THE "CHALLENGE"

Over the last years, Marjane has been relying on Talkwalker, a renowned social listening tool to monitor its mentions and compare its social media performance with that of its competitors.

Talkwalker has been effective in providing a range of basic metrics such as engagement metrics (likes, shares, and comments), post frequency, follower counts, word clouds, etc. These metrics, while useful for a general overview of social media performance and mentions tracking, fall short in capturing the in-depth, qualitative aspects of social data.

To truly enhance its strategic communication approach and gain a deeper understanding of its audience, Marjane requires insights that go beyond the capabilities of conventional social listening tools. This requires a shift towards a more sophisticated solution capable of conducting deep textual analysis to provide meaningful insights. Such a solution would not only gather data but also analyze the underlying themes, sentiments, areas of concerns, and cultural nuances embedded within the online conversations of the Moroccan audience, who primarily communicate in Arabic, Darija, and 3aransia, which adds an extra layer of complexity to the analysis.

KEY OBJECTIVES

- Analyze content strategy and performance vs competitors (Topics, frequency, engagement, etc) to keep up with the industry and stay relevant

- Identify conversation drivers to spot oppotunities and areas of concerns of customers

- Evaluate the conversational volume and quality of engagement (excluding game-related interactions) to determine the effectiveness of the brand's communication in engaging the audience

- Identify the language and cultural nuances of the audience to adapt the brand's communication

- Analyze the sentiments within discussions about Marjane versus its competitors to understand the brand's perception and market position

- Keep a track record of all the data across time to privide enhaced possibilities of analysis and data use.
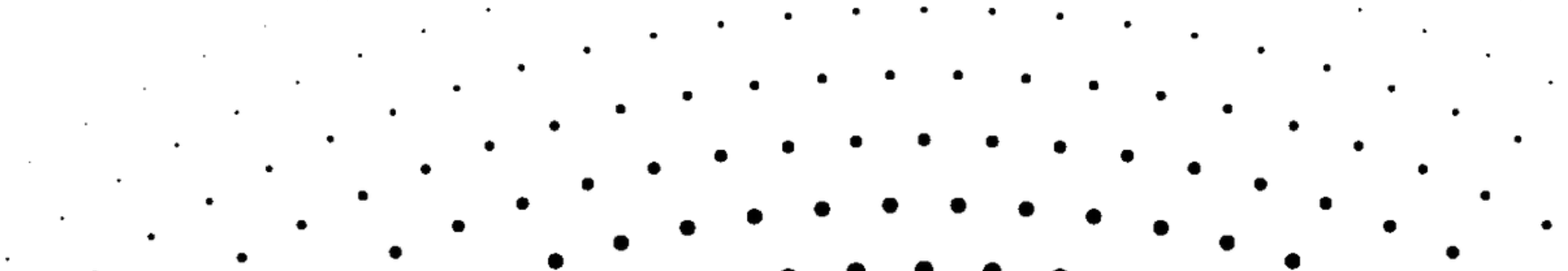
THE SOLUTION

Achgal Insights is an advanced conversational analytics and insights platform, 100% Moroccan. It harnesses the power of both human intelligence and artificial intelligence to extract knowledge and insights from unstructured qualitative data, including posts, comments, reviews, and customer feedback across various online platforms.
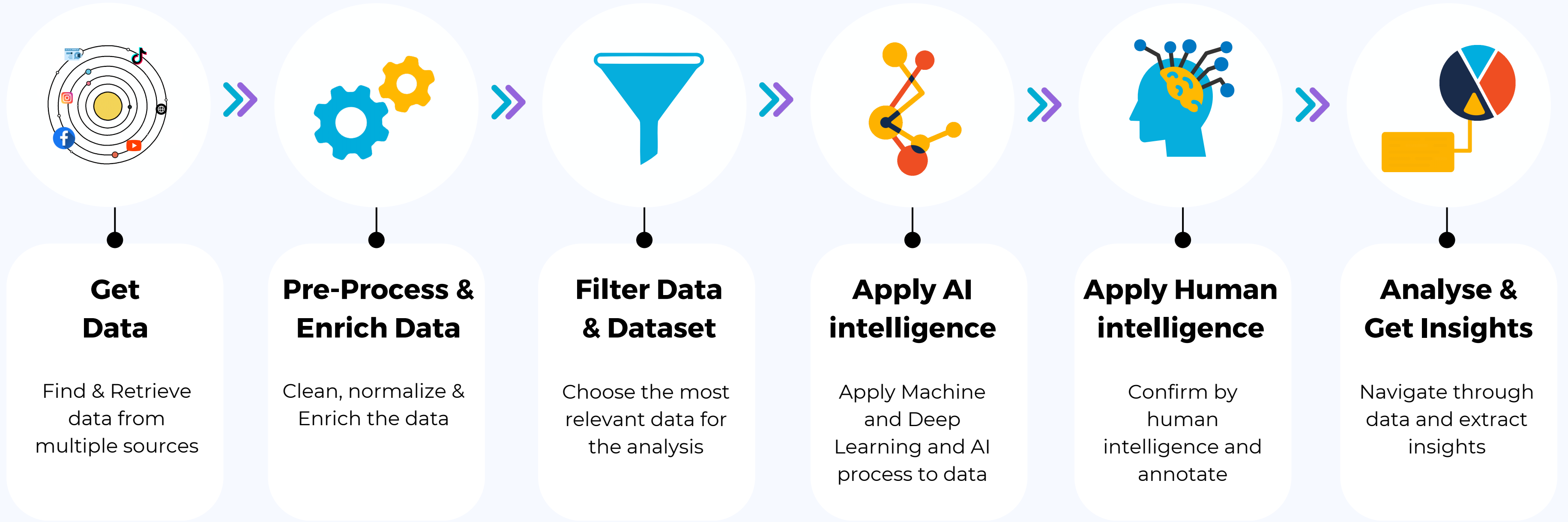
While AI accelerates analysis and identifies patterns, human expertise ensures a profound understanding of Marjane's unique challenges and needs. Our team brings a wealth of knowledge of the retail industry, enriching our analysis with local context and cultural understanding to deliver insights that are relevant to Marjane.

Achgal Insights relies on several (inhouse developed) Machine Learning and Deep Learning models to interpret, analyze, and categorize conversations and comments in a meaningful way for analytical and management purposes. This includes analysis of sentiments, brands, topics, complaints, information requests, and more.

