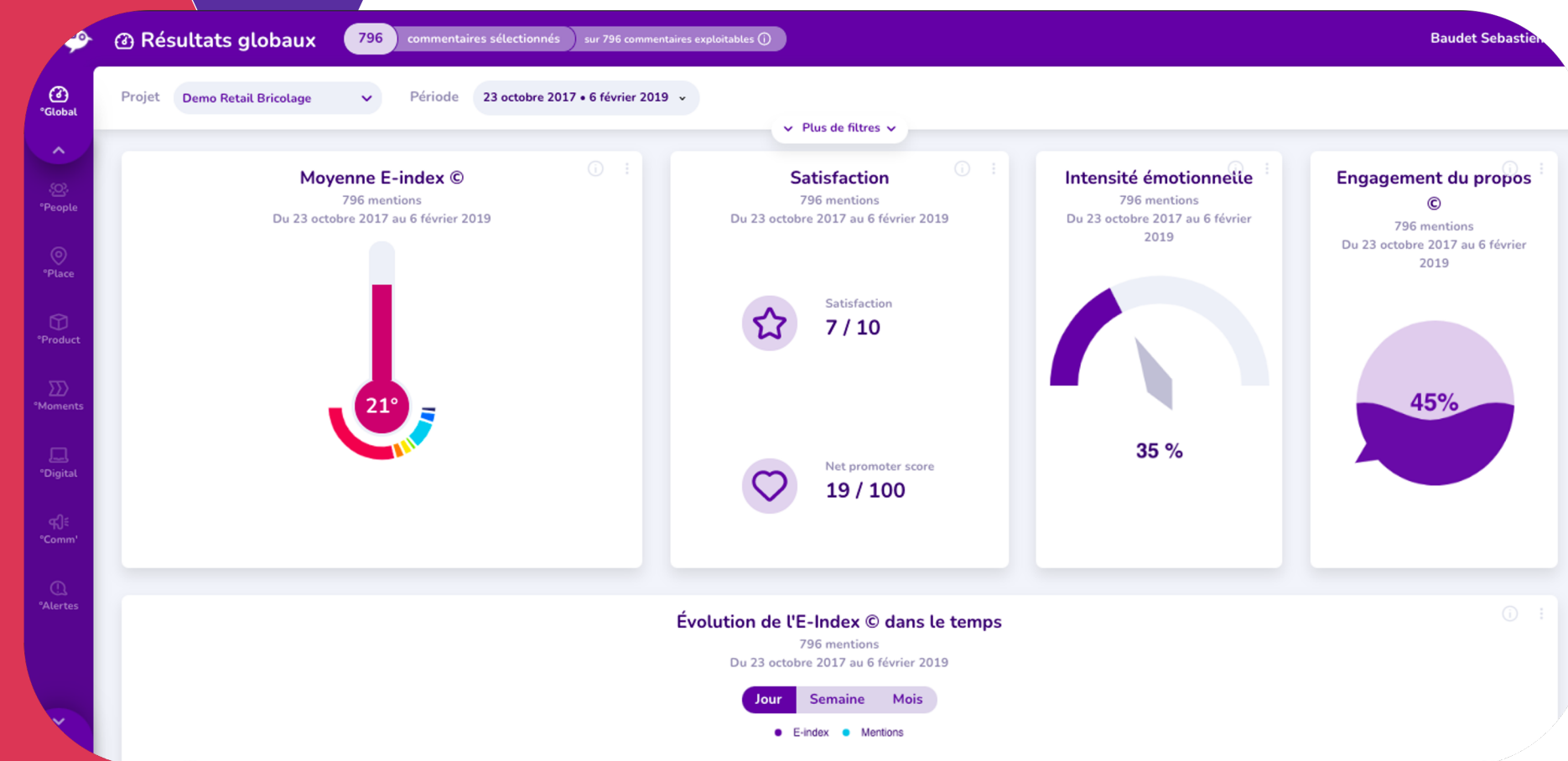
Centralization of all your textual customer data sources

Our start-up

SaaS solution for semantic and emotional analysis of your customer feedback:

- automatically classify the topics evoked by customers
- measure the corresponding emotions

