Quid®

Voice of the Customer:

SONY OLED TELEVISIONS

A leading consulting firm wanted to learn more about consumer perspectives on Sony OLED Televisions across a number of key metrics.

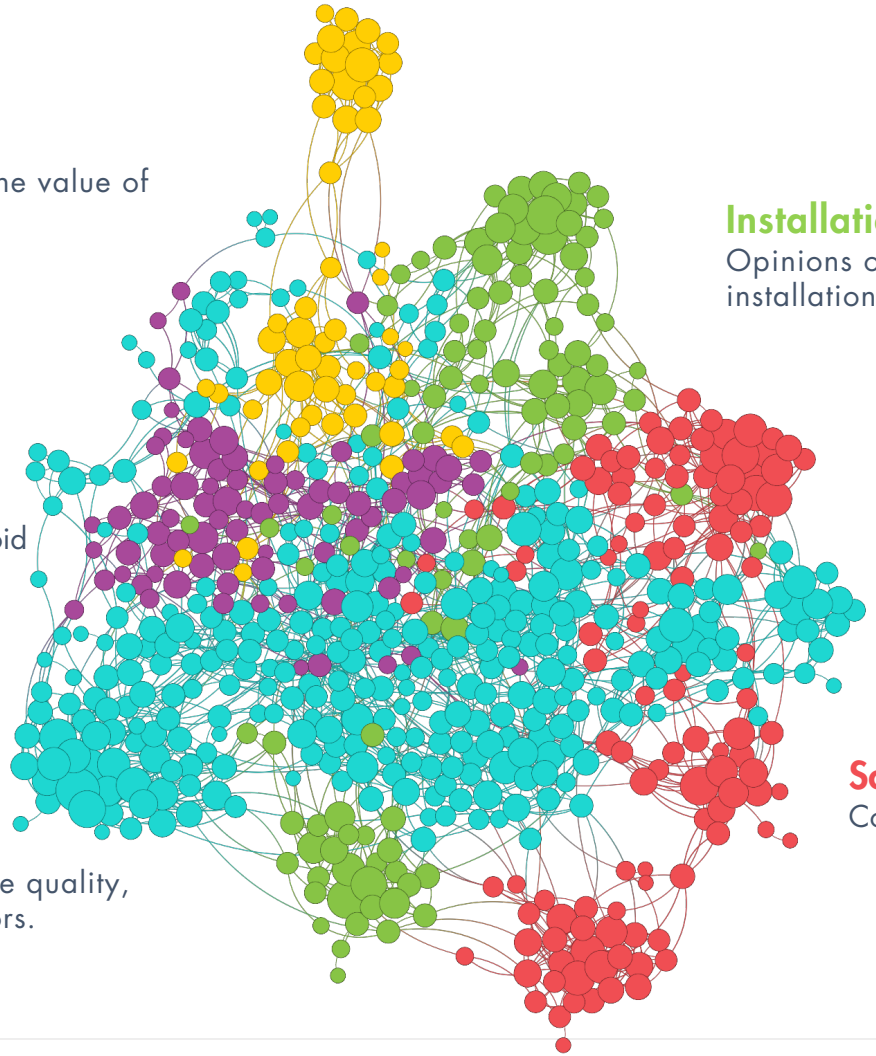
They used Quid to analyze 695 product reviews from Amazon and Best Buy.

Consumer reviews on Sony's latest OLED Televisions focused on five main areas, with **picture quality** being the largest and most central topic.

Price (8.2%)
Comments on the price and the value of Sony OLED TVs.

Installation (15%)
Opinions on the easiness of set-up and installation.

Smart TV (11%)
Discussion about smart TV and Android TV setups.