These models have been fine-tuned using over 15 million comments gathered over 18 months. They have been specifically calibrated to understand not only standard languages but also the nuances of Darija and 3aransia in Morocco.

THE PROCESS

Get Data

Find & Retrieve data from multiple sources

Pre-Process & Enrich Data

Clean, normalize & Enrich the data

Filter Data & Dataset

Choose the most relevant data for the analysis

Apply AI intelligence

Apply Machine and Deep Learning and AI process to data

Apply Human intelligence

Confirm by human intelligence and annotate

Analyse & Get Insights

Navigate through data and extract insights

THROUGH A DETAILED AND RIGOROUS DATA REFINEMENT PROCESS, WE TURN UNSTRUCTURED DATA INTO ACTIONABLE INSIGHTS

1. Get Data: In the initial phase, data is collected from two main sources: Facebook/Instagram public data through their APIs, and Achgal's proprietary scraper tool, which extracts information from private sources (in total compliance with privacy and personal data respect).

2. Pre-Process & Enrich Data: Following data collection, the information is subjected to pre-processing steps. This includes cleaning to remove duplicates and standardizing the data so that it follows a consistent format for analysis.

3. Filter Data & Dataset: To remove the noise, irrelevant comments related to games or any content that is not meaningful is filtered out.

4. Apply AI Intelligence: Machine learning and deep learning algorithms are applied to the filtered dataset. During this stage, 5 distinct models were employed for Marjane's use case:

- **Language Identification:** The first model utilized is the language identification model, which automatically identifies the languages used within the collected data. Specifically developed to overcome the complexity of morocan population natural use of languages (darija, 3aransia ...)
- **Sentiment Analysis:** This analysis identifies whether comments are positive, negative, or neutral, providing insights into how the audience perceives Marjane and its competitors.

THROUGH A DETAILED AND RIGOROUS DATA REFINEMENT PROCESS, WE TURN UNSTRUCTURED DATA INTO ACTIONABLE INSIGHTS

- **Topic Modeling :** wich focuses on topic modeling for owned media and earned media. It automatically identifies and categorizes the key topics present in Marjane's and its competitors' own social media content, and also user-generated content within earned media.
- **Entity detection:** It focuses on identifying key entities such as product-related attributes (e.g., price, availability, quality), services (e.g., delivery, after-sales service, warranty), and entities related to stores, brands names, or products names, touch points...
- **Irritation vs. Information Requests:** it is dedicated to distinguish between two essential categories: irritations and information requests within comments. This model is specifically designed to provide Marjane teams with a refined actionnable out put (irritation : problems to solve / information requests: to take into consideration as part of the communication design process of the brand)

5. Apply Human Intelligence: Our annotation specialists come into play to validate the AI generated results. They review and annotate the data, ensuring accuracy and providing context that AI may overlook. And contribute, in the process, to refine the effectiveness of the model, thus increasing the automatic accuracy of the model.

6. Analyze & Get Insights: In this final phase, we compile the results into a user-friendly dashboard to make it easy for Marjane teams to analyze, extract insights and act on it.

SCOPE OF
ANALYSIS

After collecting a significant amount of data, we undertook a meticulous data refinement process to remove any irrelevant content, such as game-related comments. As a result, we retained:

17 524

data relevant for the analysis

These data came from two main sources types:

- **Owned Media:** This includes all posts and comments within Marjane's own social media accounts and those of its competitors.
- **Earned Media:** This covers all posts and comments about Marjane, regardless of the source (Facebook pages, facebook groups, Instagram profiles, etc), excluding its official social media accounts.

The social media platforms we analyzed include
- Facebook
- Instagram

KEY METRICS

Number of data analyzed
17,524

Number of posts
8.195

Earned
6,350

Owned
1,845

Number of comments
9,329

Number of sources
1,145

KEY RESULTS

- By filtering out irrelevant conversations, we conducted a precise and focused analysis of Marjane's share of voice compared to its competitors. This refined analysis empowered Marjane to assess the quality of their engagement and that of their competition, ensuring that the data was not skewed by game-related or other irrelevant conversations.
- The trend analysis also enables them to zoom in on spikes and examine what was happening during those periods.
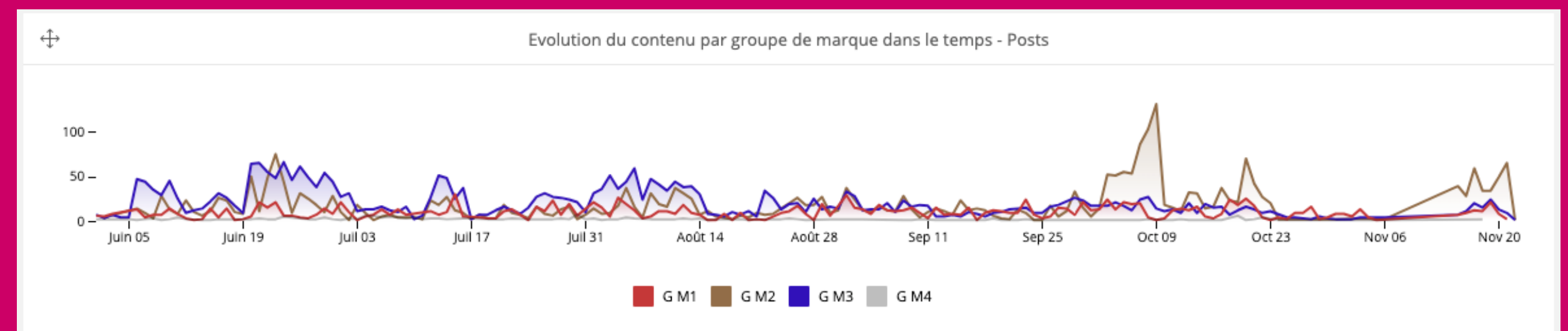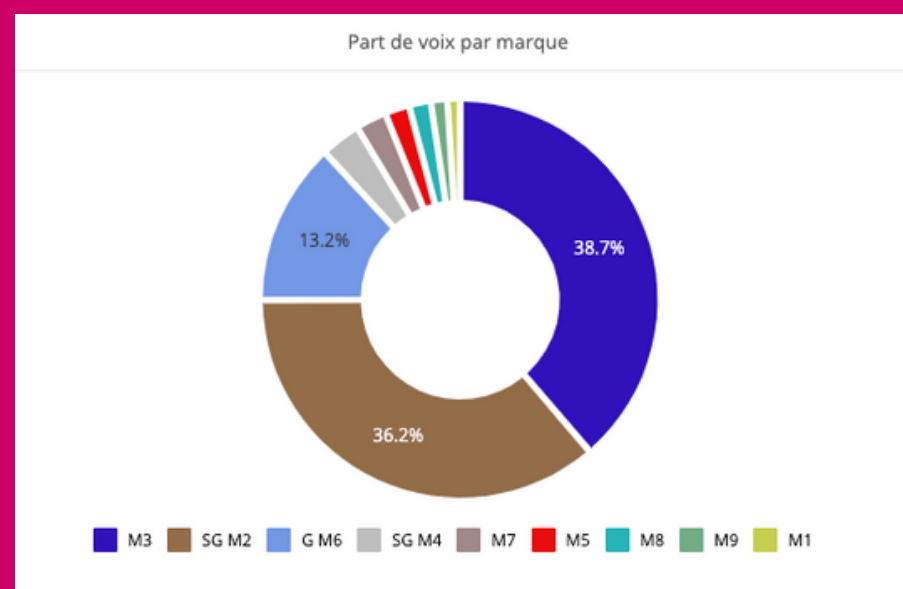
Part de voix par marque