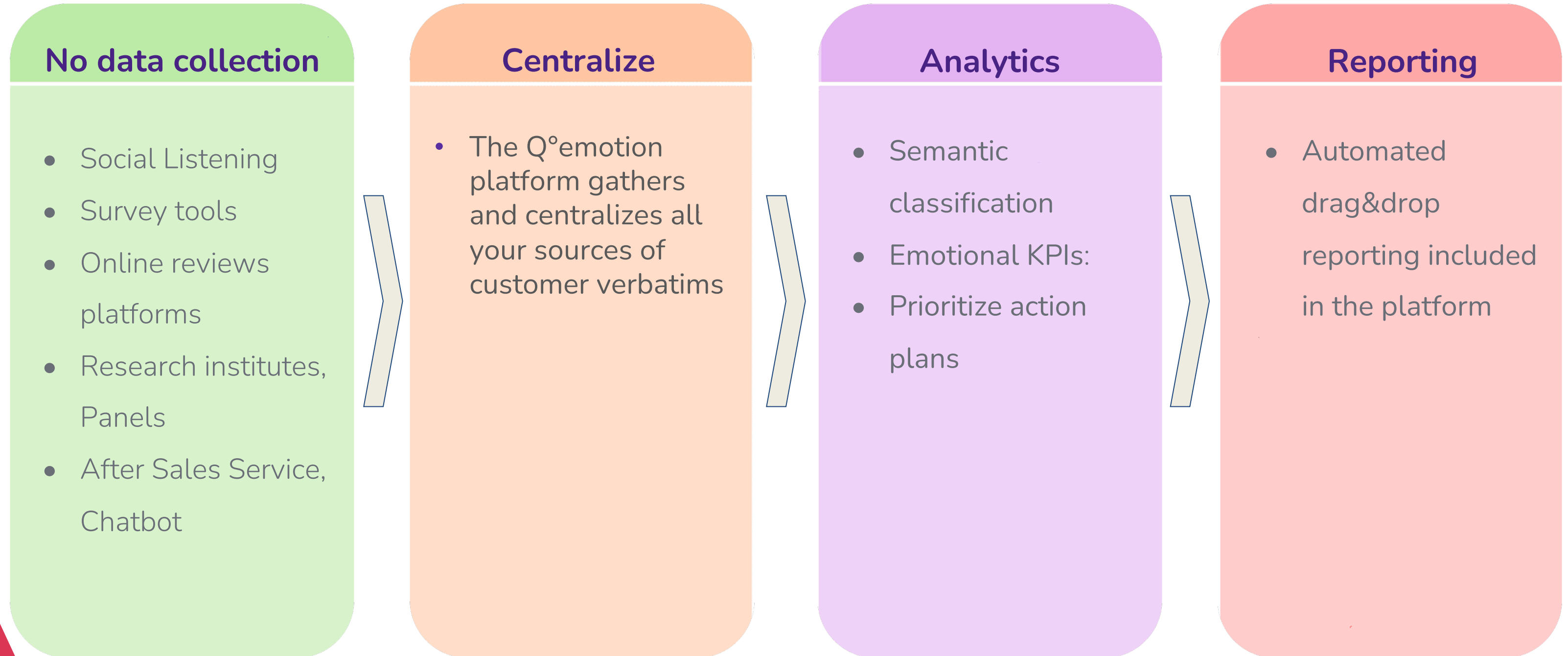
To bring out the major irritants or insights on your customer journey/products/communications.



RENAULT



Our expertise



Reliability 90 %

Data that can be analyzed



Survey verbatim

- Satisfaction surveys
- Website surveys
- Qualitative interviews



Emails / Chat / Support / Contact forms

- Customer Emails
- Chat / Chatbot
- Support (Zendesk...)
- Contact forms / Complaints



Online reviews

- Google / Tripadvisor
- TrustPilot, Critizr...
- Amazon Reviews
- etc...



Social networks

- Twitter
- Facebook, Instagram
- Youtube
- etc...

Sentiment analysis vs. emotional analysis



SENTIMENT



NEGATIVE NEUTRAL POSITIVE

EMOTION

EMOTION	CUSTOMER NEED	INSIGHTS / ACTION PLAN
 Happiness	 SHARE	Promote loyal customers and bet on influencers
 Surprise	 DISCOVER	Innovate, renew commitment and go beyond expectations
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 Fear	 PROTECTION	Remove the obstacles to purchase, reassure, secure
 Sadness	 REASSURANCE	Adapting the customer response towards more empathy, listening and aligning the strategy
 Anger	 COMPENSATION	Reconcile, offer an adapted commercial gesture, improve the service/product
 Disgust	 CHANGE	Offer new products for underserved / unserved customer segments

Expert AI on emotions



Emotional detection & scoring

Unique emotional dictionary in the world

AI indexing +50 million words / expressions in 30 languages.



