



Sentiment Analysis During COVID-19

Data from 1M+ conversations between wireless retailers and their customers.

Highlights this week

- Response rates surged over Easter weekend in Canada and the US
- Consumers that do respond to wireless retailers are chattier. They typically require help with their device and plan.
- Overall expressions of positive and negative emotion have dropped significantly
- Purchase intent continues to slow as retailers double down on “check-in” campaigns rather than sales-focused campaigns.

Visit get.statflo.com/covid19 to get weekly updates of this report.

Time range*

April 6 - April 12

Change since last period

Response rate Percentage of customers that respond to text messages	21.84%	▲ 31.06%
Rate of purchase intent Percentage of messages that include expressions of interest to make a purchase	3.37%	▼ 14.03%
Rate of joy Percentage of messages that include expressions of joy	2.97%	▼ 52.23%
Rate of love Percentage of messages that include expressions of love	1.98%	▼ 40.94%
Rate of fear Percentage of messages that include expressions of fear	2.91%	▼ 16.43%
Rate of expressiveness Percentage of messages that include at least one emoji that took 2+ taps to access	0.24%	▼ 89.78%
Rate of chattiness Percentage of messages that have more than 200 characters	6.96%	▲ 27.75%
Rate of sadness Percentage of messages that include expressions of sadness	0.37%	▼ 19.60%
Rate of anger Percentage of messages that include expressions of anger	0.58%	▼ 26.07%

*Since last period, underlying calculations have changed for more accuracy. All figures in this report reflect these changes.



Response rate

Response rates soared by over 30% as customers continue to receive “check in” messages from retailers.