Evolution du contenu par groupe de marque dans le temps - Posts

NB: To ensure the confidentiality of client data, all brand names are replaced with anonymous codes
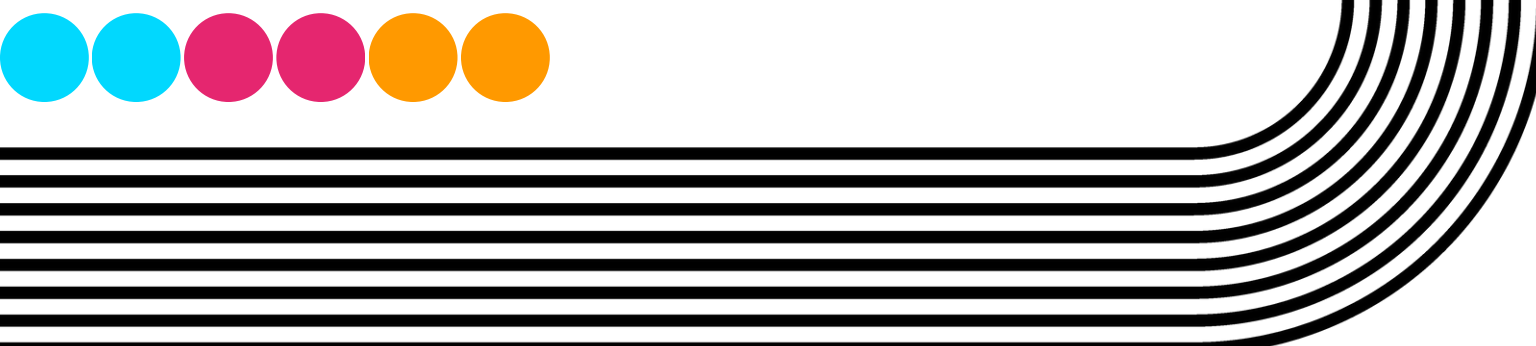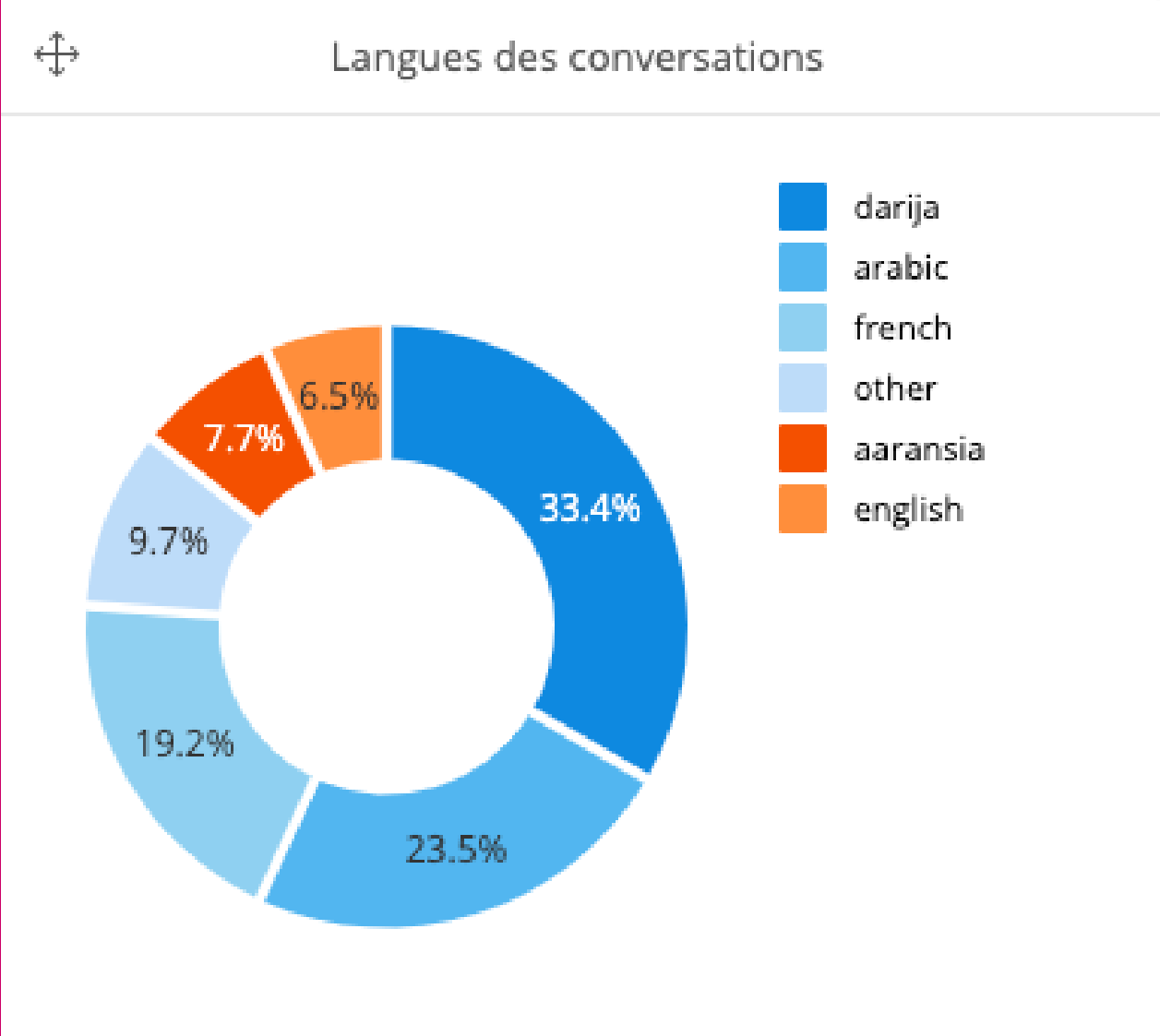
- Our sentiment analysis model is highly accurate in comprehending conversations, even in Darija and 3aransia. It offers a comprehensive overview of sentiment within conversations, allowing Marjane to:

