



Social Media Research For Banks

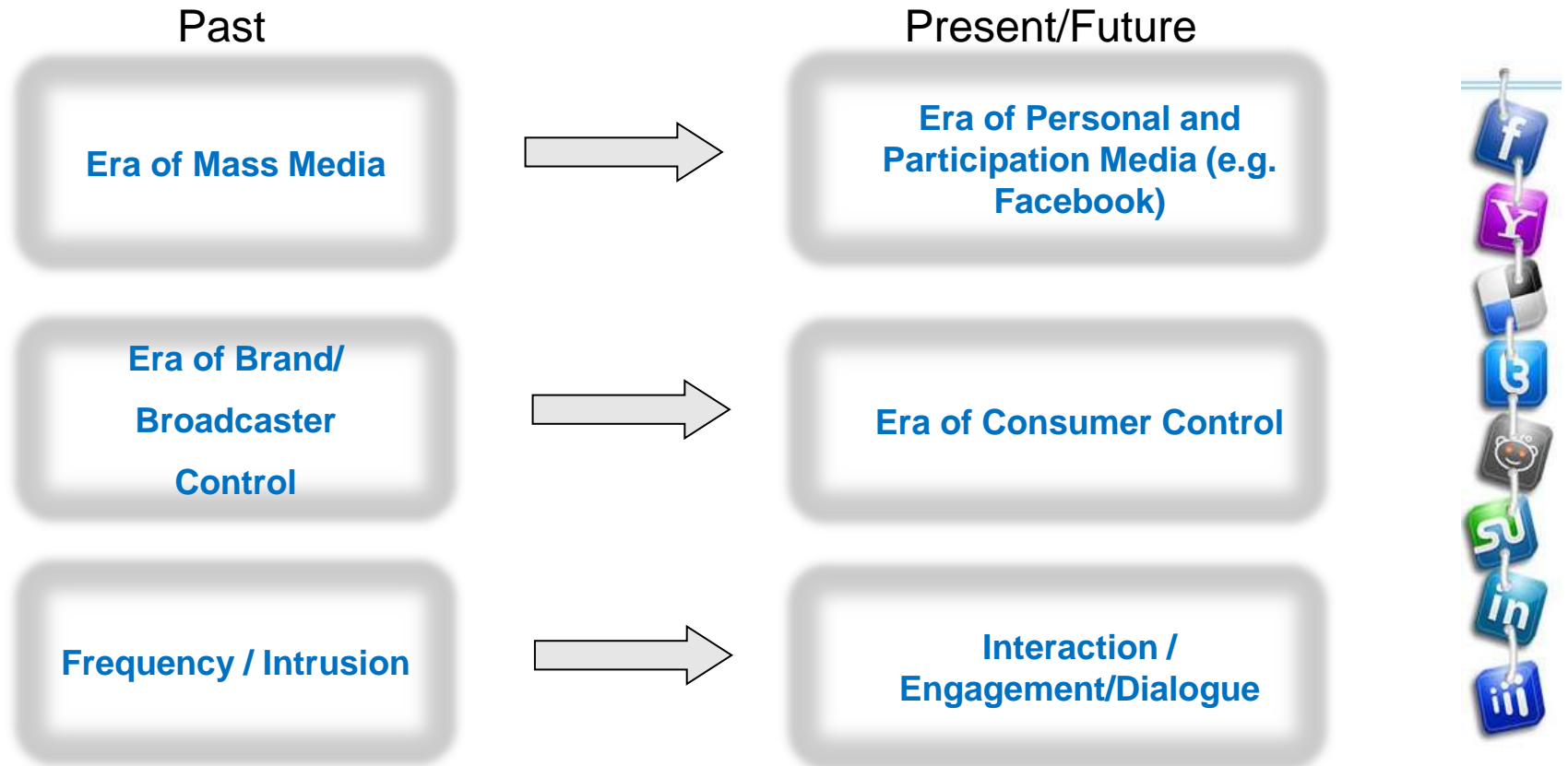
Short Report Example

Contents

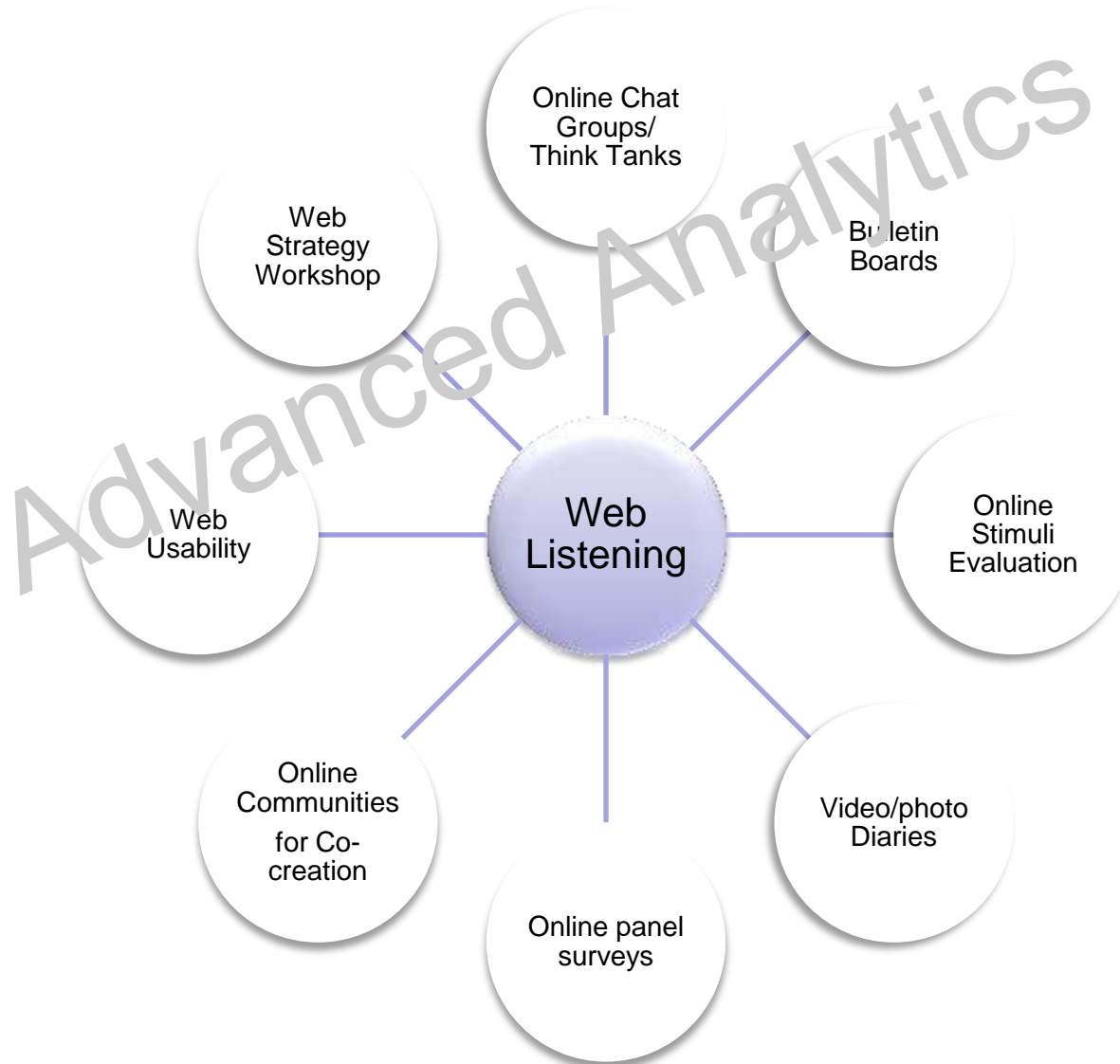


- Social Media has changed the World
- Social Media Research
- Net Sentiment Score
- The drill-down
- Posts for each bank
- Contact Details

“Social Media has changed the world! Its impact is comparable to that of the industrial revolution in the 19th century!”



Social Media Research has Web Listening in its centre integrated and enhanced with other online research!



