Win the Consumer's Voice to Win at "Point of Purchase"

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More demanding customers

More sophisticated purchase journey

More complex interaction

Direct communication
Search
Reviews
Retail Stores
eShop

Social Media
Word of Mouth
Reviews

INTEREST ②

ADVOCACY ⑤

REPURCHASE

PURCHASE ③

Partner's website
Retail Stores
eShop

START ①

AWARENESS
Influencers
Media
Social Media
Events

RETENTION ④
Loyalty Platform
Account
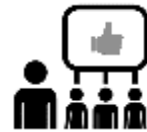Direct communication
Customer Care

Source: Samsung Internal data

♥ Brand & Communication

4 out of 5 Samsung Promoters buy a Samsung ...and a 30% more expensive one

Customers Interactions

Product & User Experience

Source: Samsung Internal data

Great customer experience means placing the customer at the heart of everything.

And be consistent about it.

But how?

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Which customers do we need?

Answer: ALL!!

Willingness to switch brand (vertical axis)

Active & Vocal (horizontal axis)

"I write/ post reviews about my favorite brand's products"

"I actively share my experiences with the brand"

34% Polygamist Loyals

"The brand is my first option even when there are other, more attractive options on the market"

"I am willing to pay more just to own this particular brand"

31% Loyals in the shadows

30% Inertial Loyals

"I recommend the brand to acquaintances"

Source: Online Survey, N=769, 25- 54 y.o., urban, internet users

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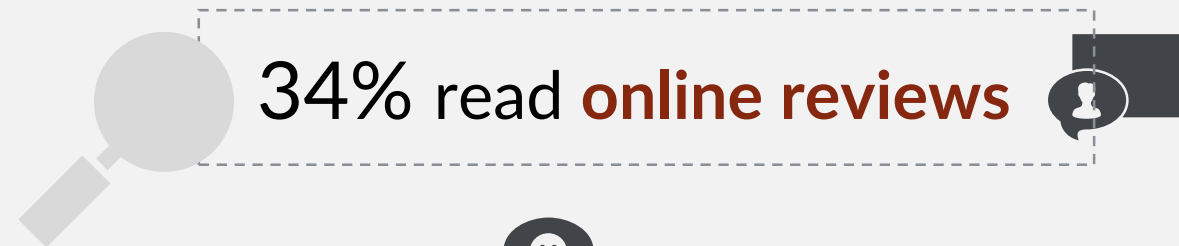
Online reviews, the new expression of WOM

The most important touchpoints before buying a smartphone:

36% use Search engines (e.g. Google) Google YAHOO!

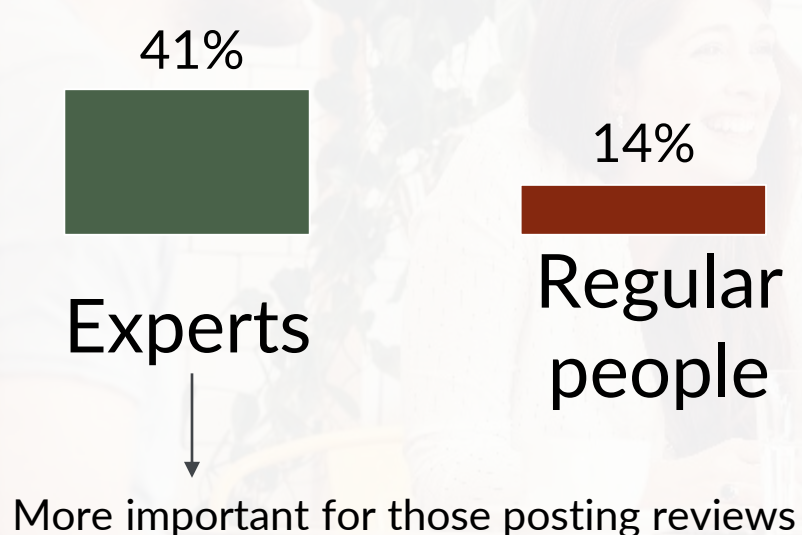35% visit physical stores

34% read **online reviews**

31% WOM

27 % visit online shops websites

23 % visit price comparison websites

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Experts or regular people?

Go with both!