  - **reveal how customers feel about Marjane vs competitors**
  - **evaluate the effectiveness of marketing campaigns and social media content**
  - **zoom into positive and negative feedback and identify emerging trends and issues**
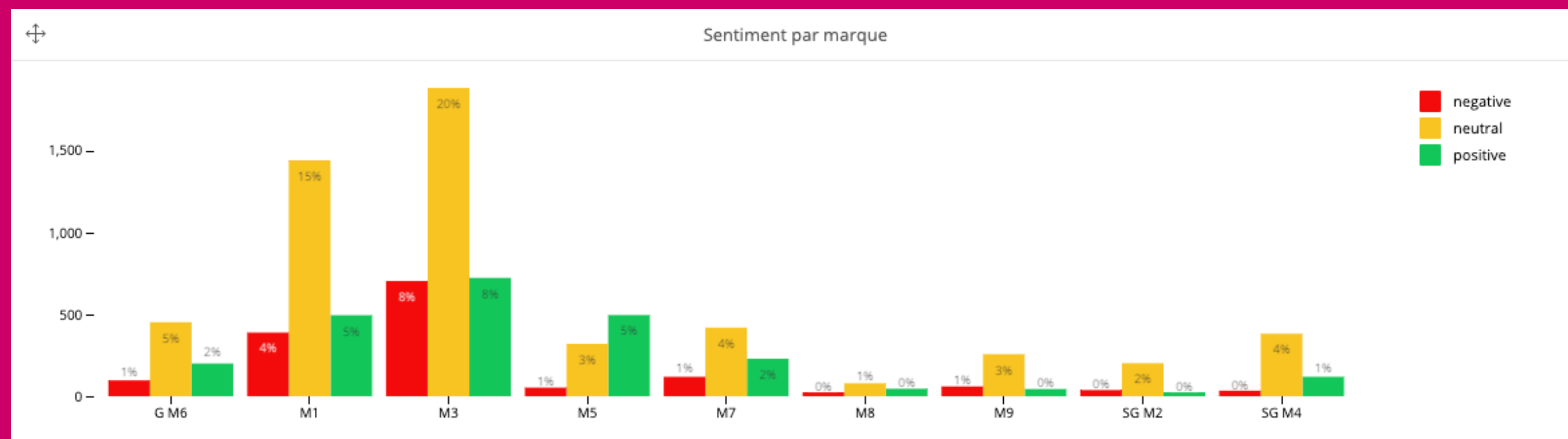
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- Our language identification model allows us to analyze the languages and cultural nuances within audience conversations, including those in Darija and 3aransia.

- This language breakdown helped Marjane **to determine the primary language spoken by their audience, and tailor their communication strategy** to their audience's preferred languages.

Langues des conversations

- darija 33.4%
- arabic 23.5%
- french 19.2%
- other 9.7%
- aaransia 7.7%
- english 6.5%

By categorizing topics of social media posts published by the retail industry, Marjane was able to achieve several outcomes:
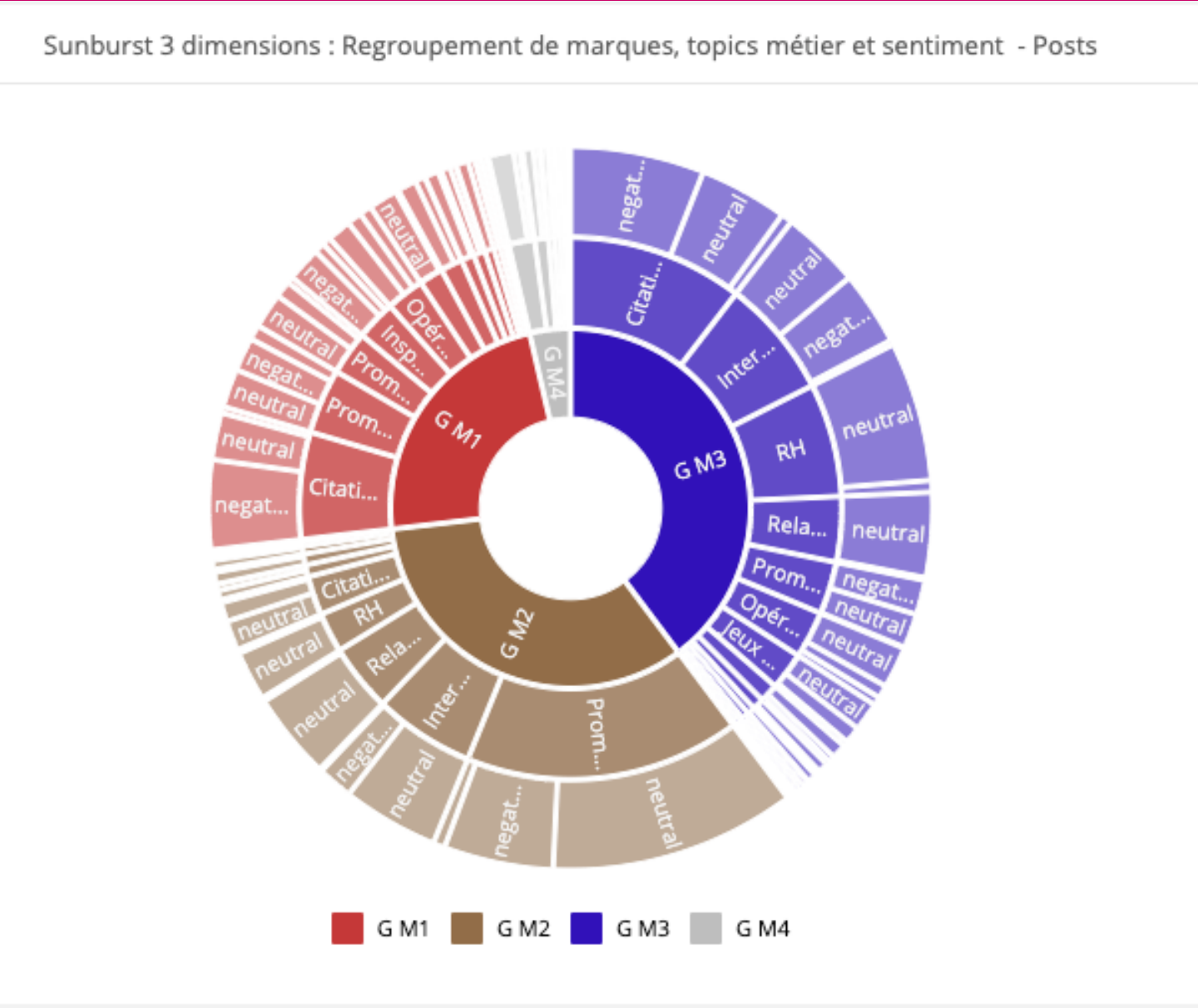
- **Benchmarking:** Marjane effectively compared its own content with industry practices. This assessment helped them determine whether their communication strategy aligns with or differs from the industry
- **Opportunities Identification:** Marjane identified unique and less-explored themes within the industry which enabled them to seize opportunities for differentiation
- **Enhanced Engagement:** The analysis unveiled the themes that sparked discussions and interactions within the industry, which helped Marjane to understand which themes capture the attention and interest of customers

