




# Sentiment Analysis During COVID-19

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

## Highlights this week

- » Expressions of love  have soared. This is likely due to retailers favoring “check in” messages to their customers over promotional or sales-based messages.
- » Sadness and anger have settled to nearly zero compared to an all-time high in the last report.
- » Response rates continue to slip but those who do respond are very expressive.
- » Purchase intent has slowed; this is likely due to retailers changing the tone of conversation from “selling” to “checking in” and making sure everything is ok.

Visit [get.statflo.com/covid19](https://get.statflo.com/covid19) to get weekly updates of this report.

Time range\*

**March 30 - April 5**

Change since last period

Response rate Percentage of customers that respond to text messages	16.67%	▼ 3.50%
Rate of purchase intent Percentage of messages that include expressions of interest to make a purchase	3.92%	▼ 28.02%
Rate of joy Percentage of messages that include expressions of joy	6.22%	▲ 6.99%
Rate of love Percentage of messages that include expressions of love	3.35%	▲ 54.66%
Rate of fear Percentage of messages that include expressions of fear	3.48%	▼ 1.37%
Rate of expressiveness Percentage of messages that include at least one emoji that took 2+ taps to access	2.33%	▲ 49.48%
Rate of chattiness Percentage of messages that have more than 200 characters	5.45%	▼ 27.94%
Rate of sadness Percentage of messages that include expressions of sadness	0.46%	▼ 64.89%
Rate of anger Percentage of messages that include expressions of anger	0.78%	▼ 49.06%

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



# Response rate

Response rates continue to slip since last period but are still on par with January-February rates.



Time range\*

**March 30 - April 5**

Change since last period

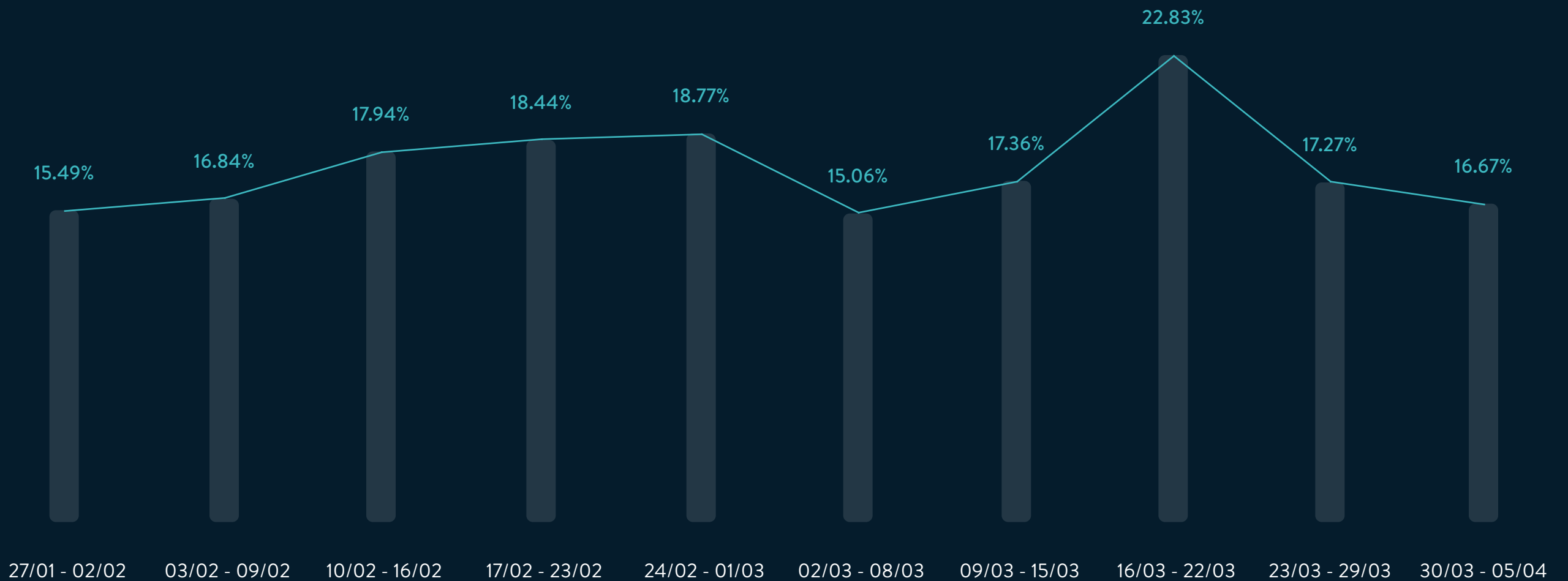
Response rate

16.67%

▼ 3.50%

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 has slowed due to retailers pivoting from having conversations about selling to having conversations about serving.