More trustworthy and reliable are the reviews of …

41%
Experts

14%
Regular people

45%
Both, to same extent

More important for those posting reviews

Experts

Regular Reviewer

Mass

Source: Online Survey, N=769, 25- 54 y.o., urban, internet users

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Reviewer, the necessary evil!

25% of smartphone purchasers* are **reviewers**

75% of smartphone purchasers are **non-reviewers**

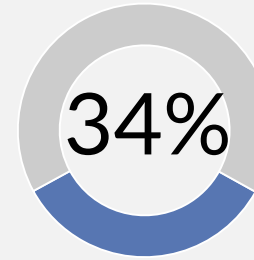Brand switching propensity | Now vs. 3-5 years ago | **35%** | **22%**

Online reviews are used throughout the whole shopping journey

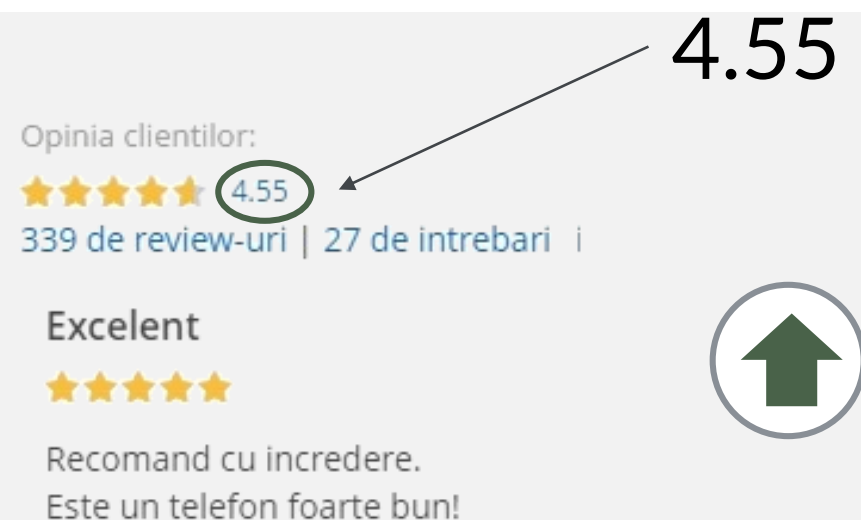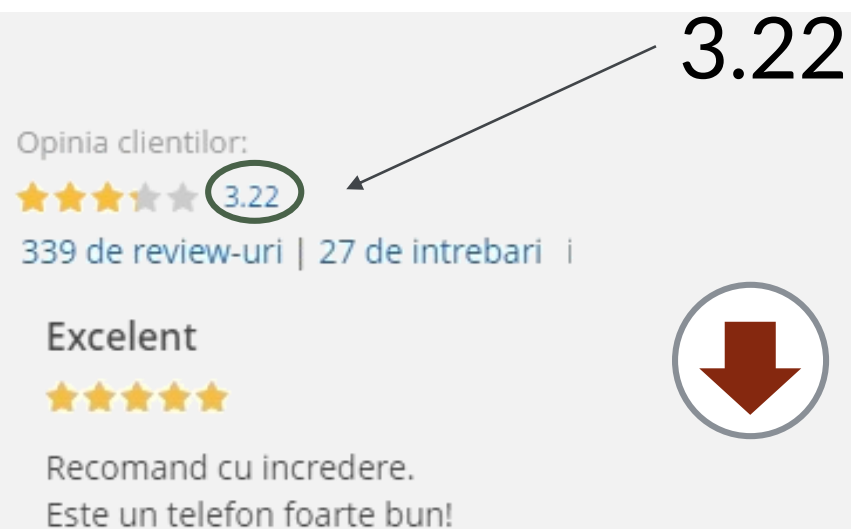**34%** used online reviews

When?

64%
Research

29%
Short list

15%
Final decision

2%
Moment of purchase

Source: Online Survey, N=769, 25- 54 y.o., urban, internet users

Ratings make the difference

3.22

4.55

Opinia clientilor:

★★★☆☆ 3.22
339 de review-uri | 27 de intrebari i

Excelent
★★★★★
Recomand cu incredere.
Este un telefon foarte bun!