Principaux topics métier identifiées dans les Posts
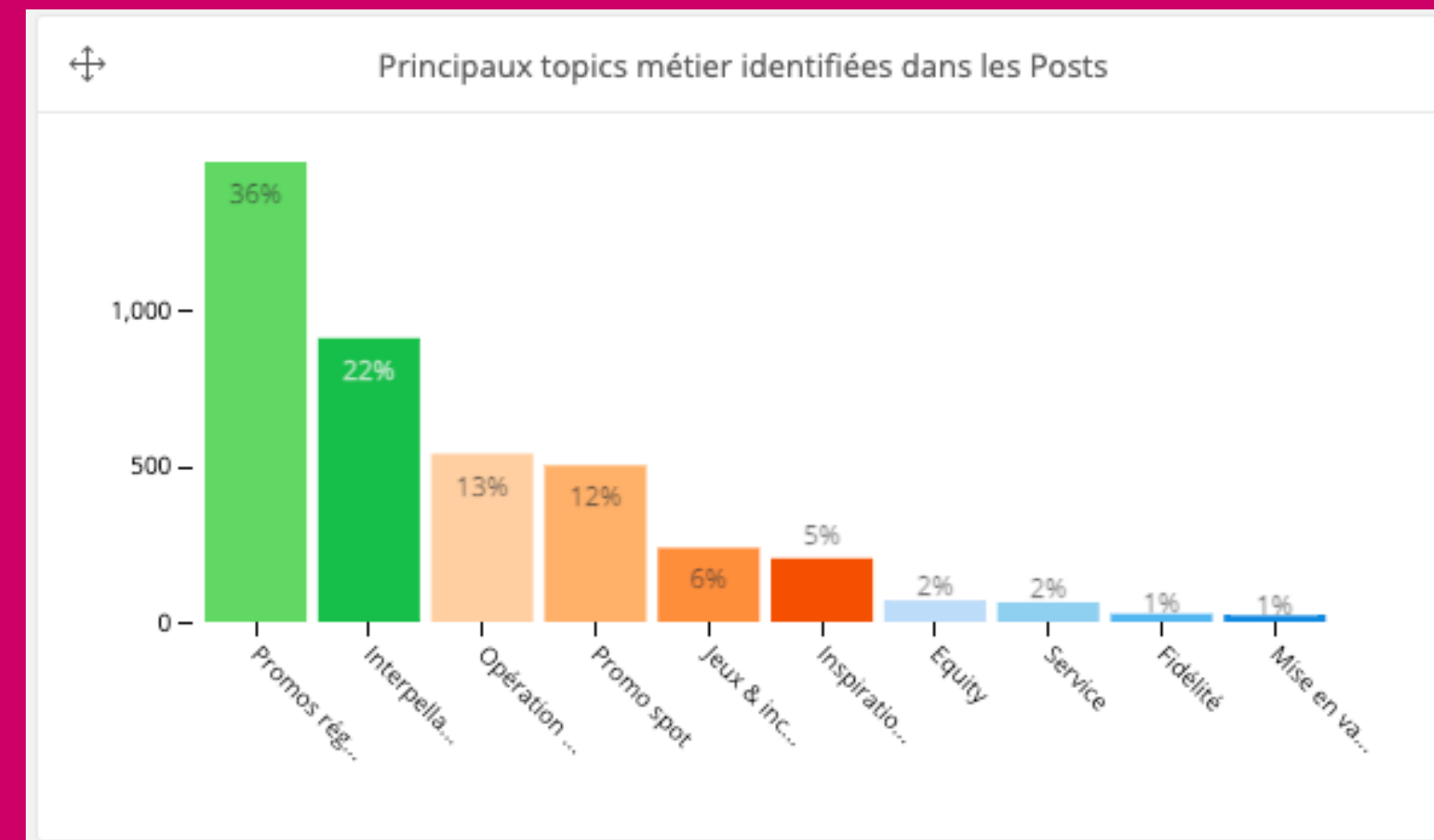
Understanding the sentiment associated with each topic by brand provided several insights to Marjane and helped them to:

- Understand their competitive standing: If competitors have better sentiment on certain topics
- Understand the strengths and weaknesses of each brand, including their own, and pinpoint topics where they excel and topics where sentiment still need improvement
- Produce more content around topics associated with positive sentiment
- Reassess their strategies for topics with negative sentiment, seeking ways to improve sentiment or adjust their approach