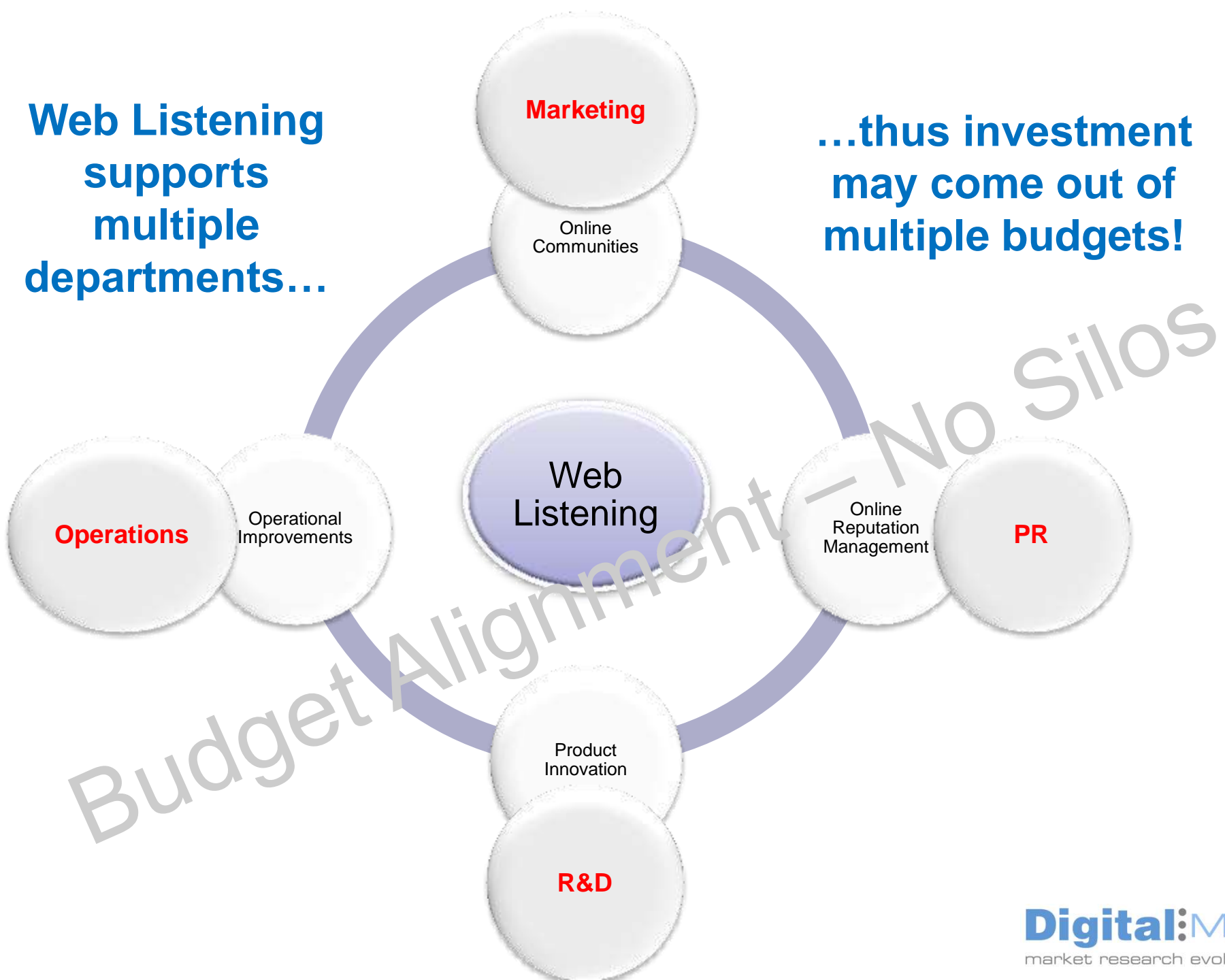
Listen ~ Analyse ~ Understand ~ Engage

Here is how Web Listening fits in with your other research!

- Have a 1-to1 **dialogue** with those posting comments.
- **Invite** them to take part in a research project (e.g. Focus Groups).
- Better understand existing **consumer segments**.
- Generate **attribute lists** about what matters for consumer tracking studies.
- Add to or be the **development stage** for a new project (what are the issues/attributes in consumer language).
- A **source for investigation** put “meat on the bones” of other research findings.
- Use posts as qualitative or even quantitative **stimulus** for other research.
- Link to **corporate reputation** and by extension to customer loyalty and employee engagement studies.

