



Sentiment Analysis During COVID-19

An analysis of this week's trends, as detected in text messages between wireless retailers and their customers.

Highlights this week

- Consumers are responding to outreach - likely due to increased screen time.
- Despite store closures and reduced store hours, consumers still want to purchase wireless products.
- Consumers are more fearful, sad, and angry given the impact of COVID-19.
- Consumers are engaging in long-form, meaningful dialogue with retailers despite fearfulness, sadness, and anger.

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

Time range

March 16 - March 22, 2020

Change since last period

Response rate Percentage of consumers that respond to text messages from staff	22.83%	▲ 31.50%
Rate of purchase intent Percentage of replies that include expressions of interest to make a purchase	5.32%	▲ 38.82%
Rate of joy Percentage of replies that include expressions that imply joy	5.43%	▼ 18.45%
Rate of love Percentage of replies that include expressions that imply love	1.90%	▼ 30.60%
Rate of fear Percentage of replies that include expressions that imply fear	4.16%	▲ 97.66%
Rate of expressiveness Percentage of replies that use at least one emoji that took 2+ taps to access	1.58%	▼ 8.02%
Rate of chattiness Percentage of replies that include more than 200 characters	5.94%	▲ 51.33%
Rate of sadness Percentage of replies that include expressions that imply sadness	0.46%	▲ 21.70%
Rate of anger Percentage of replies that include expressions that imply anger	1.18%	▲ 38.28%



Response rate

Responses are at an all-time high since Jan. 1, 2020, likely due to increased screen time and less distractions.