Opinia clientilor:

★★★★⯪ 4.55
339 de review-uri | 27 de intrebari i

Excelent
★★★★★
Recomand cu incredere.
Este un telefon foarte bun!

The average rating in Smartphones: **4.48** stars.

Source: Online Survey, N=769, 25- 54 y.o., urban, internet users

Rational reviews are the reference yet 1 strong negative emotion can spoil everything

'Recomand. Are aspect deosebit. Este foarte bun in ce ma intereseaza: nu se incalzeste in navigare 4g, viteza foarte buna pe net'

'Un telefon de care m-am indragostit. Finut! Elegant! Marginile putin rotunjite, il fac sa fie foarte sexy. Si merge perfect!!'

'Ca aspect arata decent, însă amprenta lasă de dorit, după montarea unei folii de sticla nu mai funcționa deloc, deci am renunțat la utilizarea acesteia. Nu recomand.'

'Il am de 3 zile si imi vine sa il dau de pamant!! Cititorul de amprenta este sub orice critica, te va scoate din sarite!'

Influence in purchase

Source: Online Survey, N=769, 25- 54 y.o., urban, internet users
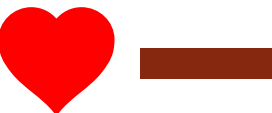
"Verified purchase" badge is a credential, however its absence is not noticed

*Only **16%** mentioned the "Verified purchase" badge as source of credibility*

Foarte multumit

★★★★★ ✓ Achizitie verificata

Ma bucur foarte mult de acest telefon. Functioneaza perfect, nu are probleme. Pretul este foarte bun/ieftin pentru ce ofera acest telefon. Recomand tuturor.

Foarte multumit

★★★★★

Ma bucur foarte mult de acest telefon. Functioneaza perfect, nu are probleme. Pretul este foarte bun/ieftin pentru ce ofera acest telefon. Recomand tuturor.

👍👎 Credibility

ROI zones:

- Conversion
- Product improvement
- Innovation
- Communication

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- Conversion

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DIFFERENT RATINGS CONTAIN DIFFERENT INSIGHTS

Both positive and negative reviews contain insights for improving products.

Product flaws
1-3-star reviews reveal a product's shortcomings for improvement.

Product suggestions
3-4-star reviews offer the most suggestions for new products or features.

Reviews with flaws and suggestions are **2.5 times more likely** to receive helpfulness votes than those without.