Sunburst 3 dimensions : Regroupement de marques, topics métier et sentiment - Posts
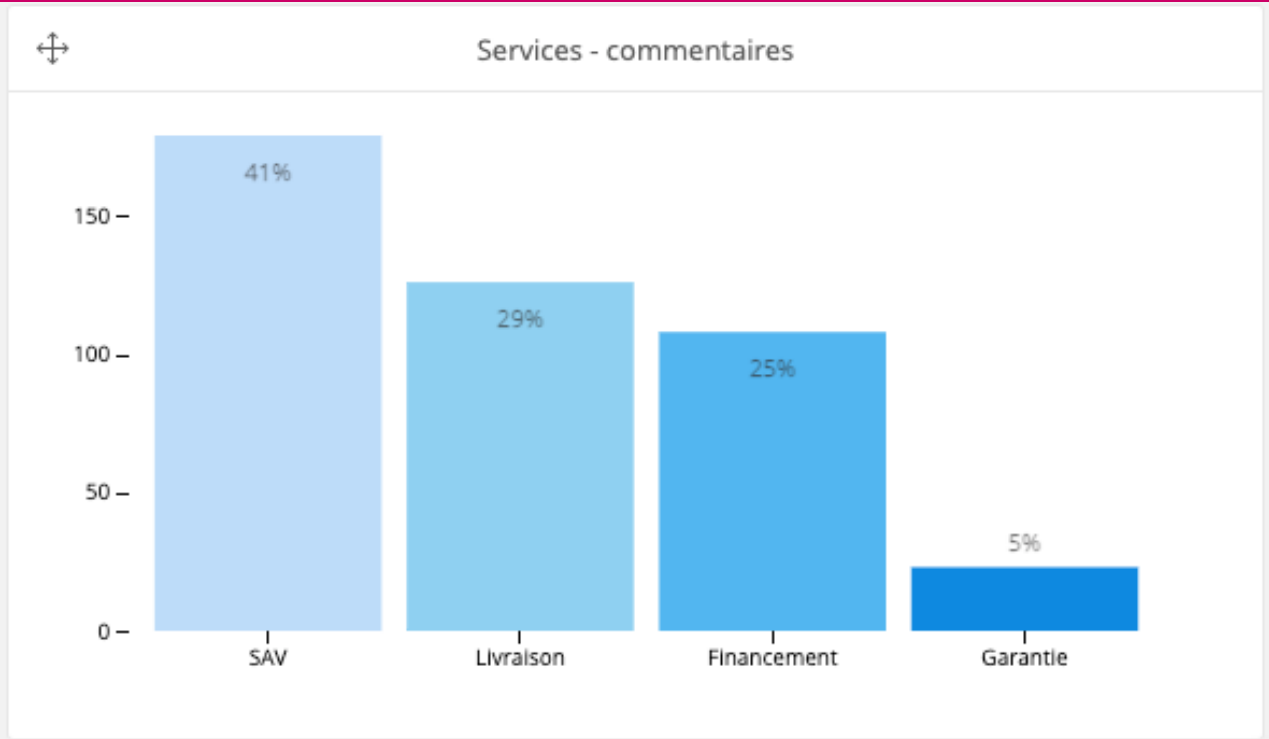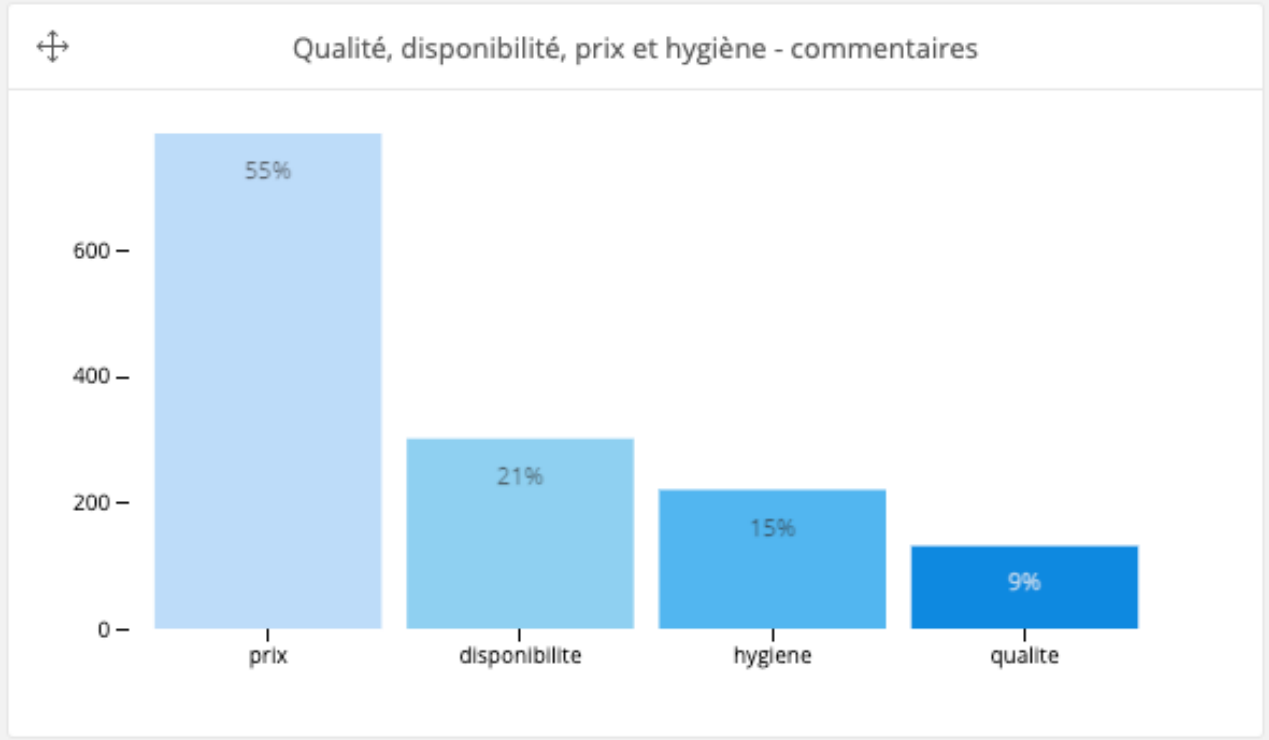
G M1   G M2   G M3   G M4

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By identifying key elements discussed in social conversations about retailers, we gain an in-depth understanding of what matters most to customers. This empowers Marjane to:

- Identify specific aspects of their offerings that matter most to customers
- Create contents that addresses customer concerns
- Adopt consumer-centric approach and align their strategies and resources to meet customer needs effectively

