

Customer Sentiment

Intelligence Product Overview
July 2023

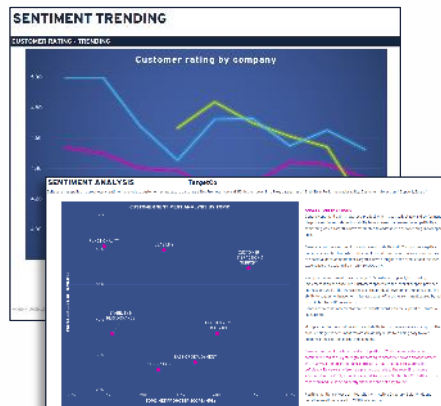
“Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

Due Diligence & Value Creation Accelerators

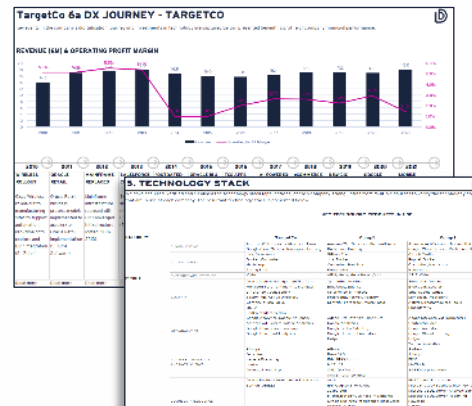
Commercial

- Products & Services
- Feature comparison (apps, software, eCommerce)
- Customer Sentiment
- Web traffic analysis
- Social channel performance



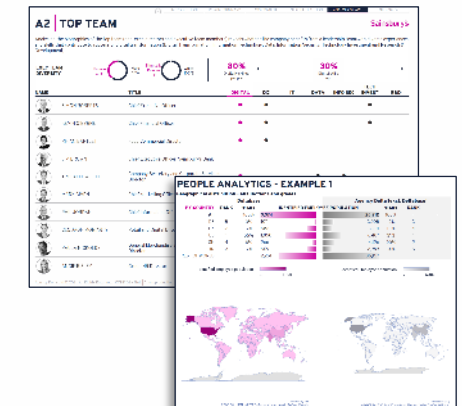
Technology & Digital

- Tech Stack
- Tech Skills & Recruitment
- Tech Operating Model
- Dx Journey Timeline
- Cyber (tools, skills, people)



People & Ops

- Skills & Recruitment
- Headcount Analytics
- Culture & EX
- Diversity & Inclusion
- Salary Intelligence



Commercial Intelligence & Benchmarking

Many companies are unaware of the richness of data available on their competitors from a wide range of sources and lack the skills to be able to extract and exploit the data to gain competitive advantage.

We use proprietary techniques to acquire, process and analyse this data and we benchmark companies against their competitors.

Our commercial intelligence & benchmarking products include:

- [Customer sentiment](#)
- [Commercial proposition](#)
- [Web traffic analysis](#)
- [Social media channel analysis](#)
- [Tailored timeline \(commercial focus\)](#)

Benchmark the customer experience of your clients or target companies against direct competitors.

Topic-level sentiment analysis available across a wide range of topics (non-exhaustive):

- ✓ Customer support
- ✓ Value for money / pricing
- ✓ Renewals (subscription / policy-based products)
- ✓ Digital experience (e.g. banking, insurance, utilities)
- ✓ Product quality (physical products)
- ✓ Delivery timescale (physical products)
- ✓ Usability (software & apps)
- ✓ Ease of deployment (software)
- ✓ Integration (software)
- ✓ Flavour & taste (food & beverage)
- ✓ Nutrition / health benefits (food & beverage)
- ✓ Pack sizing (consumables)
- ✓ Sizing (clothing)
- ✓ Bespoke topics also available

Features and Benefits



Topic-level sentiment scoring

Identify product & service strengths and weaknesses; benchmark companies against their competitors at a topic level.



Time-series analysis

Identify specific topics that are showing an improving or worsening trend over time to qualify commercial & competitive risk and opportunity.



Curated review excerpts

See specific review comments mapped to topics to understand the voice of the customer.