Time range*

April 6 - April 12

Change since last period

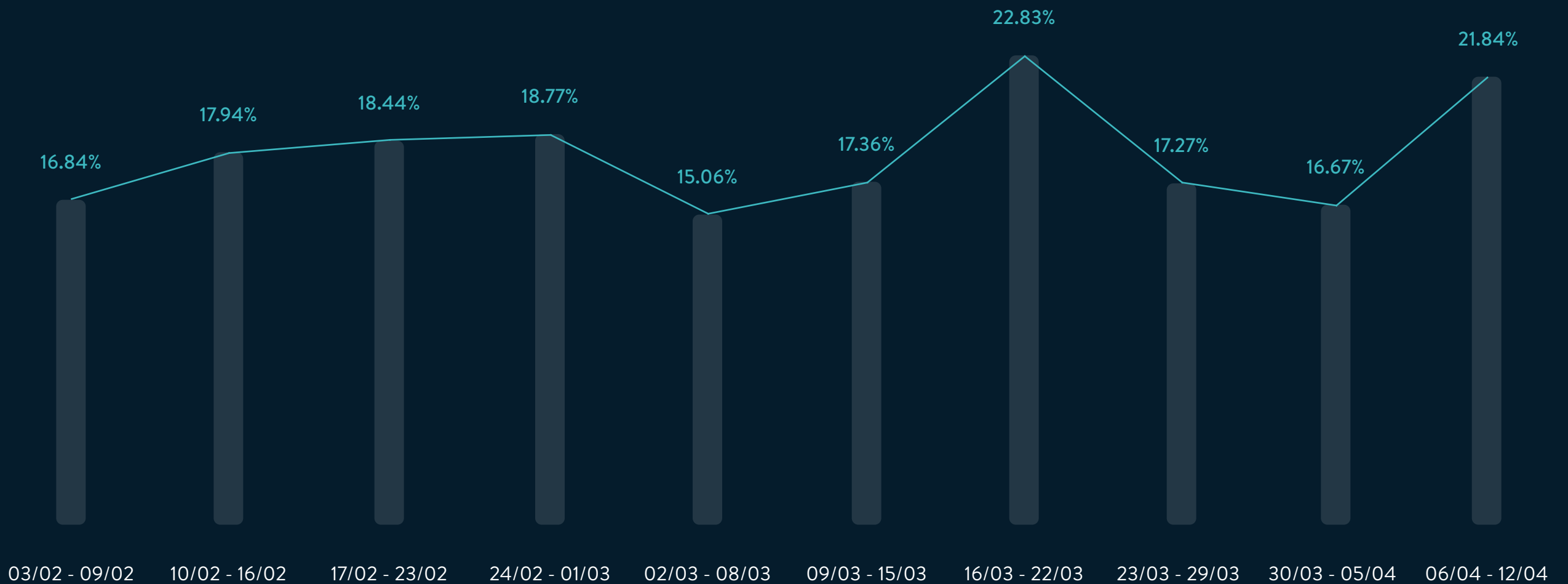
Response rate

21.84%

▲ 31.06%

Percentage of customers that respond to text messages

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Rate of purchase intent

Consumer intent to purchase wireless products and services has slowed due to retailers pivoting from having conversations about selling to having conversations about serving.

Time range*

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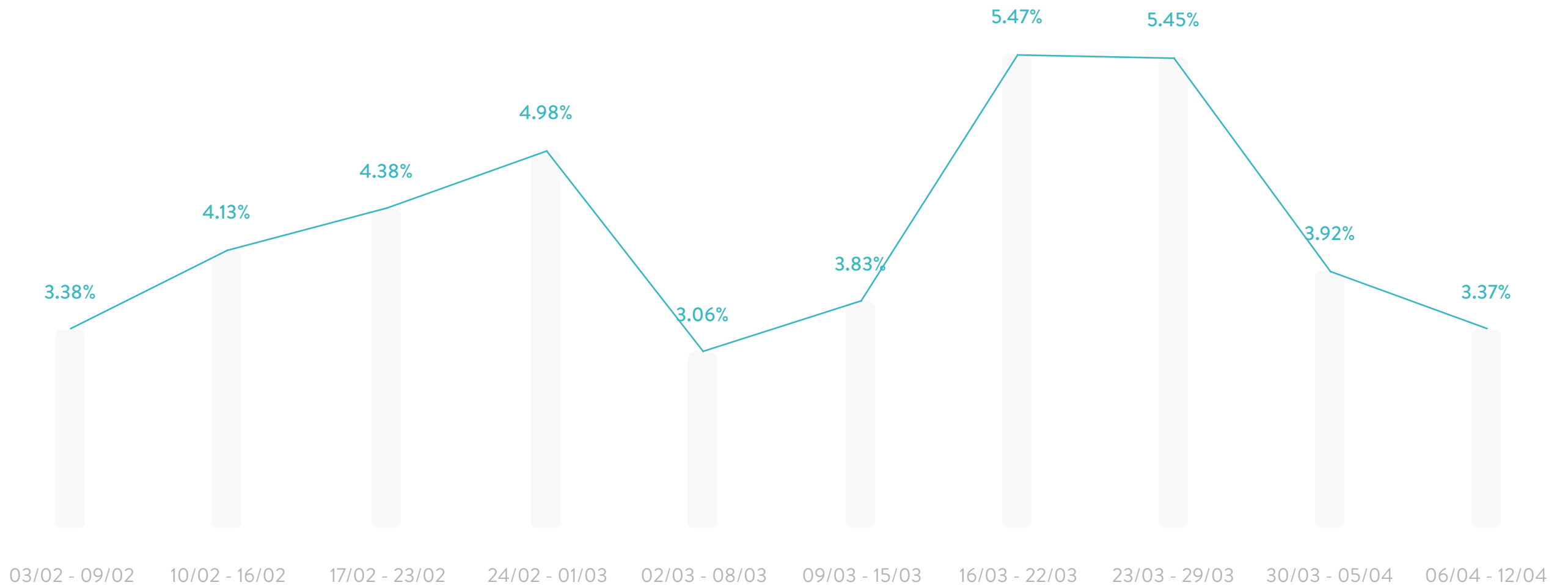
Rate of purchase intent

3.37%

▼ 14.03%

Percentage of messages that include expressions of interest to make a purchase

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Fear & Intent Index

Fear is slowing but so is the intent to make purchases of wireless products and services.