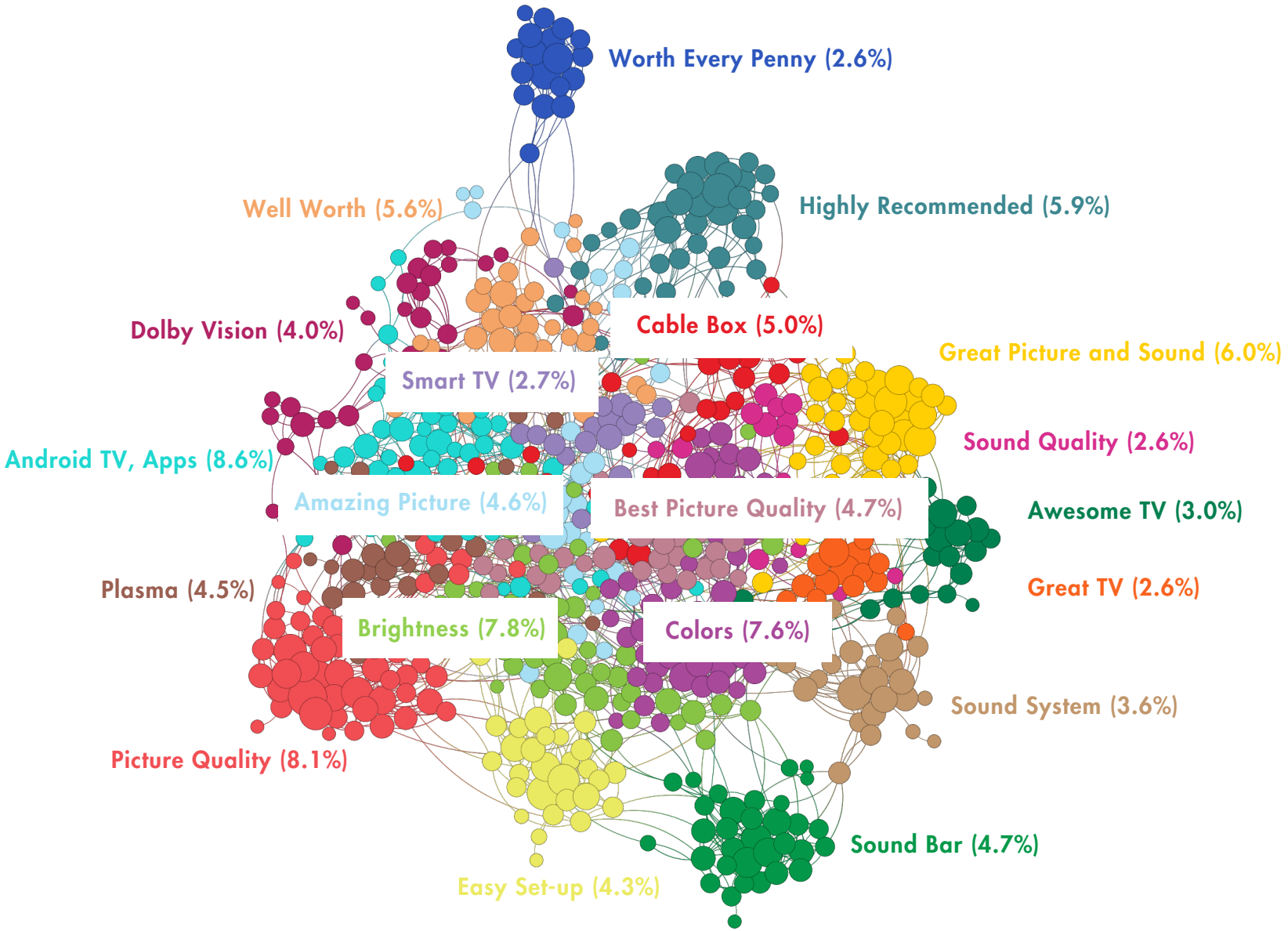


Sound (16%)
Comments on sound system quality.

Picture Quality (46%)
Reviews on screen and picture quality, including brightness and colors.