1 ★	2 ★★	3 ★★★	4 ★★★★	5 ★★★★★
43% / 2%	33% / 4%	23% / 5%	9% / 5%	2% / 2%

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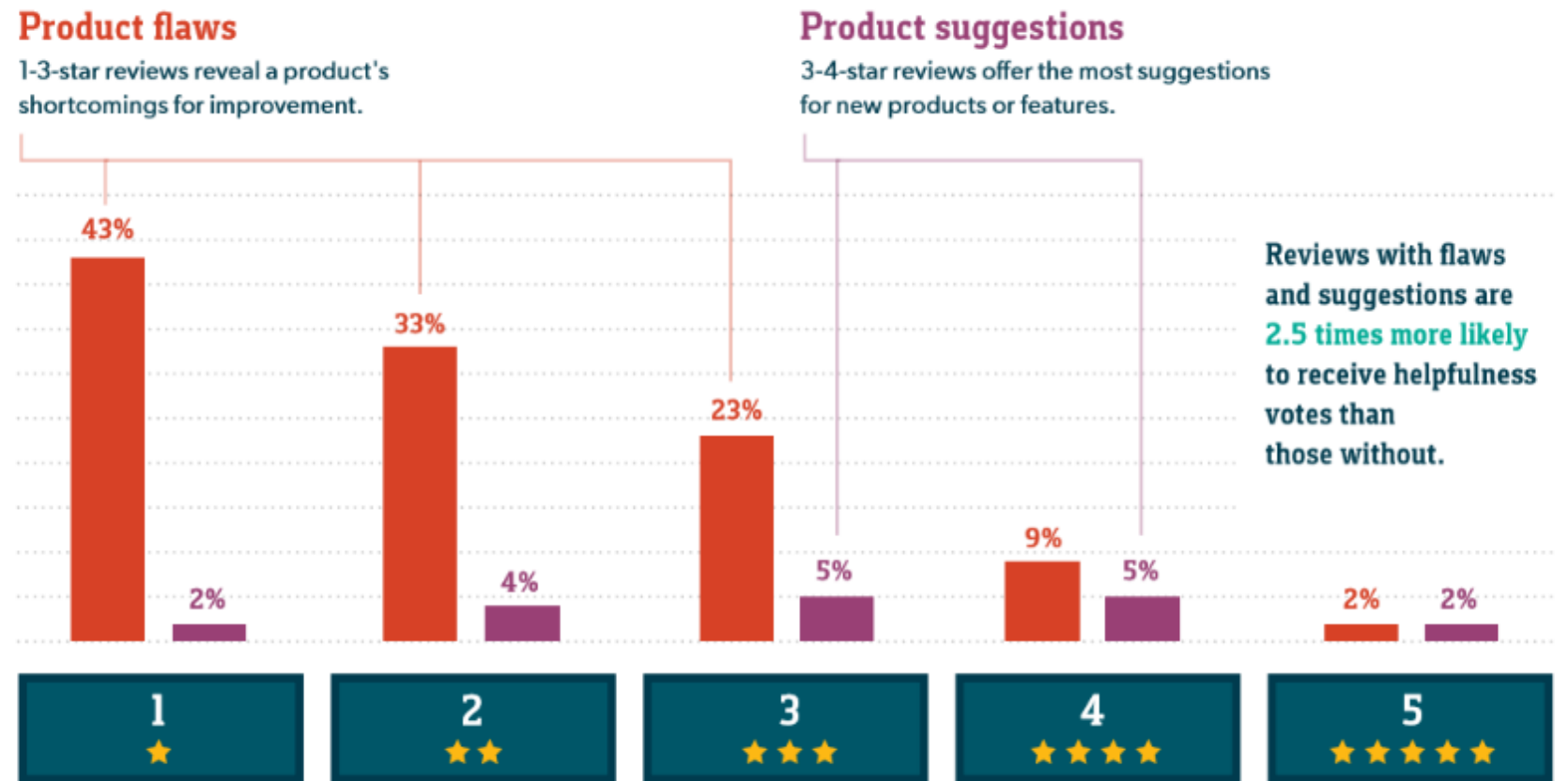
HOW it works?

Features are the key, but where to focus?

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Use & Battery Life

Ease of Use

Models

Camera

Fingerprint Sensor

Screen

Headphones

Gaming

Design

Fast Delivery

Value for Money

High Price

Size

Source: Online Reviews analysis, A random sample of 1000 reviews about smartphones . Top topics out of the reviews are displayed above.

