



Sentiment Analysis During COVID-19

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

Highlights this week

- Response rates are down since last period, but still on par with previous periods in 2020.
- Purchase intent remains high for 2020 despite a slight dip since last period.
- Consumers are showing drastic increases in sadness and anger - likely due to economic uncertainty.
- While response rates have slowed, consumers who engage with brands over text have a greater appetite for meaningful conversation, as expressed by a 27% increase in chattiness.

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

Time range*

March 23 - March 29, 2020

Change since last period

Response rate Percentage of customers that respond to text messages	17.27%	▼ 24.35%
Rate of purchase intent Percentage of messages that include expressions of interest to make a purchase	5.45%	▼ 0.38%
Rate of joy Percentage of messages that include expressions of joy	5.82%	▲ 11.22%
Rate of love Percentage of messages that include expressions of love	2.16%	▼ 29.92%
Rate of fear Percentage of messages that include expressions of fear	3.53%	▼ 10.43%
Rate of expressiveness Percentage of messages that include at least one emoji that took 2+ taps to access	1.56%	▼ 13.71%
Rate of chattiness Percentage of messages that have more than 200 characters	7.56%	▲ 27.22%
Rate of sadness Percentage of messages that include expressions of sadness	1.32%	▲ 185.40%
Rate of anger Percentage of messages that include expressions of anger	1.53%	▲ 29.51%

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



Response rate

Responses rates had a sharp decrease since last period but still remain on par with previous periods in 2020.



Time range*

March 23 - March 29

Change since last period

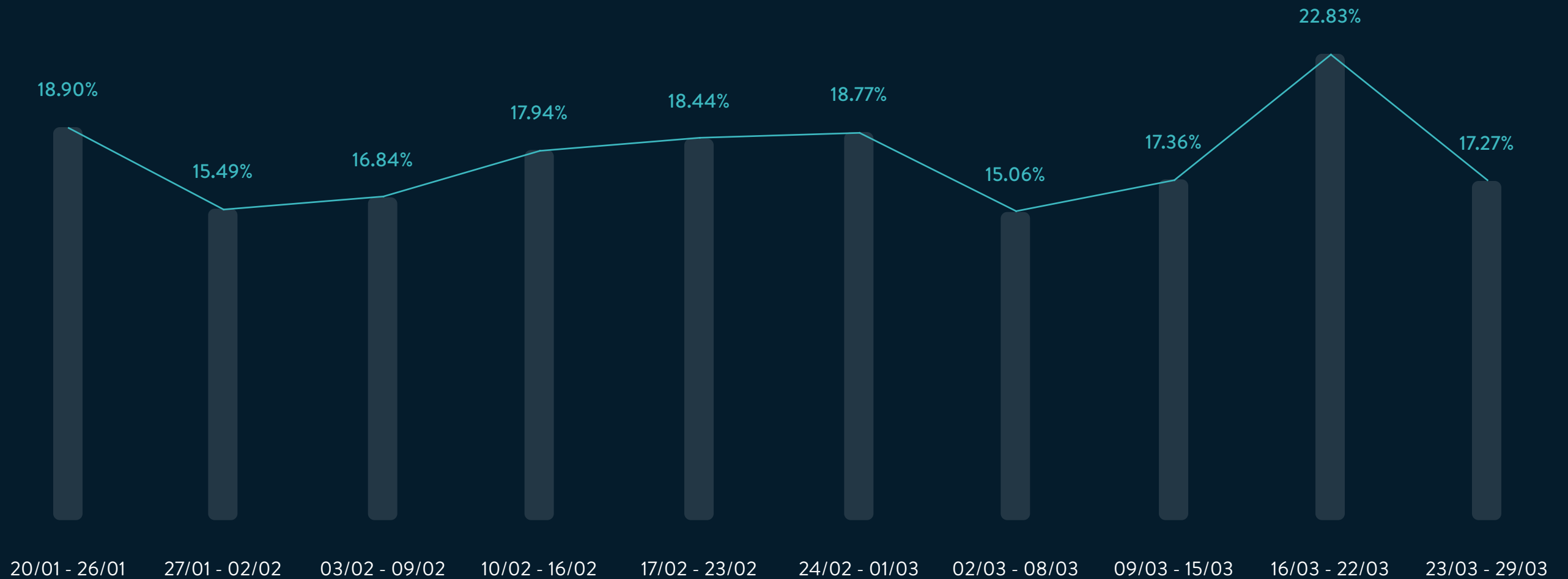
Response rate

17.27%

▼ 24.35%

Percentage of customers that respond to text messages

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





Rate of purchase intent

Consumer intent to purchase wireless products and services remains high despite a small dip since last period.