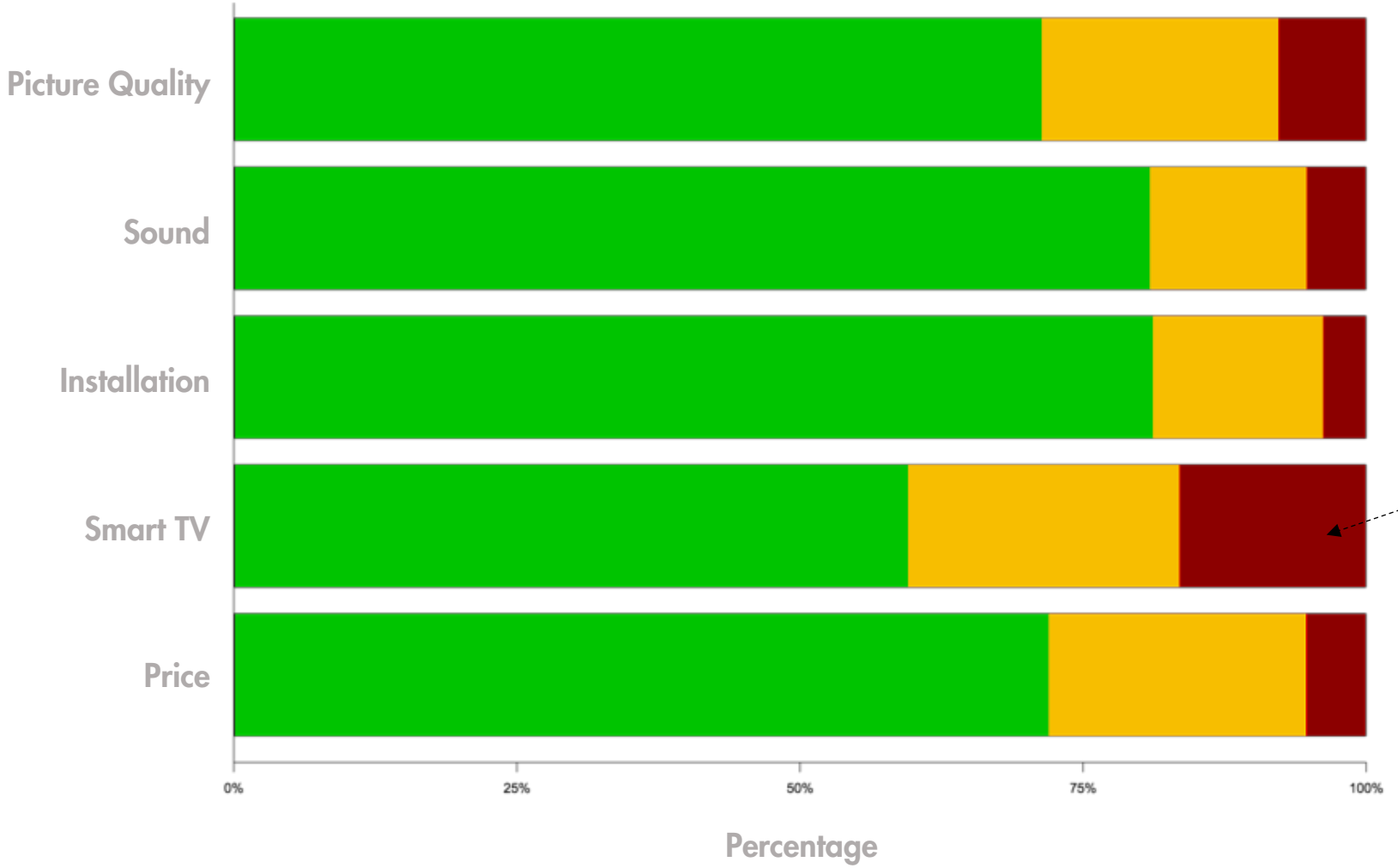
• Network with 695 product reviews. Colored by clusters. Sized by degree. Labeled by cluster.

Further segmentation reveals **sub-themes within each focus area**, including a few around common language patterns such as **worth every penny**, **easy set-up**, **best picture quality**, and **highly recommend**.



- Network with 695 product reviews. Colored by sub-clusters. Sized by degree. Labeled by sub-cluster.

Among the major comment areas, those on **Smart TVs, particularly the Android TV features**, had the largest percentage of negative comments.