Qualité, disponibilité, prix et hygiène - commentaires

Services - commentaires
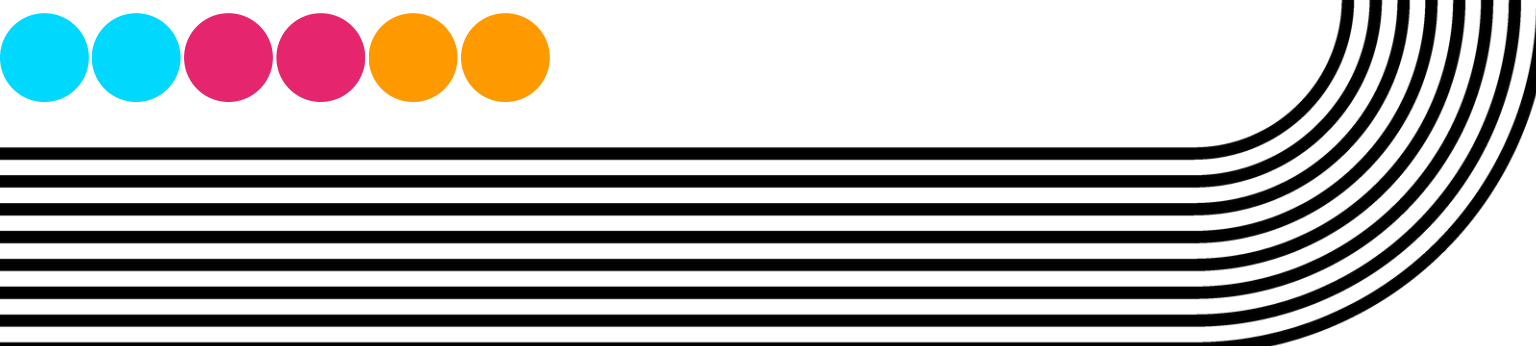
- Categorizing comments by entities : "Product, Aisle, Brand, and Store" allows Marjane to delve into conversations in great detail, facilitating a deeper understanding of customer preferences, areas of concern, sentiment, and more within each category.
- Marjane also gains insights into which category garners the most attention and discussion for each brand, which helps them to inform their competitive strategies and refine their brand messaging.
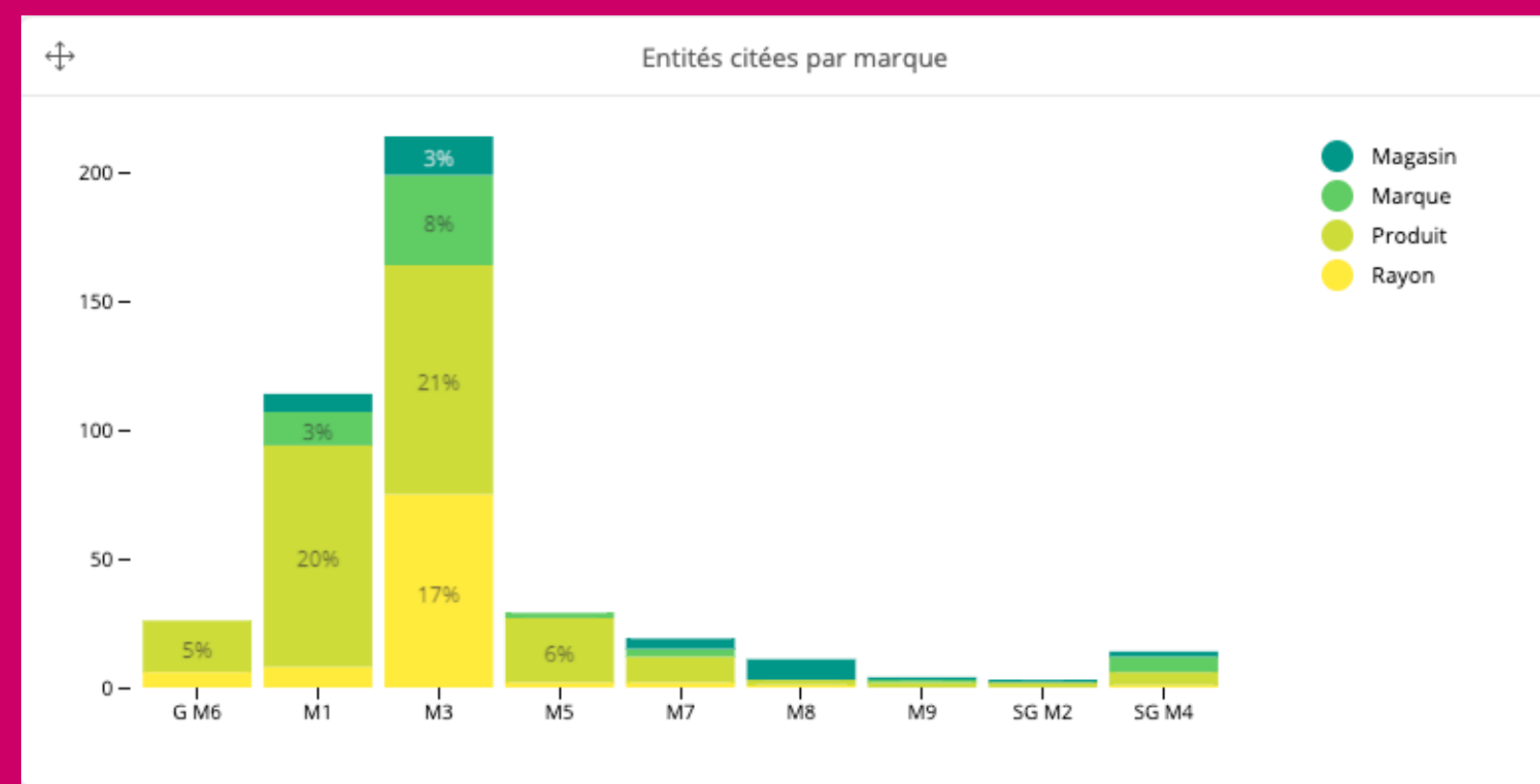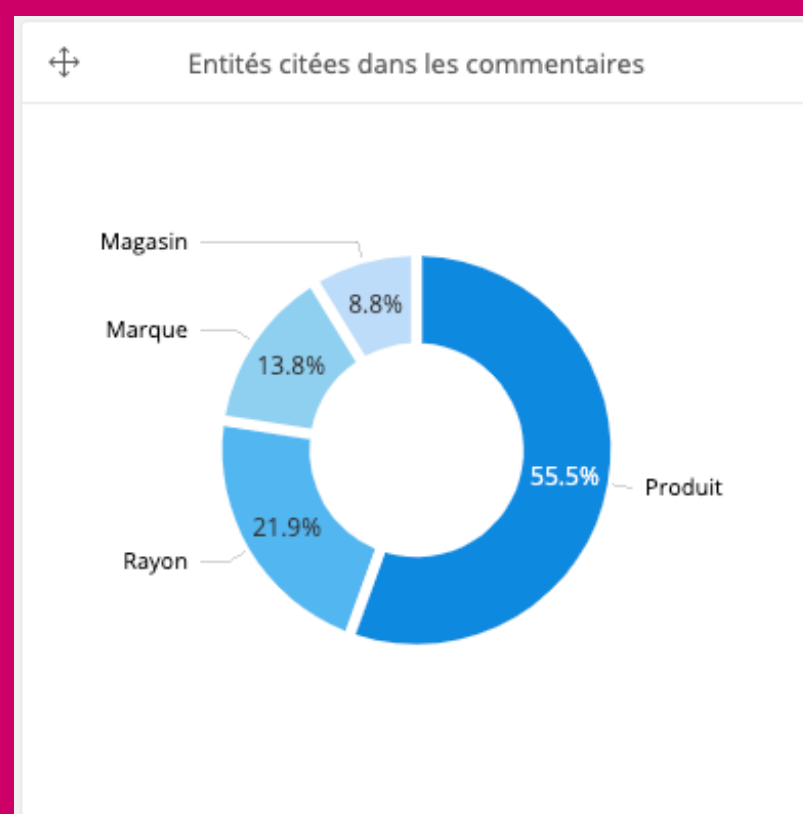
Entités citées dans les commentaires

