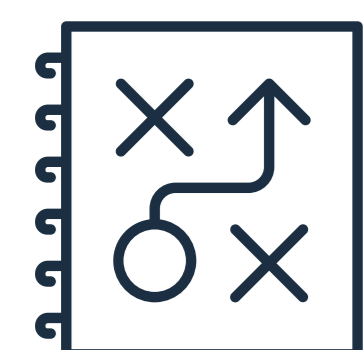
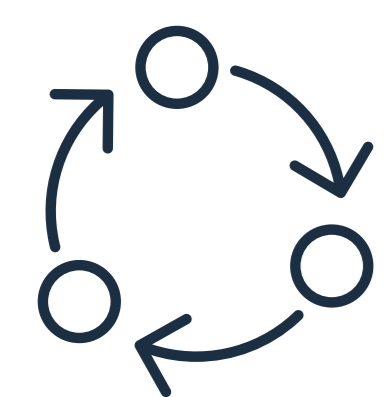


Case Study | Food Complaint Analysis



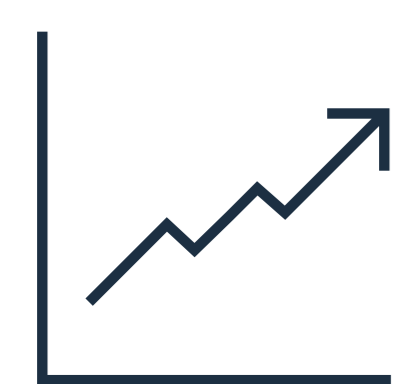
Objective

A food sharing platform was looking for a way to detect complaints in a timely manner, in order to alleviate some of the main consumer pain points. Ultimately, they wanted to filter, analyse and respond to customer complaints.



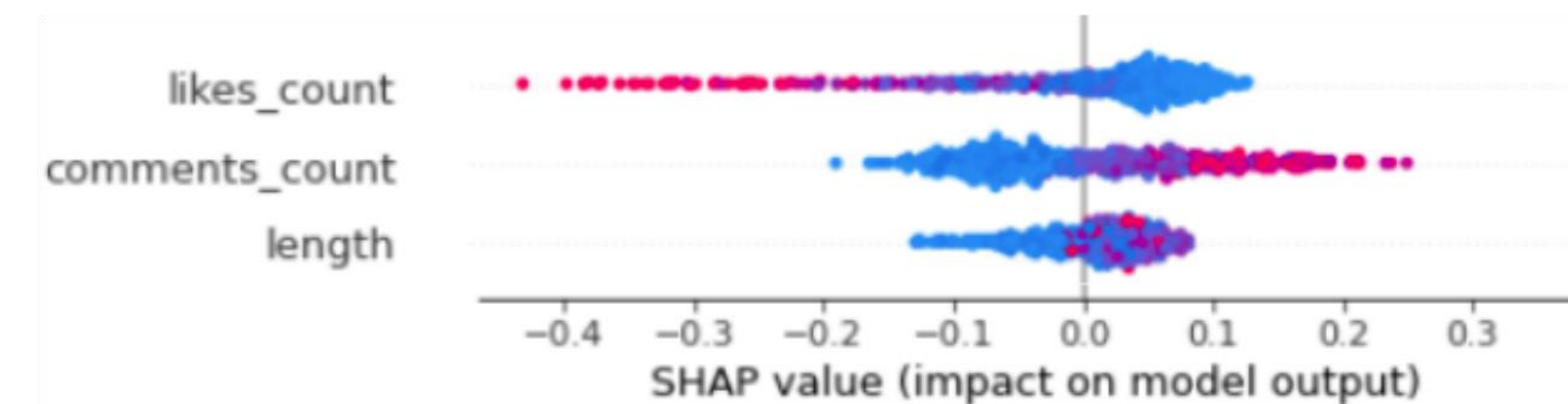
Process

We developed a machine learning model to identify complaints based on linguistic and behavioural features. We were able to detect features that best distinguished between complaint and non-complaints, such as comments, likes, and the length of text. A psychological literature review helped us devise tactics for responding to complaints once categorised.



Result

Our machine learning classifier served as a basis to develop software that captures complaints in real-time. Our recommendations enabled the company to address complaints in a timely manner, increase customer satisfaction and minimise issues of collective action.



Warmth-based recovery efforts are more effective in addressing complaints:

- Own' the problem rather than saying it was passively created
- Paraphrase the problem in your own words;
- Don't use qualifiers (e.g., "sincerely"); the assumption is the apology is sincere, so explicitly stating this raises suspicion and weakens the statement;



Interesting Insight

Using first person pronouns ("I", "we") makes apologies more effective.