Sample Comments:

"Android TV a little sluggish"

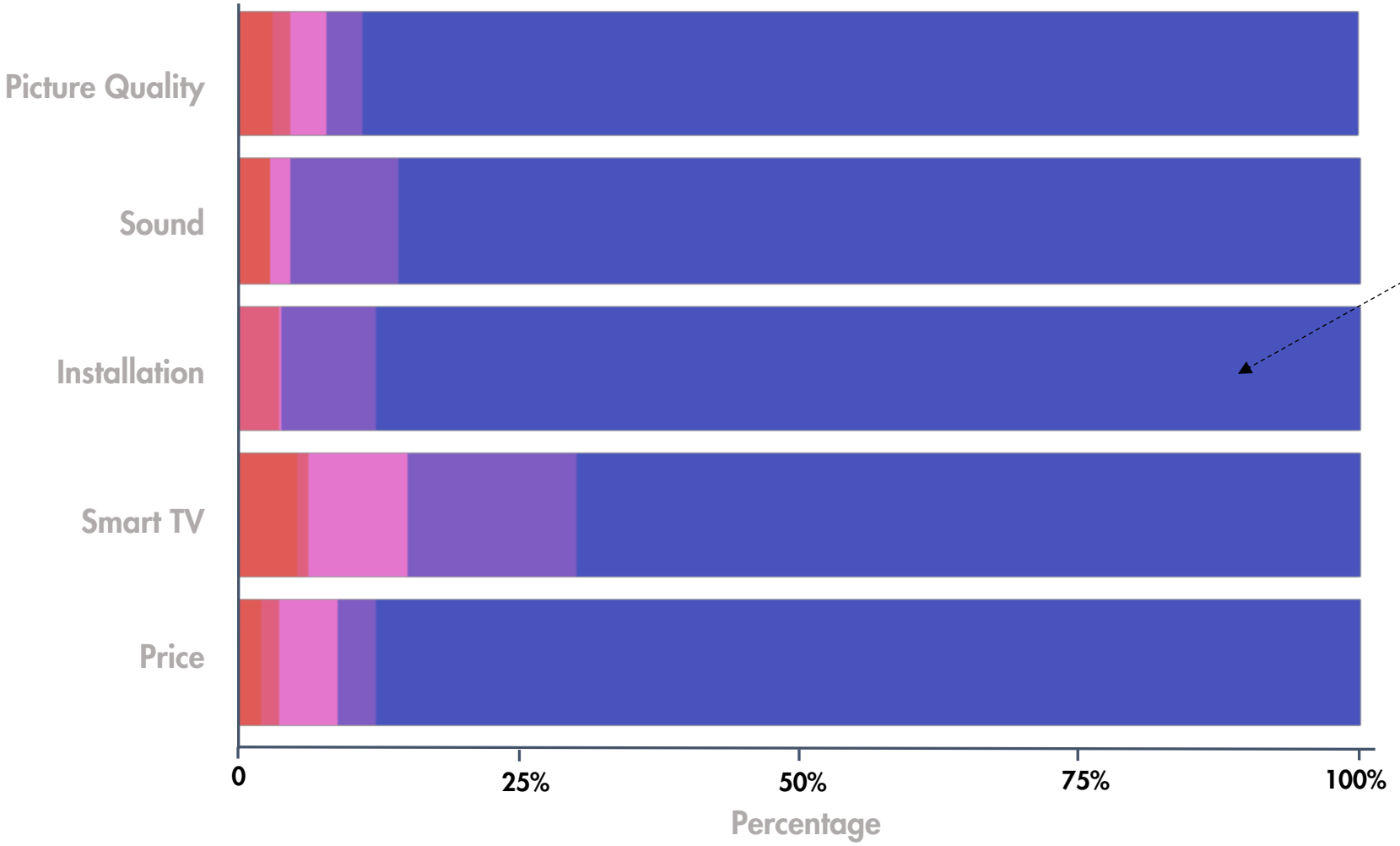
"Comparability gaps with Apple devices"

"Laggy scrolling between apps and constant app crashes"

- positive
- neutral
- negative

• Bar chart showing 695 product reviews. Colored by sentiment.