Time range*

March 23 - March 29

Change since last period

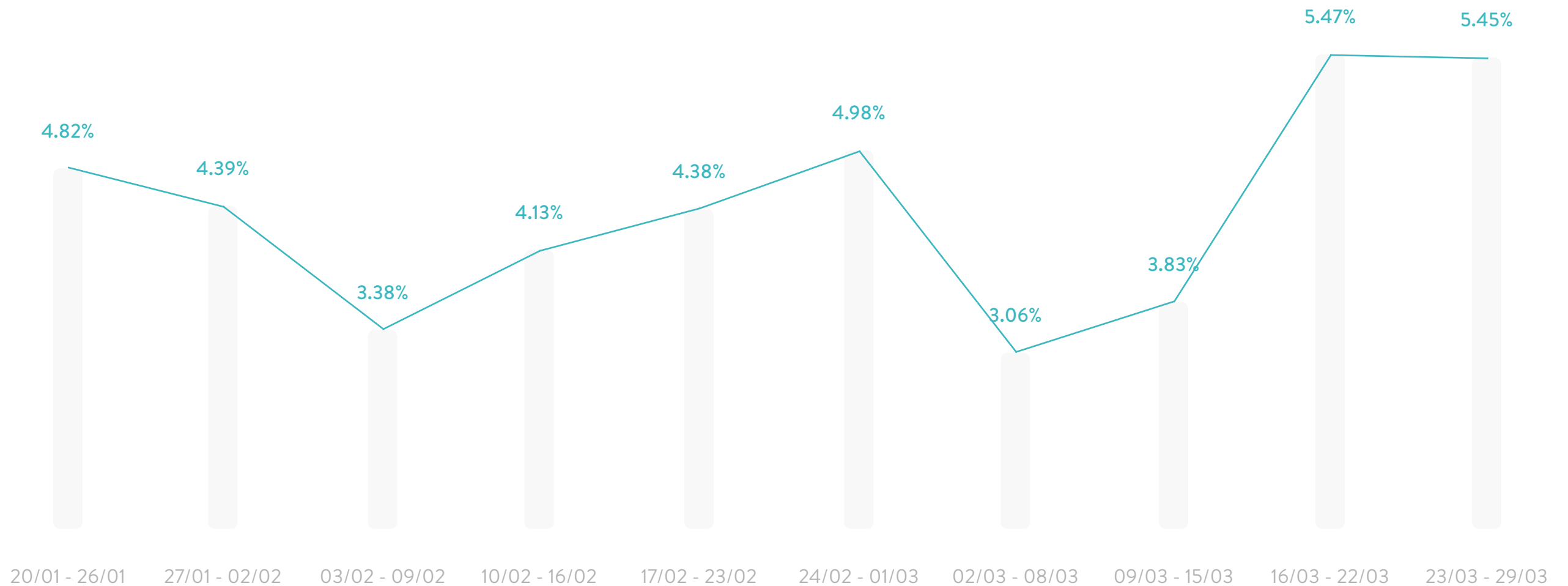
Rate of purchase intent

5.45%

▼ 0.38%

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

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Fear & Intent Index

Purchase intent cycle is fairly steady, but fear is still higher than normal.

