

## Chapter 3:

### The LISTEN Tab and Comment Analytics Page

#### What you need to know:

- This is where you go to find out what customers are saying about your store.
- The LISTEN Tab has links to all customer comments.
- It sorts comments by whether they're positive, negative, or neutral, or contain keywords.
- When you read a comment, it's exactly what the customer said, word-for-word.

#### Finding Out What Customers Are Saying

The LISTEN Tab may look simple, but it's the key to what your customers are saying about your store.

HEAT MAP ASK LISTEN RETAIN					
<b>Emotional Word Mining</b>					
Helpful - Competition - Good - Unresponsive - Quickly - Sold Out - Knowledgeable - Concern - Perfect - Confusing					
<b>Keyword Mining</b>					
Management - Cashier - Selection - Coupon					
Responses	Neutral	Positive	Negative	Keyword	Total
	16	6	3	2	27

The LISTEN Tab

#### Emotional Word Mining

First, there's the Emotional Word Mining list, with a set of colour-coded words displayed across your screen. Words in green are positive -- you want to see those in customer comments. Words in red are negative -- when you see any of them in a comment, you know that it's time to find out what's wrong and take care of the problems.

Emotional Word Mining
Great - Competition - Excellent - Unresponsive - Professional - Slow - Awesome - Sold Out - Fantastic - Bad - Helpful - Waiting - Concern

The Emotional Word List

These words, like the survey questions, have been chosen by [responsible people] from your company, along with Compechek's highly experienced professional consultants. The lists of positive and negative words are intended to capture your customers' genuine emotional responses to your store. The ALR system automatically searches through the text of each comment, looking for these words, and it classifies the comments accordingly.

**Note:** Anyone can use negative words in a positive way, or vice versa: "The competition is slow compared to you guys!" or "Hardly professional, and not very helpful." The purpose of ALR's Emotional Word Mining feature is to draw your attention to comments which may need attention. It is *always* your responsibility to read the comments and understand them.

## Keyword Mining

Below the Emotional Word Mining list is the Keyword Mining list. Like the emotional words, keywords are chosen by people from your company, along with Compechek's consultants. These words may not be strongly positive or negative, and they may not be very emotional, but they refer to things that your company is particularly concerned about at the time of the survey and want current feedback on, like prices, service, management, special promotions, or even specific items in stock.

Keyword Mining
Management - Price - Service - Cashier - Selection - Coupon - Organic

### The Keyword List

Both the keyword list and the emotional word list can be completely customized by your company's ALR system administrator at any time. This means that when there's a new promotion, words connected with it can be added to the keyword list, and they will automatically be counted and highlighted in both new and old comments. The same is true of emotional words; if there's a new potential problem, or if you want to see whether a new way of serving customers is working out the way you want it to, the appropriate positive or negative words can be added to the emotional word list.

## Responses by Category

Below the Keyword List, you can see the number of responses in each word-mining category: Neutral (no emotional words and no keywords), Positive (at least one positive emotional word), Negative (at least one negative emotional word), Keyword (at least one keyword), and Total (the total number of comments in each group).

Responses	Neutral	Positive	Negative	Keyword	Total
	<a href="#">16</a>	<a href="#">6</a>	<a href="#">3</a>	<a href="#">2</a>	<a href="#">27</a>

### Response Categories

**Note:** A single comment may be in more than one group -- if it contains a positive word, a negative word, and a keyword, for example, it will be listed in all three groups, and it count as three different listings in the total.

## The Comment Analytics Pages

When you click on any of the numbers beneath a category heading, you will go to the Comment Analytics page for that category.

Each word mining category has a Comment Analytics page. It lists each comment, with the store, name, and contact information of the customer who made the comment, along with the full text of the comment itself.

0699 Richmond District 2 010360 4186903521 GUY HARVEY You are guys are **awesome!** Keep up the good work!!

### Comment Analytics Listing

In the Positive Comment Analytics page, positive words from the Emotional Word Mining list are highlighted, in the Negative Comment Analytics page, negative words from the list are highlighted, and in the keyword page, keywords are highlighted. This means that if a comment contains positive, negative, and keywords, only the relevant words will be highlighted in each of the Comment Analytics pages in which it appears.

Great - Excellent - Professional - Awesome - Fantastic - Helpful						
Store #	Store Name	District	-	Phone	Customer	Comment
0322	Chilliwack	District 2	3739	9026723591	JODY	Everything is <b>excellent!</b> The training provided last week was very well done. Thank you Chad!
0699	Richmond	District 2	010360	4186903521	GUY HARVEY	You are guys are <b>awesome!</b> Keep up the good work!!
0035	Guildford	District 4	3160	5065484294	YVON	I am super happy with ABC Auto. The service is <b>awesome.</b>
0035	Guildford	District 4	5150	5065457978	CURTIS	In my 38 years in business I have not received such premium service with ABC Auto. Glen Ford the sales rep and Colin do a <b>fantastic</b> job.
0059	Vancouver	District 4	1385	9025669071	PAUL	Drivers are <b>fantastic</b> , friendly, the store is amazing. They go above and beyond. You couldnt ask for a better rep than Glen. Part returns sit, they only pick them up once a week, that is my only pet peeve. They say they are too busy. We right them up, they get put aside then the mechanics add stuff on top and it gets confusing.
0059	Vancouver	District 4	7700	5067838966	CHRIS	ABC Auto has done a <b>great</b> job of taking care of everything they need...delivery has been <b>fantastic!</b>

### Comment Analytics = Emotional Word Mining = Negative = 6 Entries

Competition - Unresponsive - Slow - Sold Out - Bad - Waiting - Concern - Confusing						
Store #	Store Name	District	-	Phone	Customer	Comment
0410	Willowbrook	District 2	1895	9024054040	JIM	I find the produce manager to be <b>unresponsive</b> to my concerns. I have asked him to increase the organic produce selection a number of times. He agrees but then does nothing about it. Frustrating and might shop elsewhere!
0059	Vancouver	District 4	1385	9025669071	PAUL	Drivers are fantastic, friendly, the store is amazing. They go above and beyond. You couldnt ask for a better rep than Glen. Part returns sit, they only pick them up once a week, that is my only pet peeve. They say they are too busy. We right them up, they get put aside then the mechanics add stuff on top and it gets <b>confusing.</b>

### Sample Positive and Negative Comments from the Total Comment Analytics Page

The Comment Analytics page for the Total word-mining category combines the contents of all of the other pages. It includes Comment Analytics sections for Neutral, Positive, Negative, and Keyword comments. If a comment falls into more than one category, it will be listed in each of those sections, with only the appropriate words highlighted in each section.

**Read the comments!**

All of them -- the good, the bad, and the neutral -- are like gold. If you read them, understand them, and act on them, they will help you make your store more profitable, and more responsive to customers' needs, and in the long run, they will make your job much easier.