Smart TV features also had the largest percentage of low star ratings, while **installation had zero 1- and 2-star reviews.**



Sample 5-star Review for Installation:

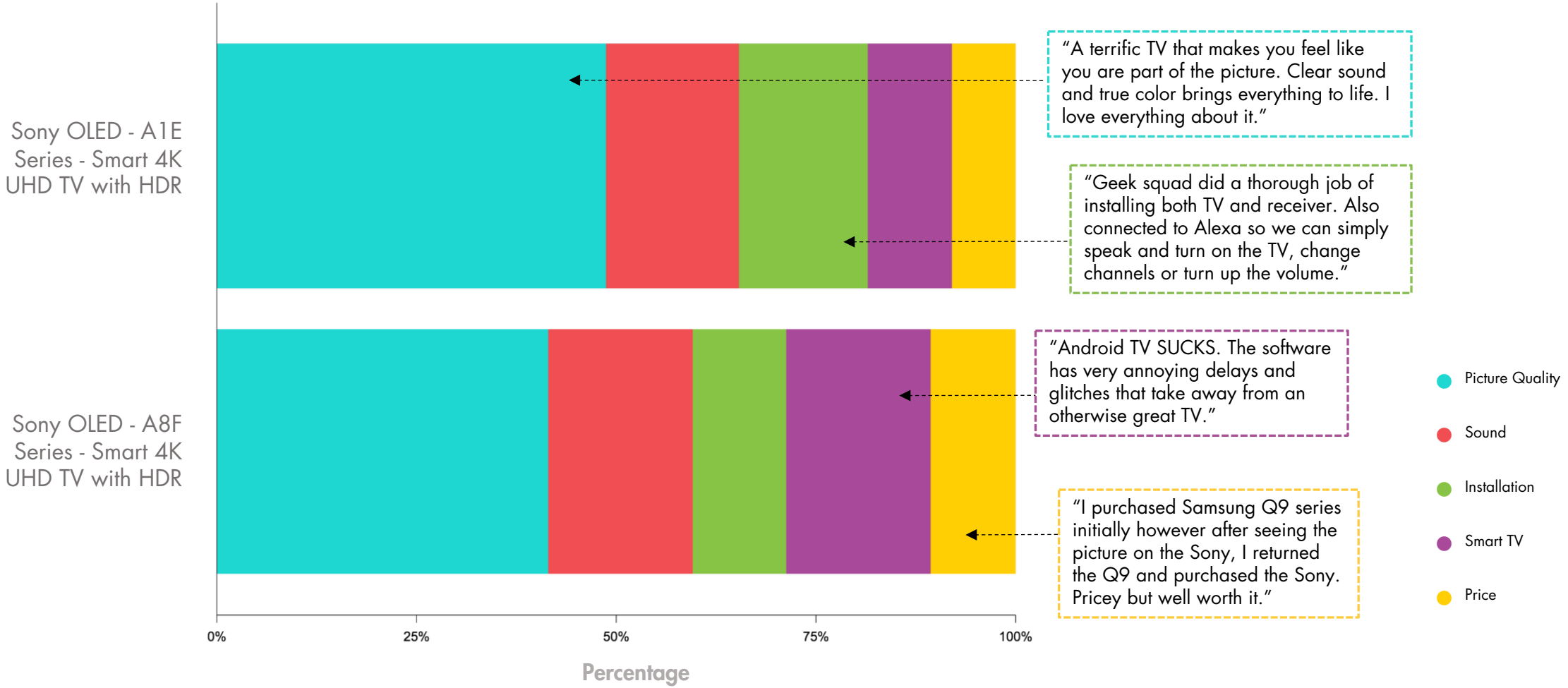
"WOW! This television is incredible! I'm not a tech guy, but it only took about a half an hour to get the old TV off the stand and this one set up."