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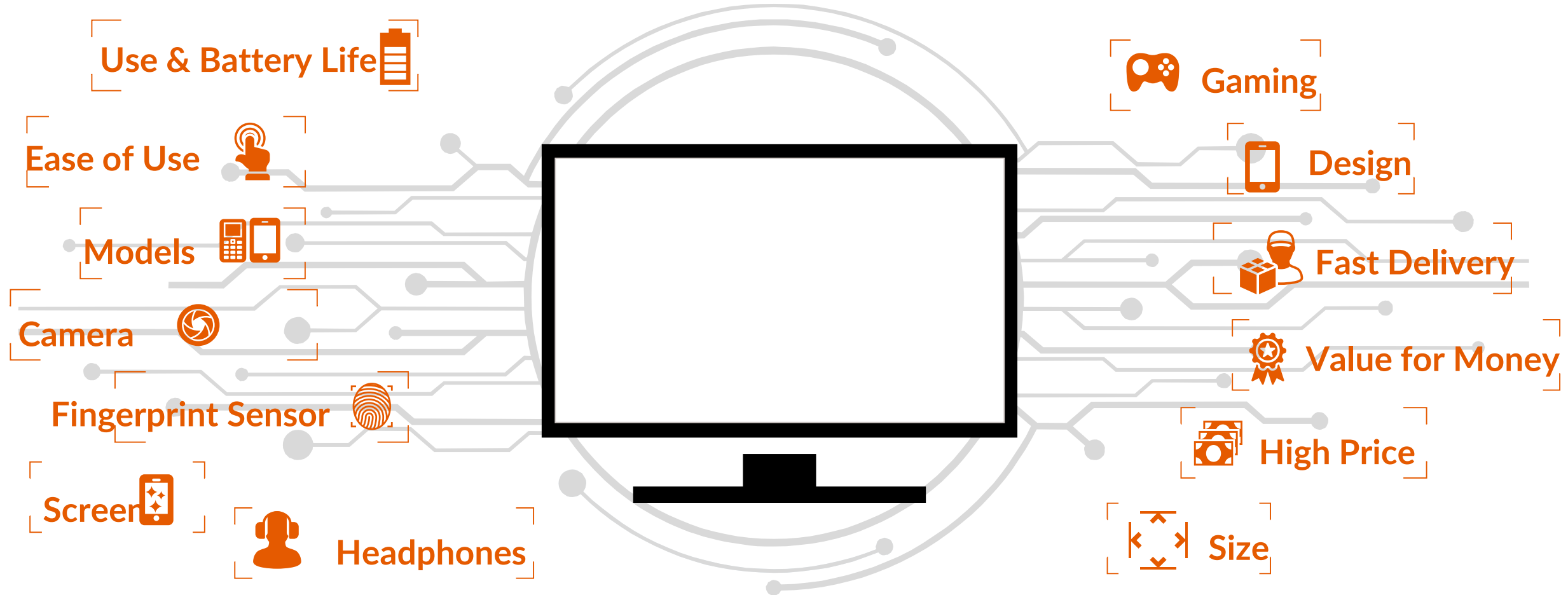
In product reviews the answers are all there!
Through NLP they can be uncovered.

System 2

System 1

What features do
consumers talk about?

Explicit

Thinking

Comparing

Deciding

Understanding what
consumers talk about in
reviews, open-ended
questions or social
media posts to identify
topics.

Implicit

Routine

Intuitive

Spontaneous
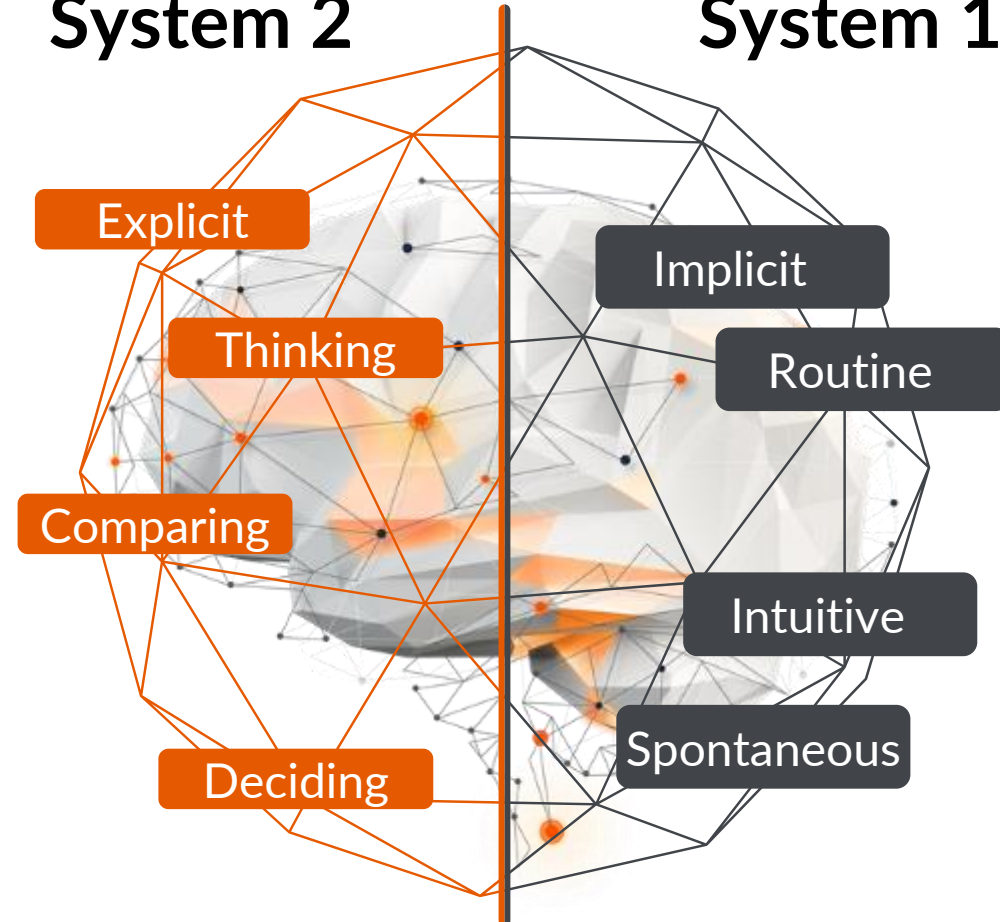
What features are
most important?