Time range\*

**March 30 - April 5**

Change since last period

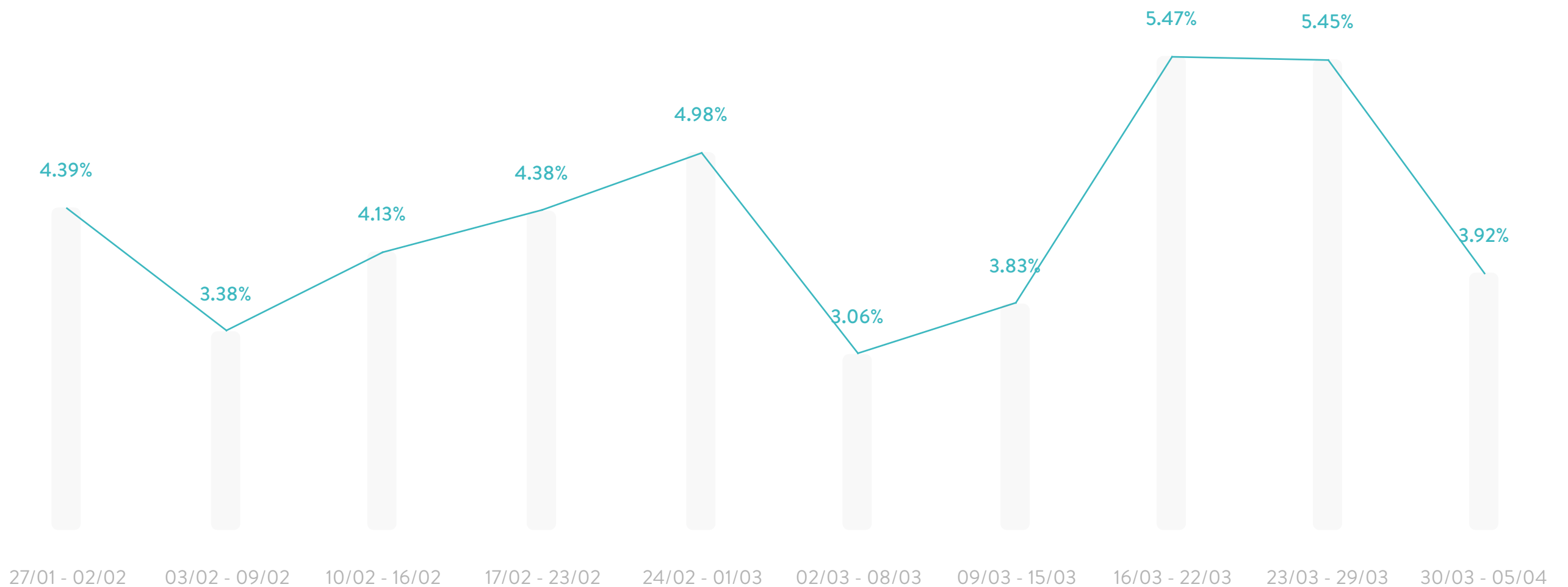
Rate of purchase intent

3.92%

▼ 28.02%

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

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



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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\*