- 5 Stars
- 4 Stars
- 3 Stars
- 2 Stars
- 1 Star

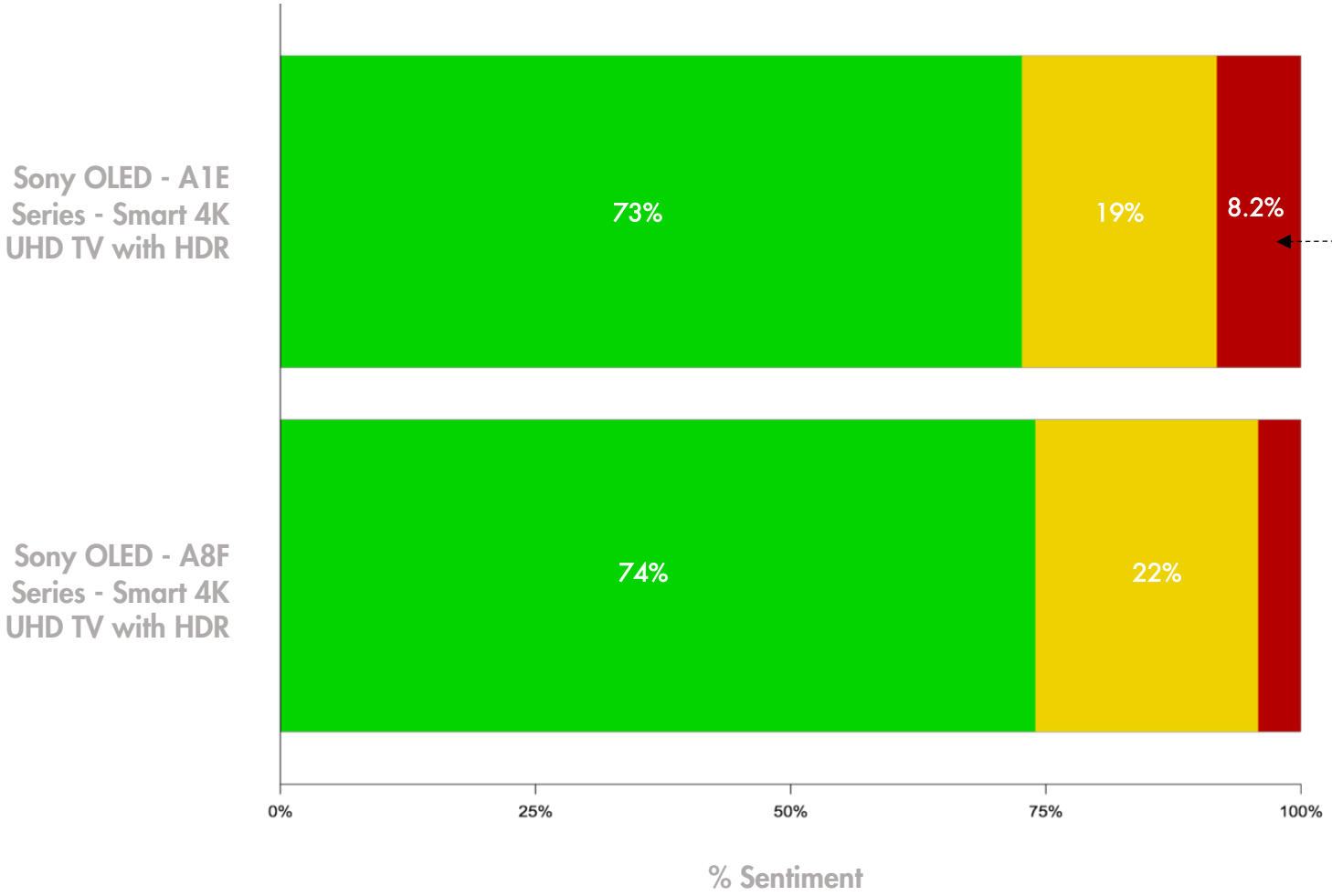
• Bar chart showing 695 product reviews. Colored by star rating.

When comparing reviews on the Sony A1E and A8F series, **picture quality remained a focal point across both products.**

Reviewers tended to comment more frequently on installation with the A1E series, and Smart TV features for the A8F.



The Sony A1E and A8F series had almost identical ratios of positive comments, but the A1E had more negative comments about things like **picture quality**, **price**, and **installation issues**.