Time range

March 16 - March 22

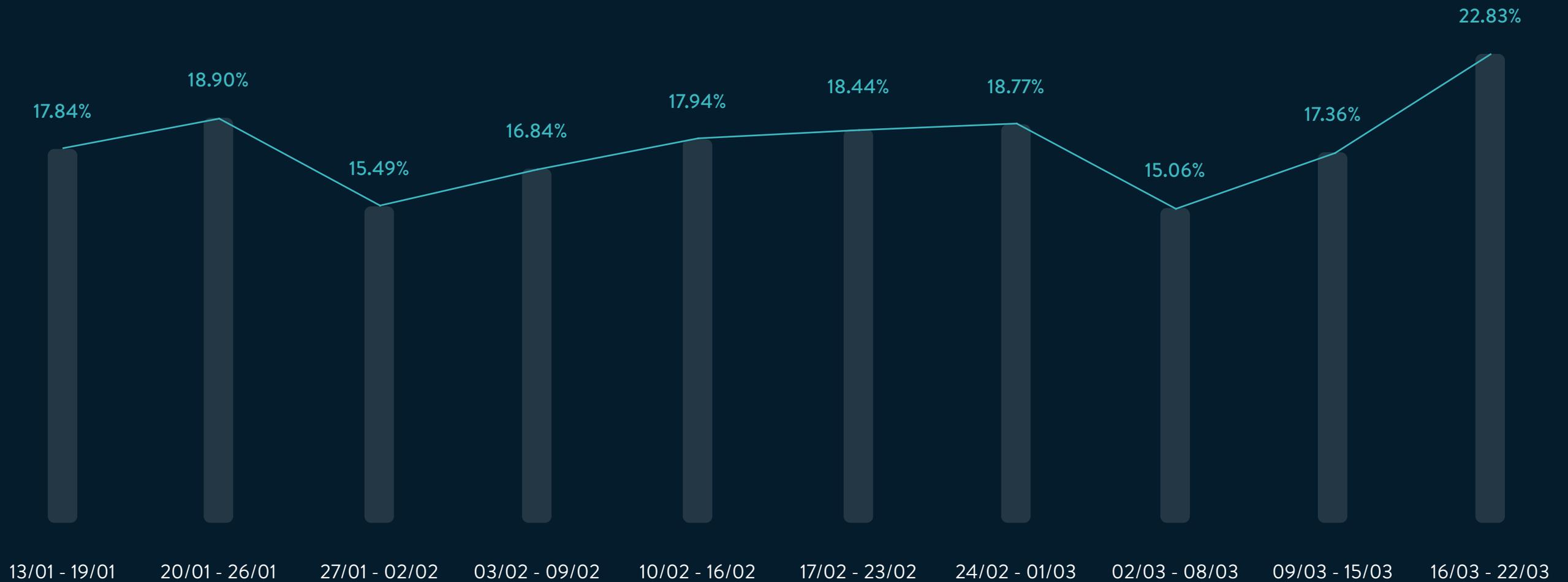
Change since last period

Response rate

22.83%

▲ 31.50%

Percentage of customers that respond to text messages from staff





Time range

March 16 - March 22

Change since last period

Rate of purchase intent

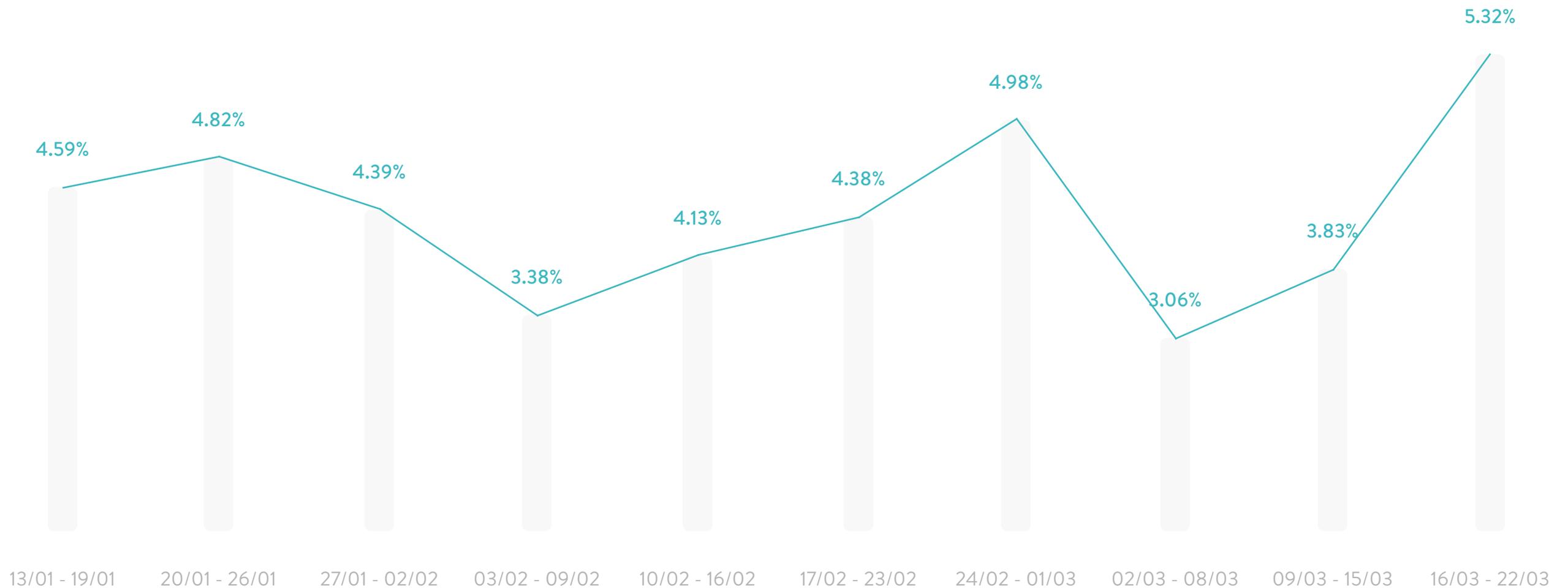
Consumer intent to purchase wireless products remains high in order to remain connected, despite uncertainty.