Use Cases



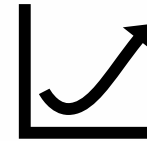
M&A Advisory

- M&A due diligence (CDD, Tech DD for technology assets, platform diligence, VDD)
- Value Creation



Consulting

- Consulting (commercial strategy, pricing optimisation, digital transformation, customer journeys)
- Customer experience (CX) transformation



Business Development

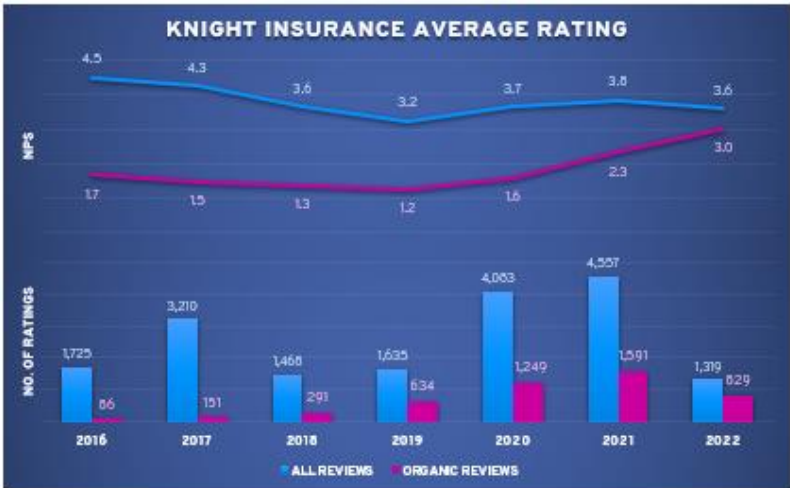
- Data-led client conversations
- RFP responses
- Account planning