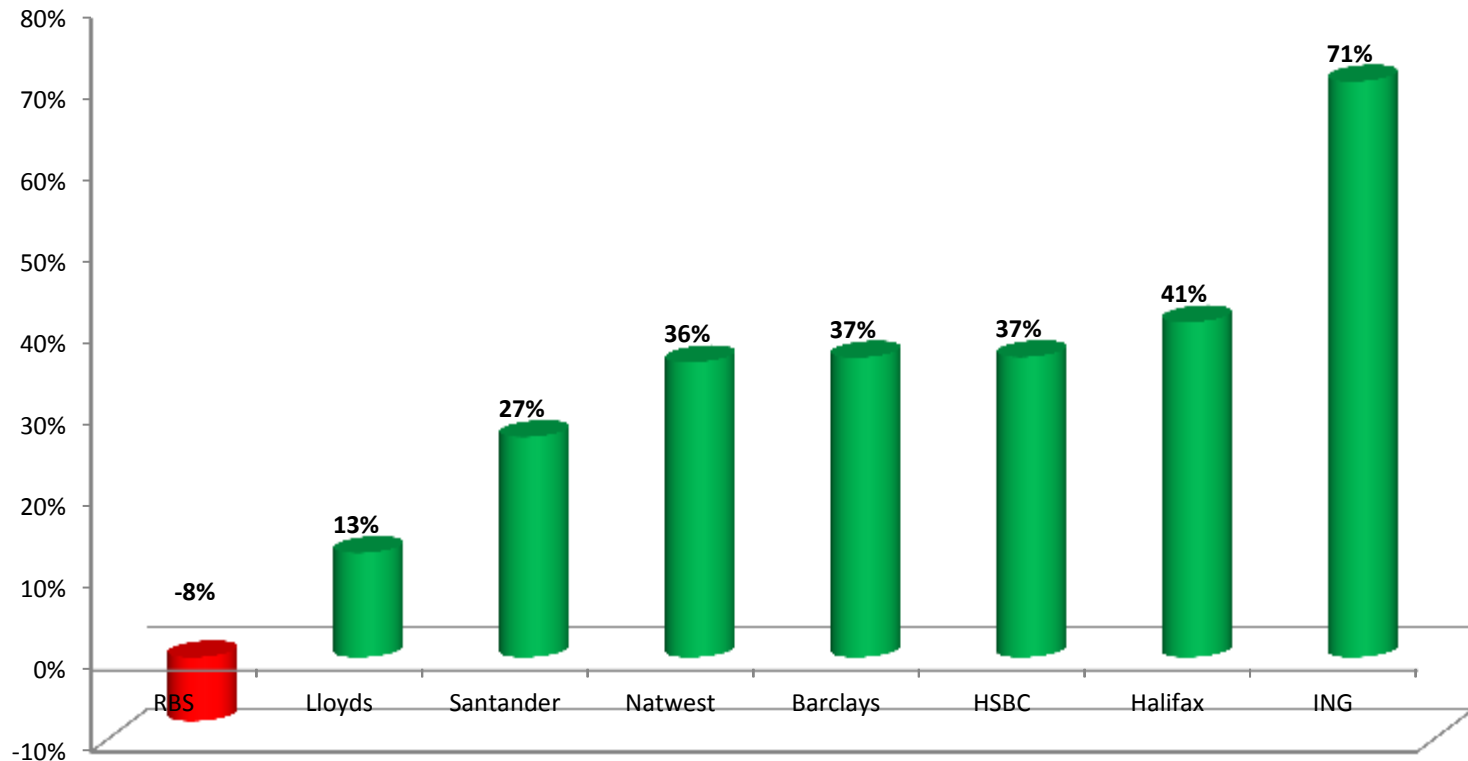
Web Listening supports multiple departments...

...thus investment may come out of multiple budgets!