Entités citées par marque

NB: To ensure the confidentiality of client data, all brand names replaced with anonymous codes

To ensure Marjane's commitment to delivering the best customer experience, it was crucial to discern between customer irritations and information requests. This provides them valuable insights to :

- Create content that directly addresses common irritations and informations requests
- Regularly compare irritations and information requests with those of our competitors to assess their competitive standing in terms of customer satisfaction and engagement.
- Understand the specific issues that irritate customers in order to address them promptly and prevent negative sentiment from spreading

Demandes d'informations versus Expression d'irritations - d...

44.2%

55.8%

Irritation   Demande d'information
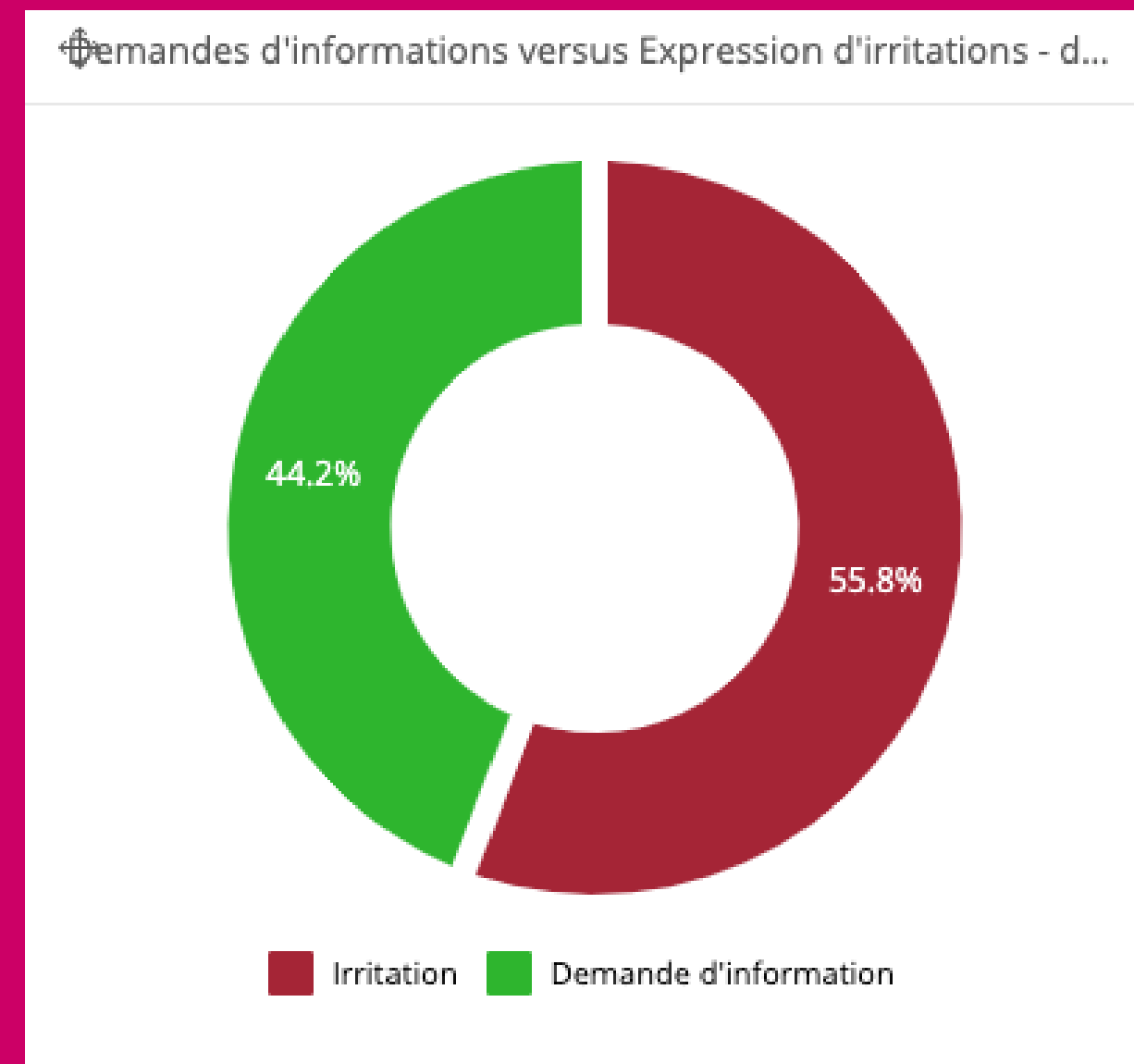
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