March 30 - April 5

Change since last period

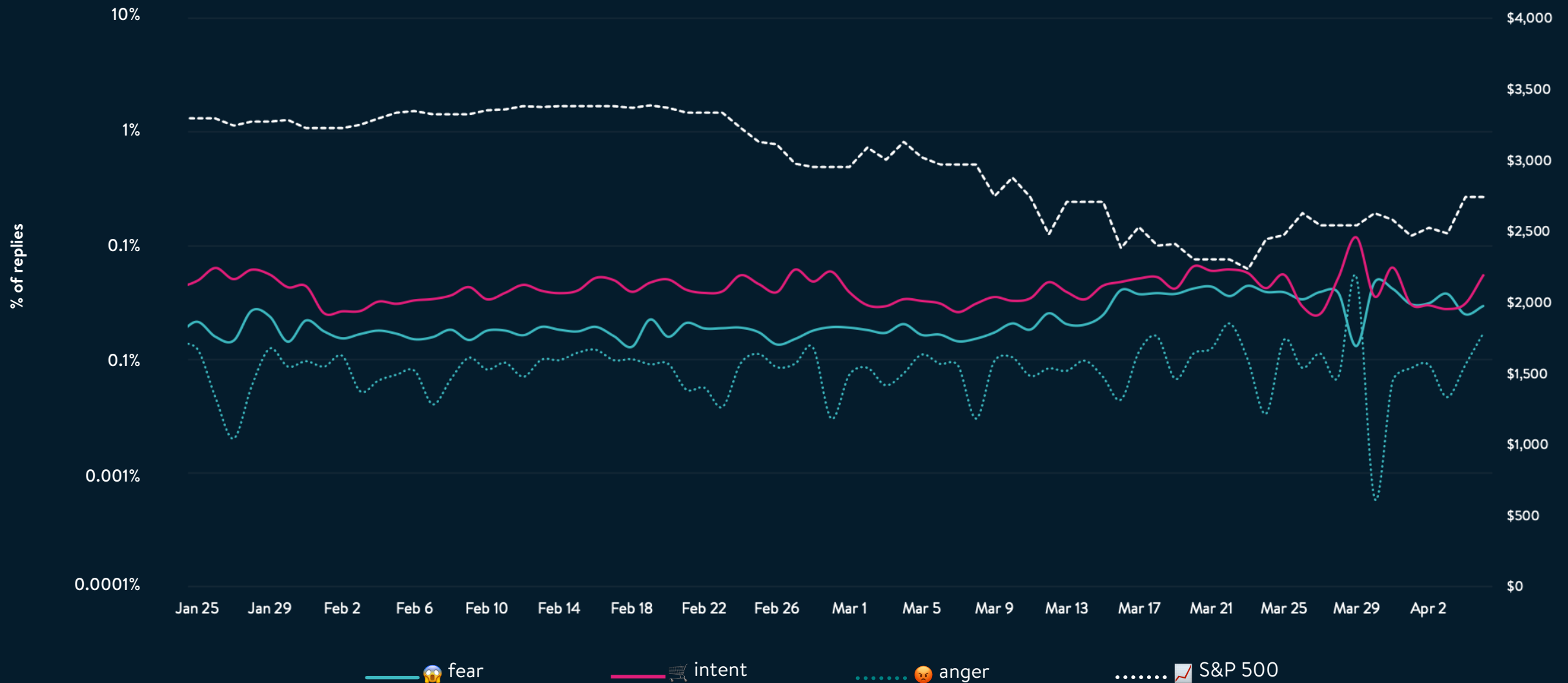
Rate of fear

3.48%

▼ 1.37%

Percentage of messages that include expressions of fear

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March 30 - April 5, 2020

# 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.

Hi this is [redacted]. I got your text about needing help. Our internet has been out so we've been using our phones as a Hotspot for school/work but the data has been incredibly slow, even outside. Not sure you can help with that or not

## Questions about hotspots

“How are the gigabytes determined? If I'm using my computer on a hotspot and then turn it off and then the next day turn it on again am I adding to those gigabytes? in other words I'm using it for my work computer so how is data being tracked and calculated?”

“Thanks! Can you please check my plan to make sure I have unlimited data for two devices, and that my hotspot won't rack up charges?”

Hi, [redacted] -- Thanks for your note. Yes, I had noticed the new store opening a couple of weeks ago. You are right about the importance of communications right now, and I am grateful for my phone and other technology to keep me connected. I'm not in need of anything now, but I appreciate your contacting me! Best wishes for you to stay safe and well!

## Appreciation for checking in

“Hi [redacted], Been seeing your posts on FB, & do appreciate the text. I have always looked to you for your help with my phones/services, and will continue to do so! Thanks for reaching out....Be well, & stay safe/healthy!!”

“Hi [redacted], this is [redacted]. Yes, we are doing fine, thanks for following up. [Redacted]'s phone is [redacted] if you need to reach out. I gave him your message, he also appreciates your support and says thanks. Stay safe, be healthy.”

“Hi [redacted]. Nice to hear from you, thanks for reaching out. Hope all is well with you and that you're staying healthy. We are doing OK and it's nice to know we can reach you if we need anything about our phones. Thanks again for reaching out. Stay well and wash your hands a lot.”

“How nice of you to reach out to him. Actually you have [redacted]. [Redacted] is having problems with sending his pictures to an Android phone of our sons. We both are appreciative of this phone's capabilities especially during this pandemic. I am still learning and sharing what I learn with him.”

“Thank You !! Everything Is Awesome, With My Cellphone Service, And My Actual Cellphone. I Do Thank You Oh So Very Much ! All Of You, Please Be Healthy, Be Safe, And Make Smart Decisions ! Thank You For Making Contact With Me, I Will Make Note Of You Being There, And Open For Help. Take Care, Be Safe, Be Healthy, Have An Awesome Day, As Well Awesome Week. 😊😊😊”



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