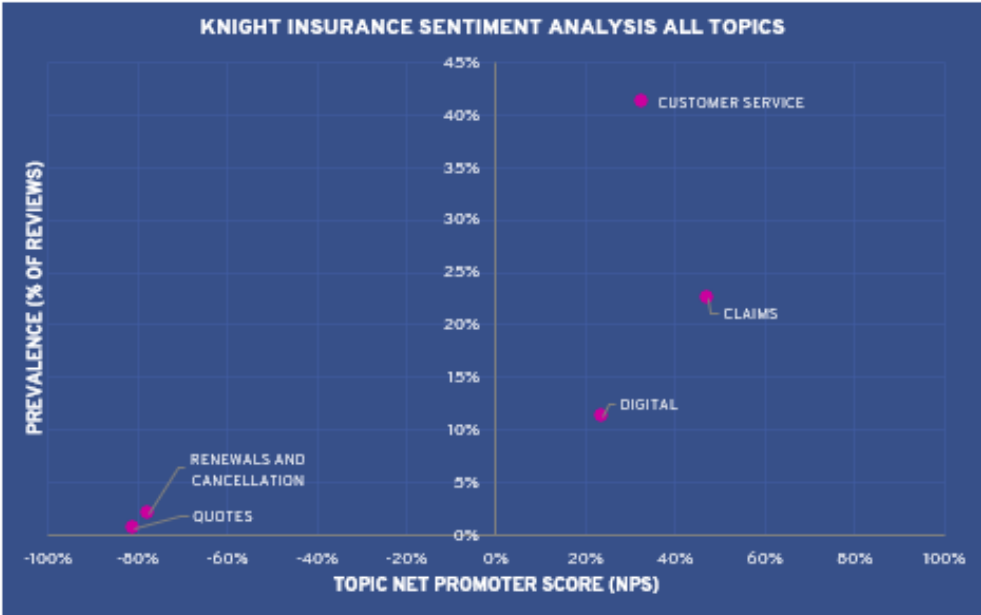
Screenshots

Company-by-company sentiment analysis at topic level

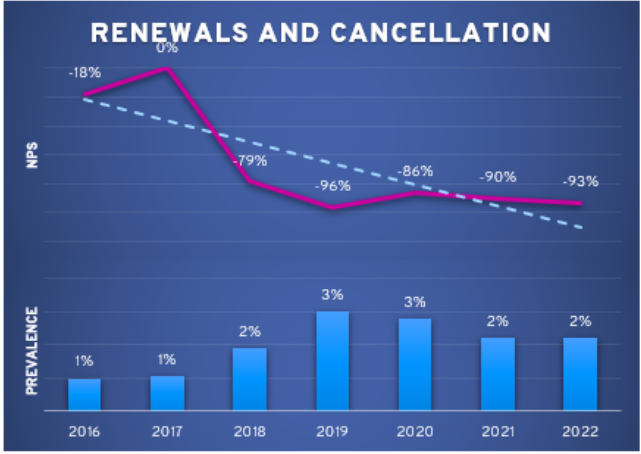
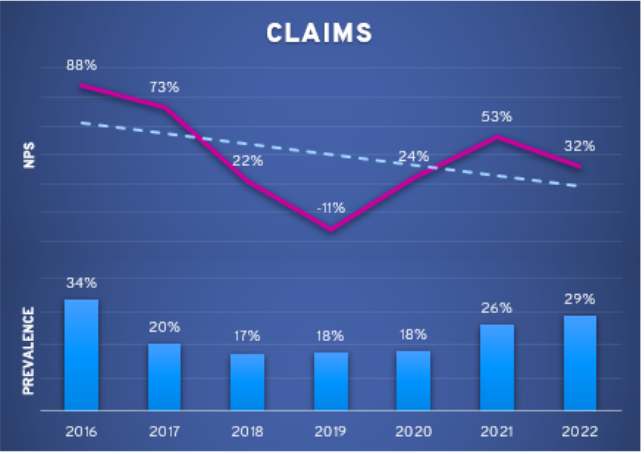
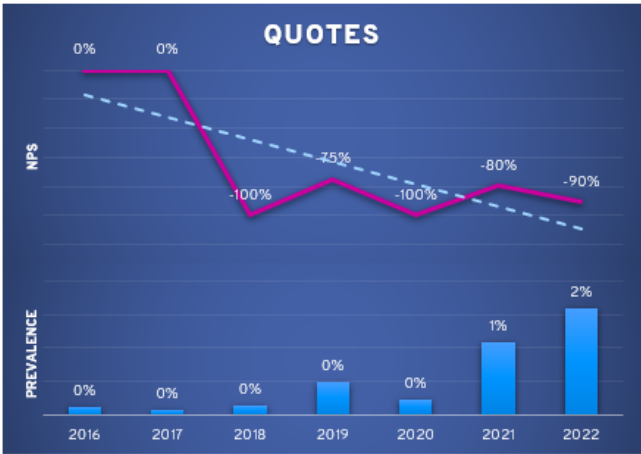
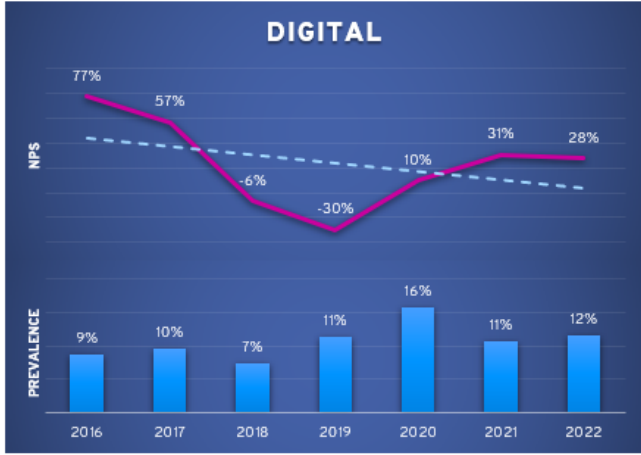
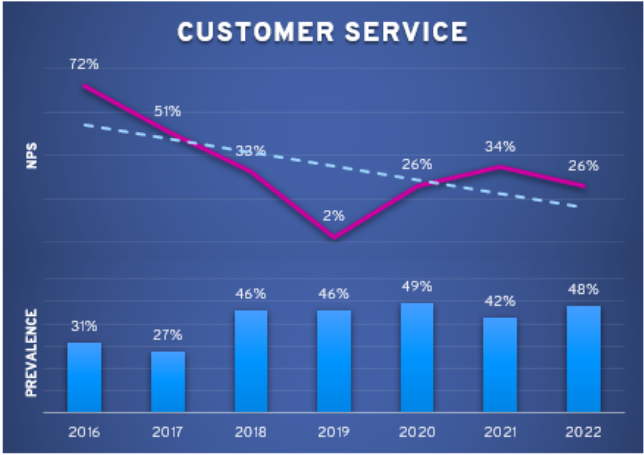
1. TIME SERIES (RATING) (SOURCE: TRUST PILOT)