Time range*

March 23 - March 29

Change since last period

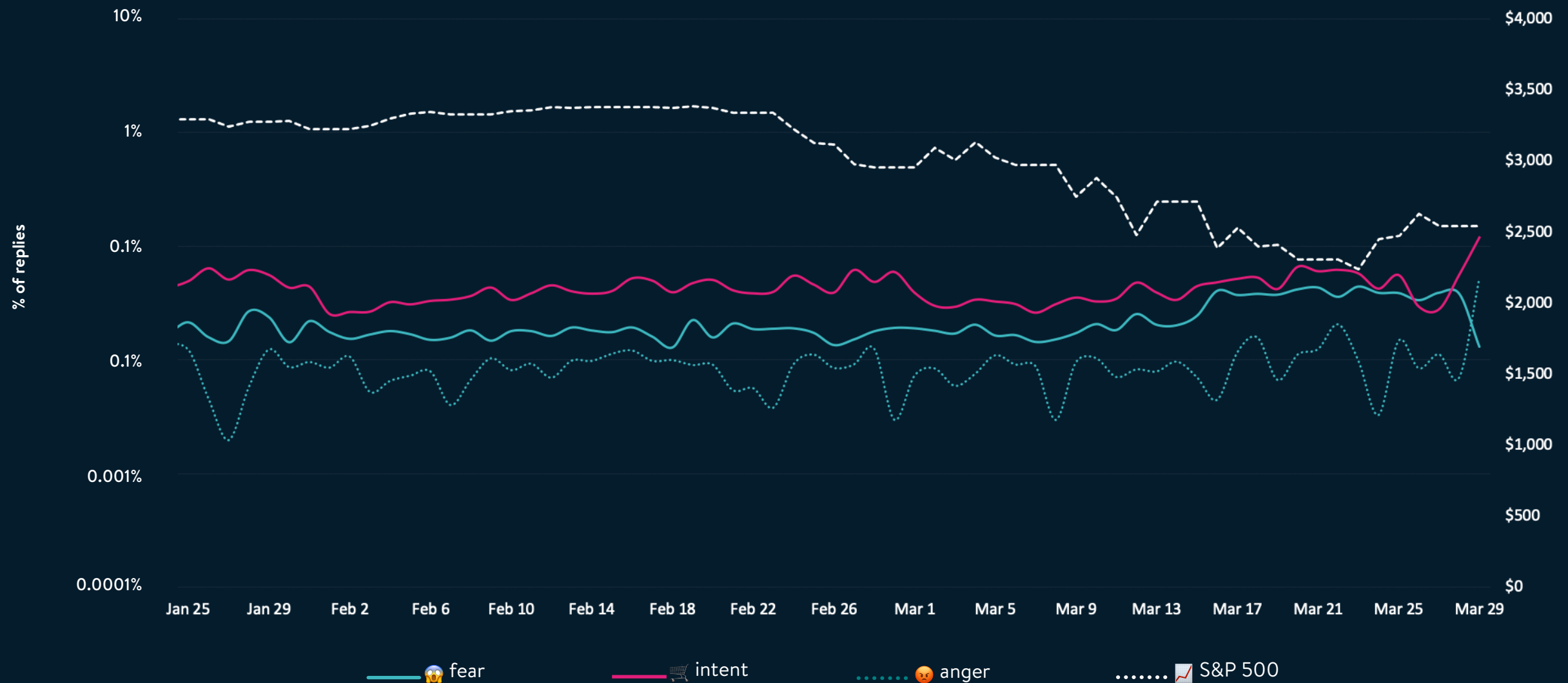
Rate of fear

3.53%

▼ 10.43%

Percentage of messages that include expressions of fear

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March 23 - March 29, 2020

Snippets of real conversations

A sample of actual replies Statflo users have received when messaging their customers. Requests for customer service were more prominent this week.

Will you be open as usual tomorrow. I'm gonna have to bring you my phone the reset and restart didn't work and I don't think I've downloaded anything

Questions about store hours

"Are you guys open today?"

"This is [redacted] texting you back on Sunday, March 29. Are you open for business today? I have been signed out of Google, fear that someone else may be using my minutes . Can run down today if you are open."

"Hey [redacted]! This is [redacted] I purchased my phone and it will not charge. I've tried my wireless charger and several other regular chargers. I have also did a hard reset and it still doesn't charge. Will the store be open today?"

Hi [redacted], this is [redacted]. You helped me and my two daughters. Are you working today? One of my girls is in her second iPhone 10s x ; and it's having same issues as first one. Question is can I upgrade her to a new model phone and what would it cost ?

Intent to purchase expressed by consumers

"Are you working today my wife needs a new phone"

"Okay will head there now. For BOGO the second phone will do for business - will bring both iphone 6 today."

"I'm getting the phone for my daughter but will get Another phone for business. Tomorrow I'll pickup the phone for my daughter and Monday when you are back will get another phone for business."

Hi [redacted]. It's [redacted]. Which mornings are you there? I'm looking for another Motorola

Good morning [redacted], I wanted to check w/you to make sure the kids could use their hotspots & there isn't any restrictions for the online schooling that is staying today? Both have said in the last several days they seemed slow.

Requests for customer service

"Now more than ever this discount would be helpful otherwise we may need to cancel our plan. My husband and I are both going to be unemployed as of tomorrow according to the new press release."

"Hi [redacted], this is [redacted]. Hope you are surviving this COVID-19 and staying healthy. My total bill due for this past month is \$374.13. Do you have time today to go over this and help me understand what is going on? Thank you!"

"Good Morning. I need to add my husband's hotspot so he can work at home starting tomorrow what do I need to do?"



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