Time range*

April 6 - April 12

Change since last period

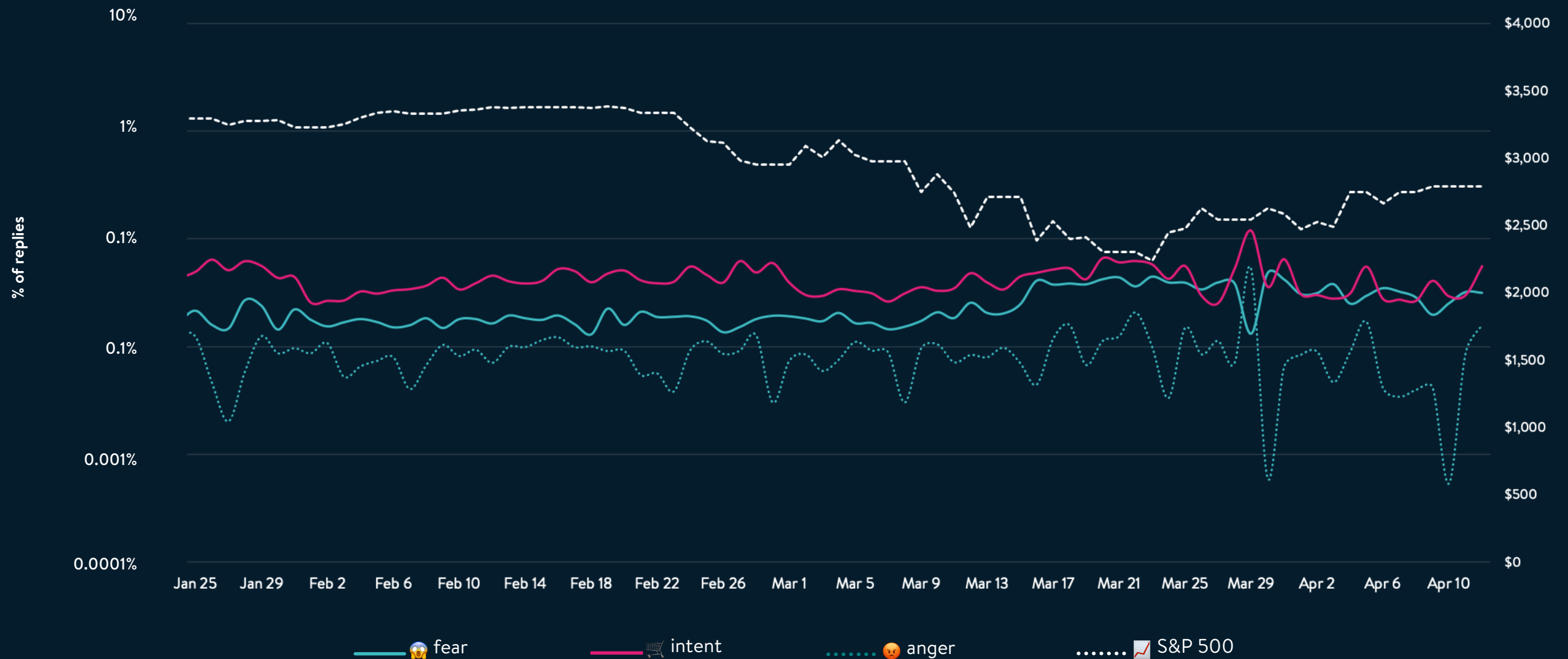
Rate of fear

2.91%

▼ 16.43%

Percentage of messages that include expressions of fear

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Snippets of real conversations

A sample of actual replies Statflo users have received when messaging their customers. “Check in” messages were overwhelmingly well received by consumers and many still need help with their devices and plans.

Hey [redacted], I haven't been working and got laid off both of my jobs. And my unemployment hasn't come through yet. If possible is there any way I could get an extension on my bill. Only because I need to be in touch with my family. Please let me know. And thank you for reaching out in this time of craziness going on. God bless

Question about pausing billing due to job loss

Everything is going ok I had the business phone transferred over to the cell and it seems to be working ok. Battery seems to be going down faster but that might be normal. Take care and stay safe hoping this will be over soon but think it will be a long time till if ever it gets normal. Happy Easter and thanks for asking I appreciate it

Sheer appreciation for customer service

Hello I wanted to check in and see if there is a way i can get my phone cleaned in the charging port of the phone. It looks a little dirty and is hit or miss with a charger cord. I have been utilizing a wireless charger. Is that a service i could utilize at your store maybe after the lockdown is done? Thank you

Question about cleaning/repairing an existing device



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