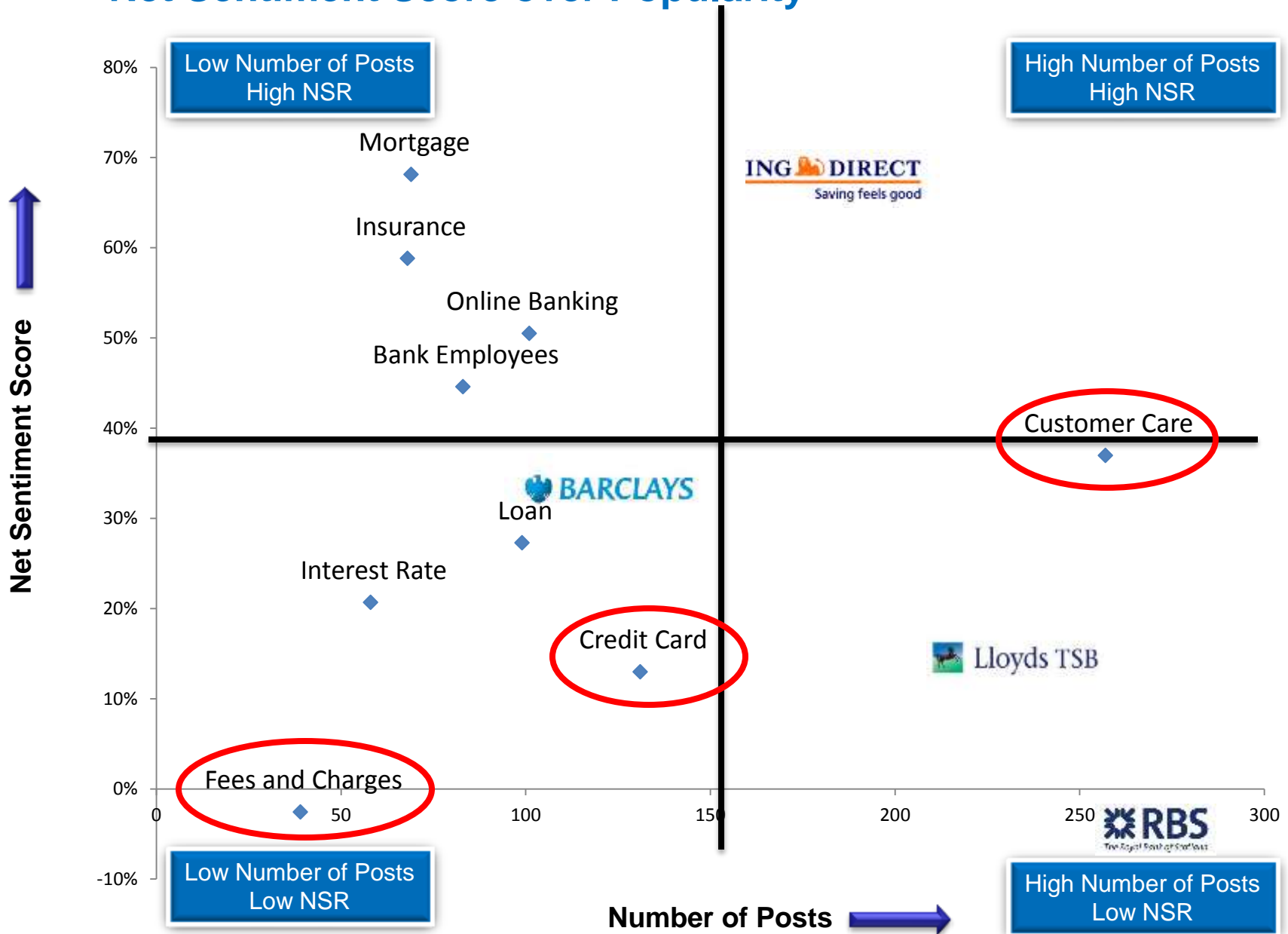
Net Sentiment Score (NSS) by Bank

Net Sentiment Score TM = (Positive – Negative Mentions) / Total Mentions



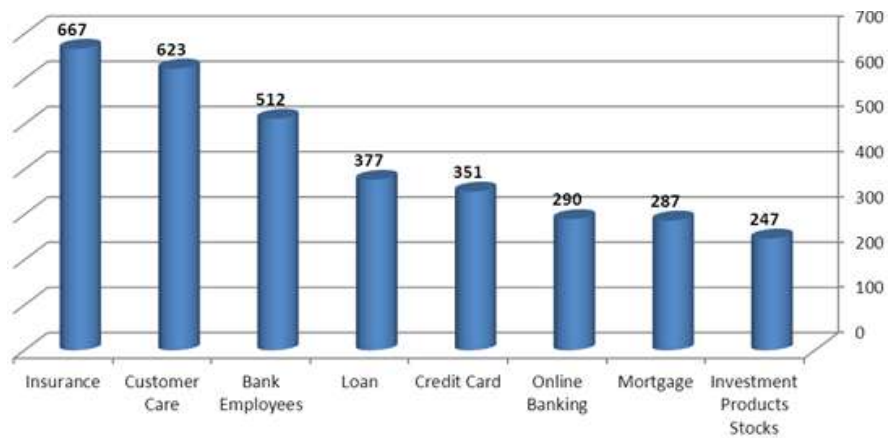
Find out why your bank is ranked nth .