2. TOPIC-LEVEL SENTIMENT (ALL TOPICS)



Topic-level trend analysis for each company

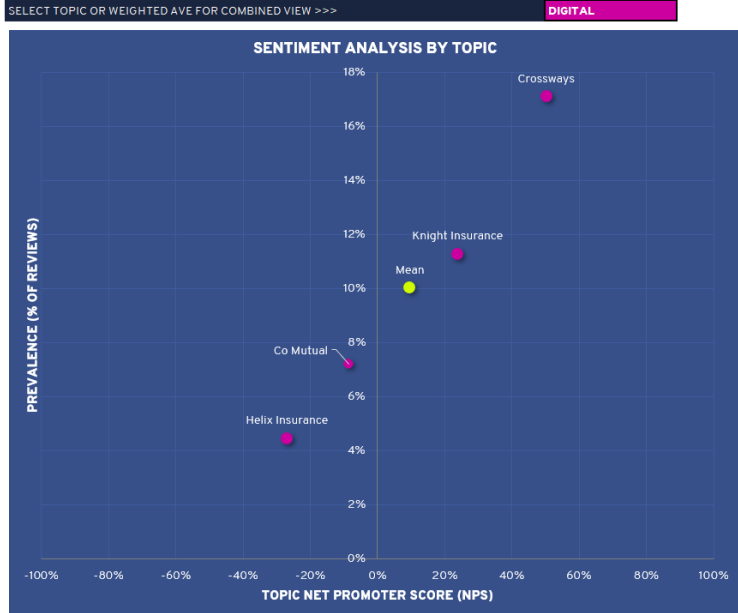


Auto-curated review excerpts for context



CUSTOMER SERVICE	DIGITAL	QUOTES	CLAIMS	RENEWALS AND CANCELLATION
POSITIVE	POSITIVE	POSITIVE	POSITIVE	POSITIVE
<p>"An unparalleled customer service. The insurance company is accommodating and very helpful without any stumbling blocks. So far it has always been of good help."</p> <p>"The staff are competent and very helpful. I had a very complex water damage. The clerk in charge and the colleagues were all very helpful and worked in a goal-oriented manner."</p>	<p>"Incidentally, the digital portal for reporting damage was easy to find and easy to fill out."</p> <p>"After logging in to the website, I was able to enter all the data. The processing then ran automatically without any problems. Thank you very much:"</p>	<p>"The request for a quote was very easy and quick to create online. Acceptance followed immediately. The offer was about 40% below that of my previous insurance (unbelievable 🤖)."</p> <p>"I received very good advice on taking out and changing my car insurance and received a cheap insurance quote. The service on the phone was very good, the staff friendly and competent. "</p>	<p>"Very satisfied, quick and unbureaucratic handling of the claim."</p> <p>"I have already had a number of claims in various insurance cases. Knight is fast and uncomplicated. Claims are handled correctly without exception, without ifs or buts. "</p>	<p>"I have just renewed my contract with a few other offers and have not chosen any other provider because I have always been satisfied in recent years."</p> <p>"Easy renewal. Advised on adding drivers and quickly re-quoted for my expected increased mileage this year"</p>
NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE	NEGATIVE
<p>"Incompetent, way too slow, rude on the phone. Incredibly arrogant. Not finding the email first, then processing the wrong claim number, then being rude, and then not processing it for 6 weeks."</p> <p>".. Then he gave me a number to contact, where I was forwarded again after waiting forever. After renewed waiting eternal times I should then turn to 3 numbers, since there are all different departments that have to change each insurance company separately ?? ! ! .."</p>	<p>"Basically, it works well with the Knight. But the "My Knight" portal doesn't work the way we'd like it to. Again and again the individual steps are not understandable."</p> <p>"Online application problematic: Private liability insurance applied for online, after confirmation of receipt by email no more feedback or contract received in writing or digitally. After 1 month I contact customer service and they tell me that I didn't apply for a contract. Super fast customer service via live chat. Digitization disaster goal. First and last time at Knight."</p>	<p>"The quote I received was very poor with an exorbitant price. Having been with Knight for over 8 years, without a single claim and then to have them try to rob me blind is ridiculous."</p> <p>"I was then quoted at a more expensive price. I then called to complain about it and was promised the lower price again. However, the higher price was debited. I can't be satisfied with that."</p>	<p>"That was August, now we have December and Knight is still processing insurance claim of 200 EUR. So I have to assume they are growing the trees to make paper from, then print money and envelopes and send me my money with a pigeon. "</p> <p>"Have a broken glass while driving abroad. In order to register the claim had to speak with 10 different people who did not manage to help, nor online customer service who promised to call back but did not do this. Also could not find me place where to change glass of the car. Strongly suggest not to use!!"</p>	<p>"Awful Renewal offer: Been with Knight for my motor insurance for two years and I have never had an accident. They decided to offer me a renewal quote this year which was nearly €600 more than what I was paying last year. "</p> <p>"Trying to deal with a public liability claim. Phoning 3 times a week for 6 weeks and no further forward. Guess who I will not be dealing with when it comes up for renewal."</p>