Thematic classification

NLP

Machine learning



SaaS platform and API

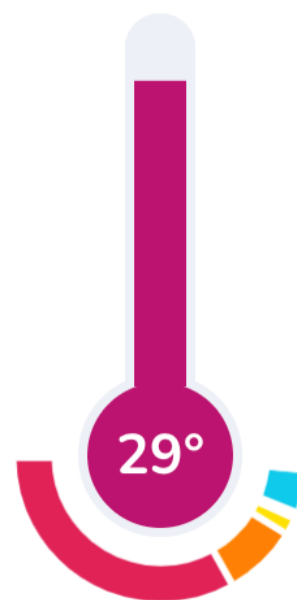
Emotional KPIs and Analytics

Our emotional indicators

Average E-index ©

25425 mentions

From November 22, 2010 to February 15, 2022



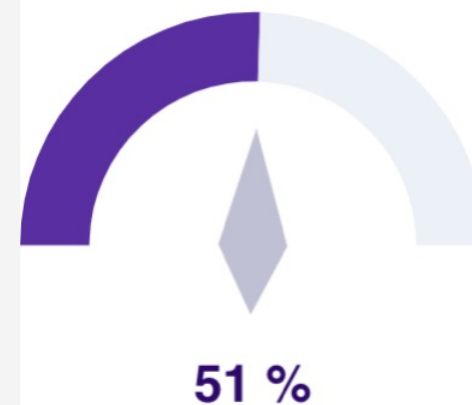
E-Index

A temperature range of -20°C to $+40^{\circ}\text{C}$ (0 to 100°F), defined by the the main emotion detected in the speech

Emotional intensity

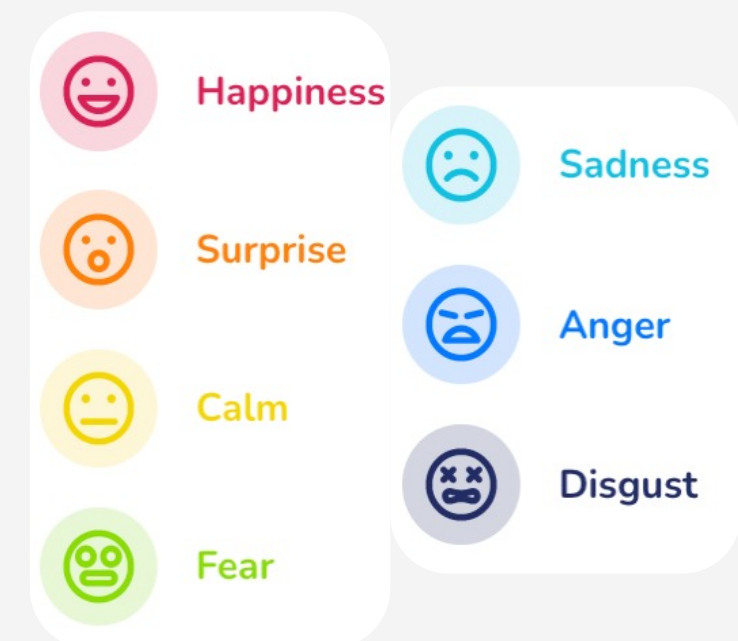
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Emotional intensity

Average measured through words used and language codes (superlatives, emojis, punctuation).



% primary emotions

Happiness, surprise, calm, fear, sadness, anger, disgust

Customer experience use case

Prioritize irritants in the customer journey



- **Multi-source data:** online reviews Tripadvisor / Google, survey verbatim, social network...
- **Scope :** Heineken Experience museum and online website
- **Main results :**
 - Prioritization of irritants and a reduction of 33%.
 - Time saving of 1 working day per week on verbatim processing
 - Regular implementation of "Quick Wins" following alerts in verbatim -> +24 pts NPS in 4 years
 - Translation of feedback from international visitors
 - Greater collaboration between the different Heineken Experience teams