Understanding which
topics are barriers and
drivers by analysing
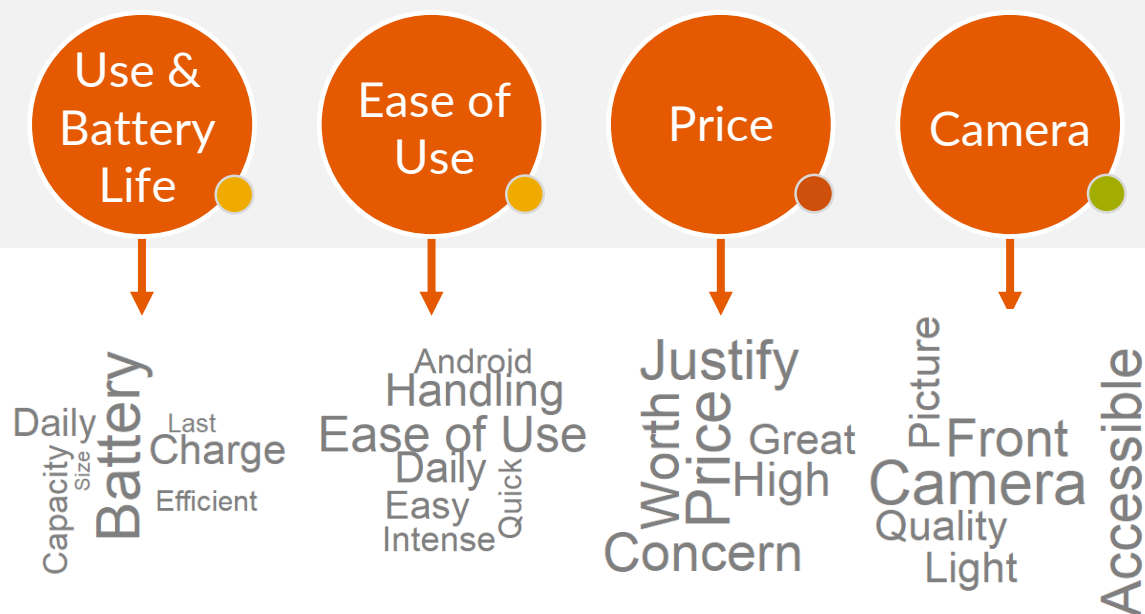their association with
other cues to leverage
their potential.

Source: Online Reviews analysis, A random sample of 1000 reviews about smartphones . Top topics out of the reviews are displayed above.

System 1 & System 2: Uncover topics and their importances from reviews

System 2 What is said?

Most frequent mentions

System 1 How is it said?

Most important mentions (Semantic Network Similarity)

Feature Topics (by System 2)	Frequency System 2	Importance System 1
Use & Battery	High	Medium
Ease of Use	High	High
Price	High	Medium
Camera	High	Medium
Gaming	Medium	Medium
Fingerprint Sensor	Medium	Medium
Models	Medium	Medium
Design	Low	Low
Fast Delivery	Low	Medium
Headphones	Low	High

Sentiment: ● Good ● Average ● Poor

Concluding

Use a good balance of **Experts and "People like me"** opinions.

Have in mind that **Polygamists** are a valuable source of growth and development.

Encourage them to be vocal- capture that moment of delight and make them share it.

Use the power of reviews to increase **effectiveness of other touchpoints.**

Pay attention to System 1 vs. System 2 and adjust communication accordingly. **Emotions make the difference**!!!