Peer-set comparisons and topic rankings

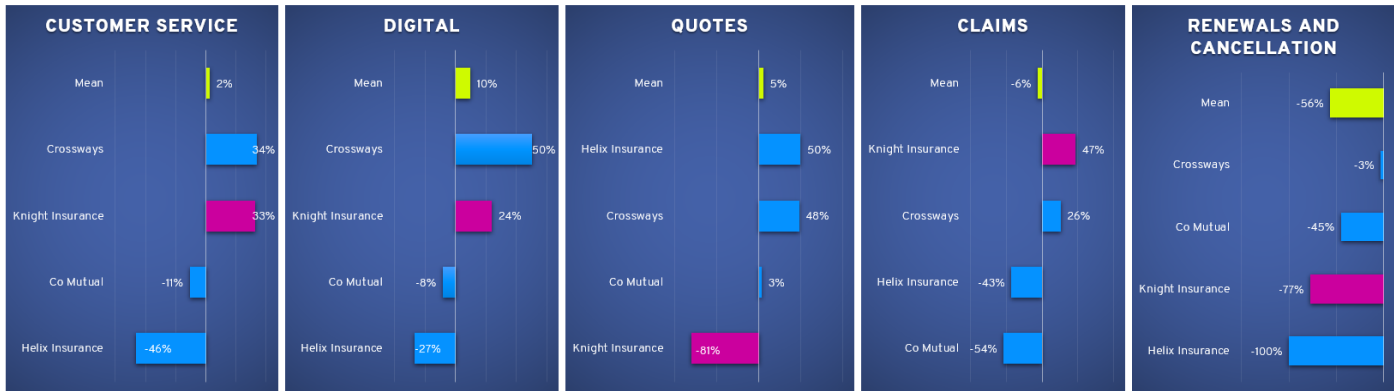


Source: Delldata analysis of reviews from Trust Pilot

GRAPH DATA

NPS	CUSTOMER SERVICE		QUOTES	CLAIMS	RENEWALS AND CANCELLATION		SELECTION
	SERVICE	DIGITAL			WEIGHTED AVG	DIGITAL	
Knight Insurance	33%	24%	-81%	47%	-77%	32%	23.8%
Helix Insurance	-46%	-27%	50%	-43%	-100%	-46%	-27.0%
Co Mutual	-11%	-8%	3%	-54%	-45%	-25%	-8.4%
Crossways	34%	50%	48%	26%	-3%	32%	50.2%
Mean	2%	10%	5%	-6%	-56%	-2%	9.6%

PREVALENCE	CUSTOMER SERVICE		QUOTES	CLAIMS	RENEWALS AND CANCELLATION		SELECTION
	SERVICE	DIGITAL			WEIGHTED AVG	DIGITAL	
Knight Insurance	41%	11%	1%	23%	2%	30%	11.3%
Helix Insurance	42%	4%	1%	24%	5%	31%	4.5%
Co Mutual	46%	7%	3%	25%	5%	33%	7.2%
Crossways	44%	17%	13%	23%	11%	26%	17.1%
Mean	43%	10%	4%	24%	6%	31%	10.0%



Geo Coverage

- Since our data sources are global, we can assess target companies headquartered in a range of locations.
- Source language is not usually a challenge for us, although some data types are more readily available in some jurisdictions.
- An evidence scan is completed to confirm adequate data coverage before we start work on any brief.

Geographies tried and tested

- ✓ UK (incl. Channel Islands, Gibraltar), Ireland
- ✓ United States, Canada
- ✓ Australia, New Zealand
- ✓ EU: France, Germany, Spain, Italy, Sweden, Switzerland, Poland, Belgium, Netherlands
- ✓ Israel
- ✓ India
- ✓ Singapore

Geographies with known data limitations

- ✓ Russia
- ✓ China, Hong Kong
- ✓ Japan
- ✓ Pakistan

All other countries: Subject to evidence scan