Rate of purchase intent

5.32%

▲ 38.82%

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



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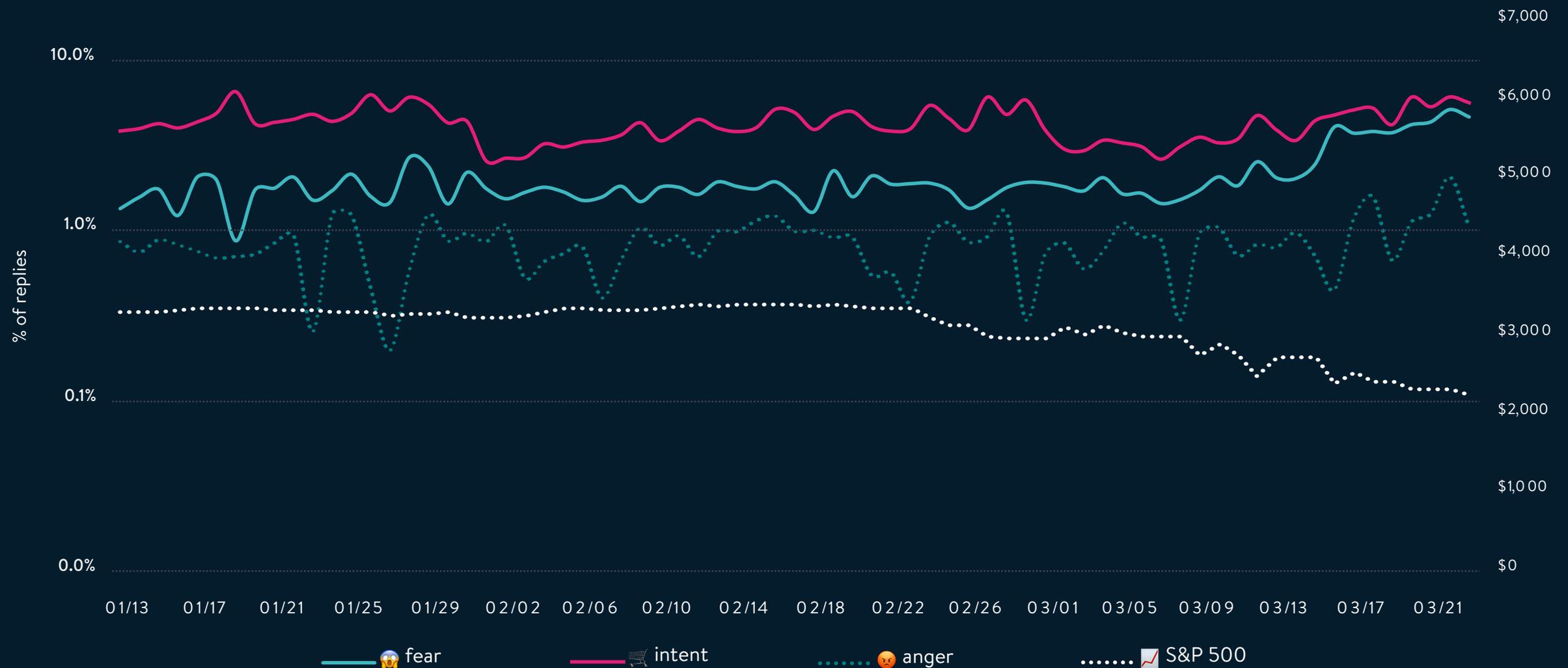
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Fear & Intent Index

Over the last 60 days, one million conversations in Statflo show that consumer purchase intent remains steady. The Fear Index, however, shows more purchases will be put off until April or May unless curbside/deliver service is offered.

Fear Index
Percentage of consumers that respond with expressions of fear, concern, or have expressly said purchases will be put off.

▲ 124%



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Snippets of real conversations

A sample of actual replies Statflo users have received when messaging their customers.

“Hey [redacted], thank you for checking in. My phone is working great. Thank you for the excellent customer service. I really appreciate it.”

Appreciation for customer service

“Thank you! That means alot. Take care of yourself and your coworkers ”

“Hey! The phone is beyond amazing! And the wife loves hers as well!! Thank you for the follow up!”

“Thanks for checking, hope your doing well with virus going around. Be safe.”

“Its ok you have done your best. I haven't had this kind of customer service experience with other companies. Truly great.”

“Hi [redacted], it's great I am working from home and on my phone alot more and wondering if I have options in upgrading to something bigger without a lot of cost?”

Intent to purchase expressed by customer

“Sure if you can send me some info for iPhones and plan options?”

“Hi [redacted] I am interested in upgrading this phone - am I able to upgrade online?”

“Good was thinking about upgrading today.”

“It's good ty n I was wondering if my account is allowing me to add a Apple Watch? N how does that work?”

“How much would it cost to add a smart watch on my plan?”

“[redacted] when is the next time you work so i can that home internet going?”

“Hi [redacted]. I am in desperate need of a new phone. Is it possible to drop my phone and pick up a new one when it's ready. I'd rather not have to wait in the store for the new phone.”

Requests to visit a retail store

“I'm not able to go out due to being in a high risk group for the virus. Just today my phone stopped charging. Can I have my son bring it in to have you look at it?”

“When is the best time I could drop it off in your store to be looked at?”

“I'd like to upgrade two of my lines on my account up to an iPhone 11. Is it possible to have activate before I go in? I just want to pick up them up with little to no contact as possible. Thinking maybe the 11 pro max. Let me know thank you.”

“Can you advise when order [redacted] is ready to pick up?”



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