The Listening Matrix: Net Sentiment Score over Popularity



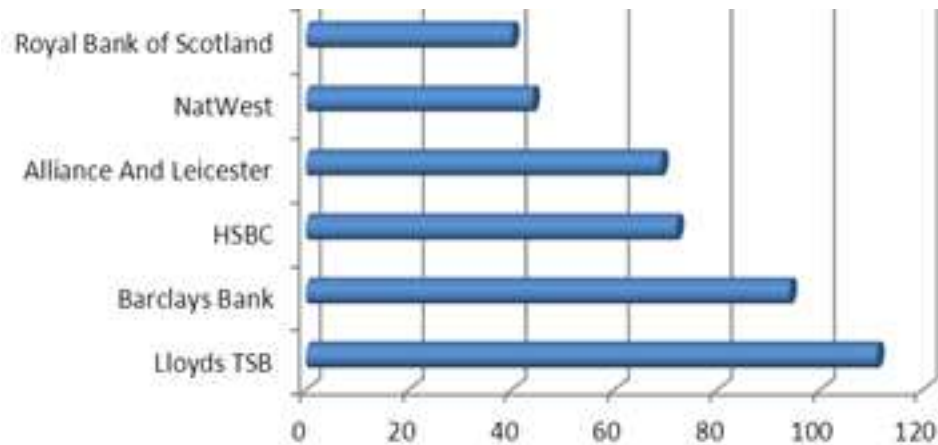
The Drill Down

Level 1.
Feature Ranking



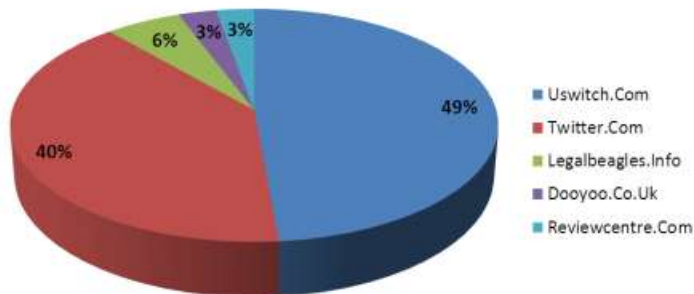
Top 8 features
for banking

Level 2. Brands
within Feature



Brand ranking
Within Customer Care

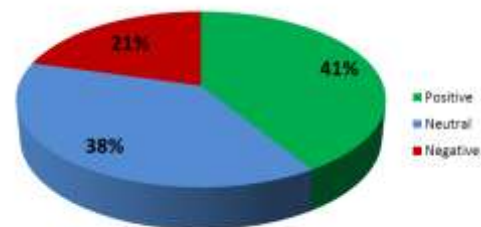
Level 3.
By Source



HSBC
Within Customer Care
By source

The Drill Down cont.

Level 4. Sentiment of brand within feature on specific source



Sentiment for HSBC's Customer Care on Uswitch.com

Level 5. List of Posts



All Negative Comments on Uswitch.com for HSBC's Customer Care

Level 6. Individual Post

High Spiralling Bank Charges Plc (HSBC) HSBC

Member Name: [katquinn82](#)

[Send message to member](#)

[Add to your Circle of Friends](#)

[Subscribe to Email Alert](#)

Product: HSBC

Date: 27/01/10 (98 review reads)

Rating: ★★★★★

Advantages: Snazzy machines in branches

Disadvantages: Charges, staff that barely speak English at the end of the phone.

The negative post of [Katquinn82](#) On Uswitch From 27/01/10 read by 98 people

Positive & Negative Sentiment e.g. for HSBC

People complaining about this HSBC move, but it's good news - better to pay high salaries than bonuses that reward risk

don't like speaking to someone in a call centre in a different country

Service excellent, easy access by internet to details, reasonable credit limit, easy to contact by phone

poor customer service, high rates



The world's local bank

Enjoying HSBC's new online banking layout

Despite being a model customer and having a lot of money in various accounts with them I have had some pretty poor treatment. Had my cards expired early and did not receive any replacements for a month, despite chasing them up. Avoid.

Our Purpose is:

to provide **thought leadership** in extracting **actionable insights** from large amounts of complex data that we gather, fuse, analyse and synthesize.

We are passionate about :

bringing consumer conversations to organisations, helping clients understand how they can better serve customer needs.enabling success through better insights based on science and data analysis expertise.

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