e-Comas
eCommerce Made Simple

CASE STUDY:
VOICE OF CUSTOMER *(VoC)*
RESEARCH FOR A MANUFACTURER:

In Quarter 4 of 2020, a specialty paper manufacturing company partnered with e-Comas to carry out a Voice of Customer (VoC) review.

The aim of the research was to capture customers' needs, expectations and aversions, in the category the client is present, to provide the brand with an in-depth understanding of its customer sentiment on Amazon. The data and key findings from the VoC research provided the brand with key insights into what drives both positive and negative reviews of their products as well as competitors.

The results served as a guide to measure the customer experience and to allow the brand to improve its product listings to encourage more sales and reduce return rates.
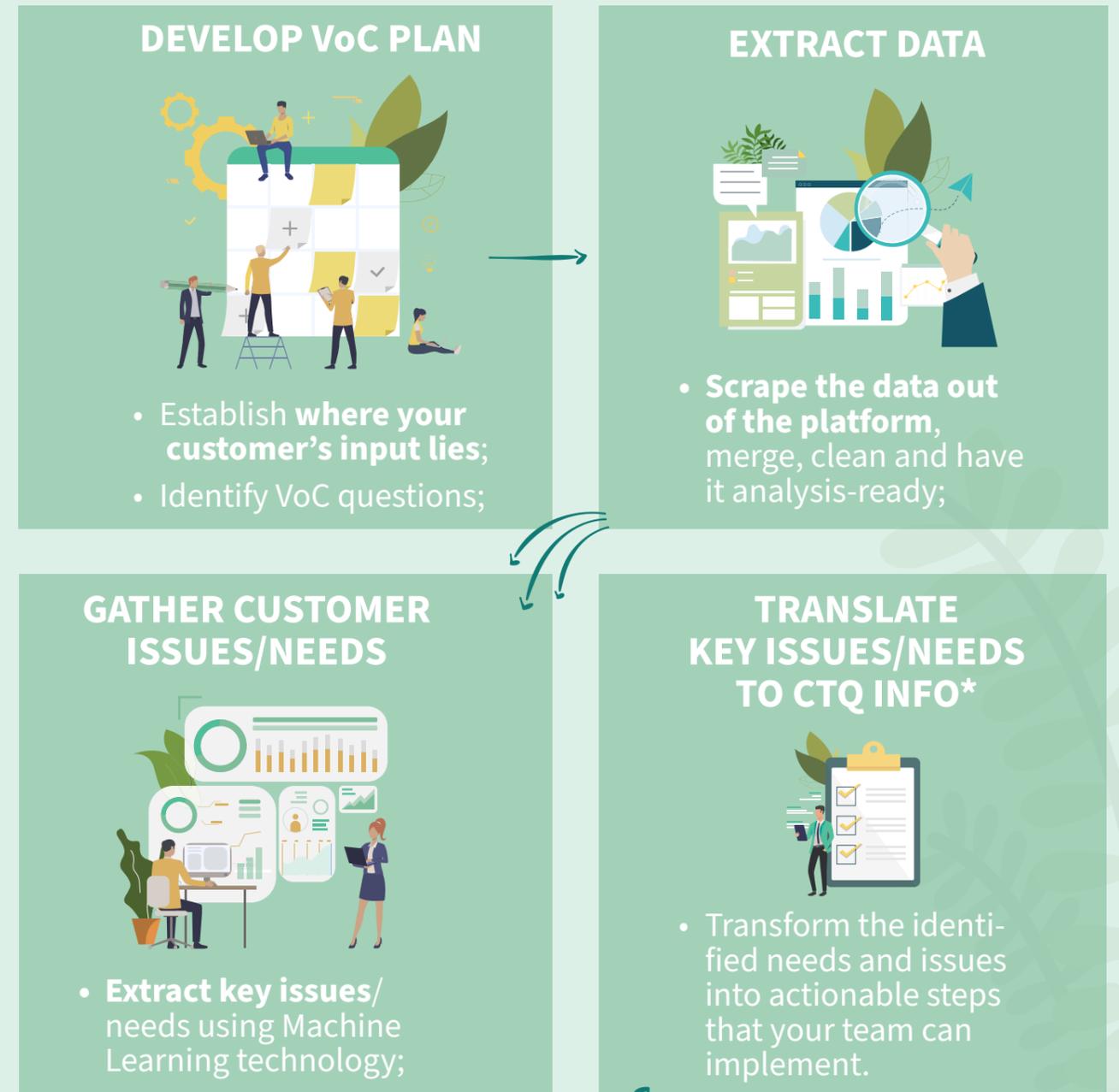
THE CHALLENGE

Analysing numerous sets of data to find out the reasons why products were receiving negative reviews. Understanding these reasons and taking the right action can boost the brand's profits by reducing returns, as well as increasing long-term sales by improving its overall rating.

OUR APPROACH

To address the objectives, e-Comas carried out an audit on the brand's listings as well as five competitor ASINs. The method included:

DEVELOP VoC PLAN

- Establish **where your customer's input lies**;
- Identify VoC questions;

EXTRACT DATA

- **Scrape the data out of the platform,** merge, clean and have it analysis-ready;

GATHER CUSTOMER ISSUES/NEEDS

- **Extract key issues**/needs using Machine Learning technology;

TRANSLATE KEY ISSUES/NEEDS TO CTQ INFO*

- Transform the identified needs and issues into actionable steps that your team can implement.

*Critical to quality

KEY FINDINGS

The VoC research revealed several key learnings that could be used to solve some of the problems of products being returned.

1. The brand's and competitors' written reviews are more negative than ratings meaning mostly dissatisfied customers write a review.

Chart data:
- competitor 1: 4,39 / 4,70
- competitor 2: 4,60 / 4,70
- competitor 3: 4,00 / 4,50
- competitor 4: 3,22 / 4,00
- competitor 5: 3,32 / 4,10
- CLIENT: 3,82 / 4,20 +0,78

Legend:
■ Average Rating of Reviews
■ Average Rating of All Ratings

2. Negative reviews mention misunderstandings about the lack of heat press, lack of sublimation ink and overall functionality.
3. The lack of required equipment ruins the perception of the products' quality.

POSITIVE DRIVERS

1. Delivers the results
2. Built quality
3. Easiness of use

NEGATIVE DRIVERS

1. Need of heat press
2. Need of sublimation ink
3. Overall functionality

RECOMMENDATIONS

The results of the VoC review provided the client with actionable steps to improve its product listings and resolve the issues that trigger negative feedback:

1. Focus on improving the content of the listings so it's clear a heat press and sublimation ink is needed.
2. Push on collecting more positive reviews for the coming period.
3. Analyse reviews regularly because Amazon analyses the quality of customer reviews and uses them for allocating buybox and as a ranking factor.

WHAT OUR CLIENT SAYS...

e-Comas's voice of customer analysis has helped us to identify the right strategic levers for performance optimisation. It has given us invaluable insight into how we can adapt our content, so it meets and exceeds the needs of our customers.

Anett Hötzel, T/D 3sixty, part of Felix Schoeller Group

CONTACT US FOR YOUR VoC REVIEW