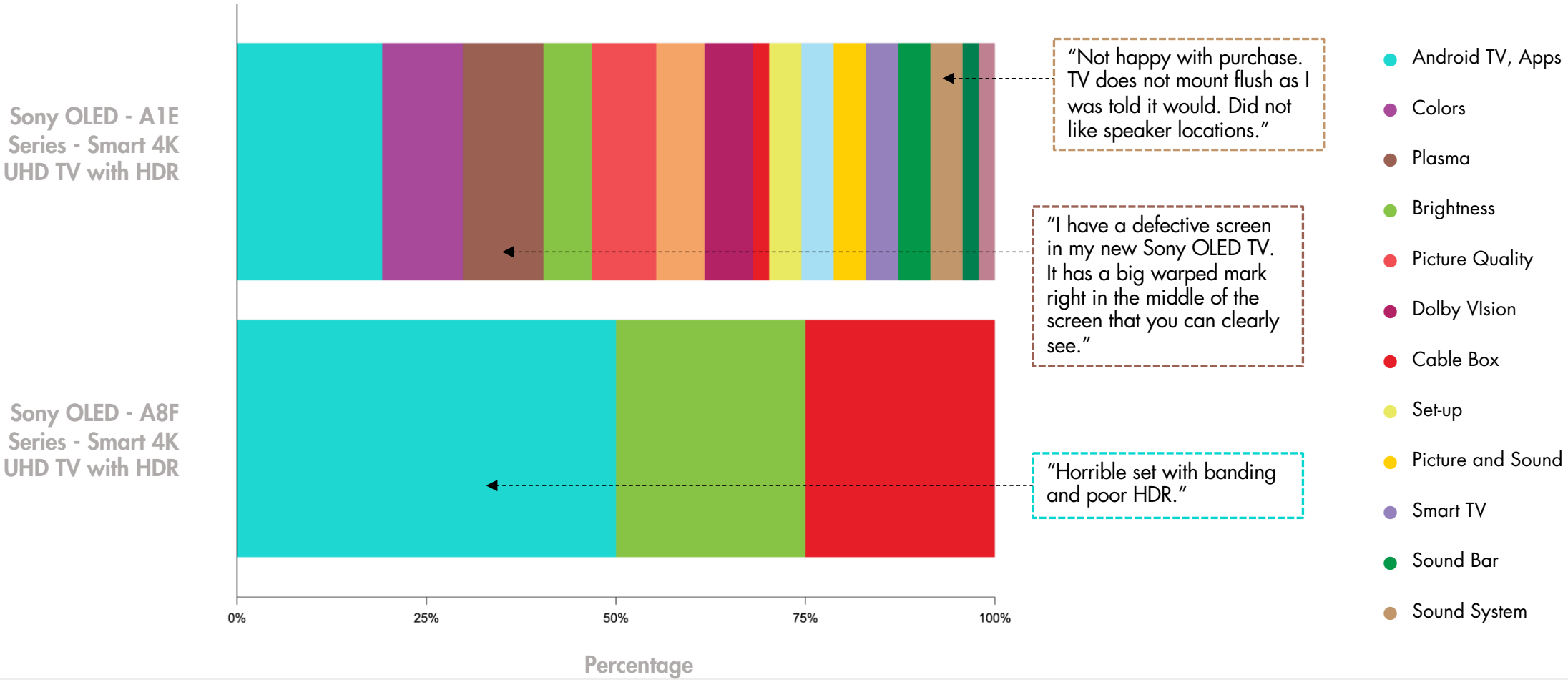
Sample Negative Review:

"Once downloading the Dolby Vision update, the TV arbitrarily dims while watching and it's very frustrating. I put in a claim to Sony warranty and it was to no avail. I wanted to swap this A1E for an LG C7, but Best Buy wouldn't help either. "

- positive
- neutral
- negative

Closer of negative reviews **reveals that consumers had a wider variety of issues with the** inspection A1E.

In comparison, there were only three main problems with the A8F: **Android TV and Apps, screen brightness,** and the **cable box.**

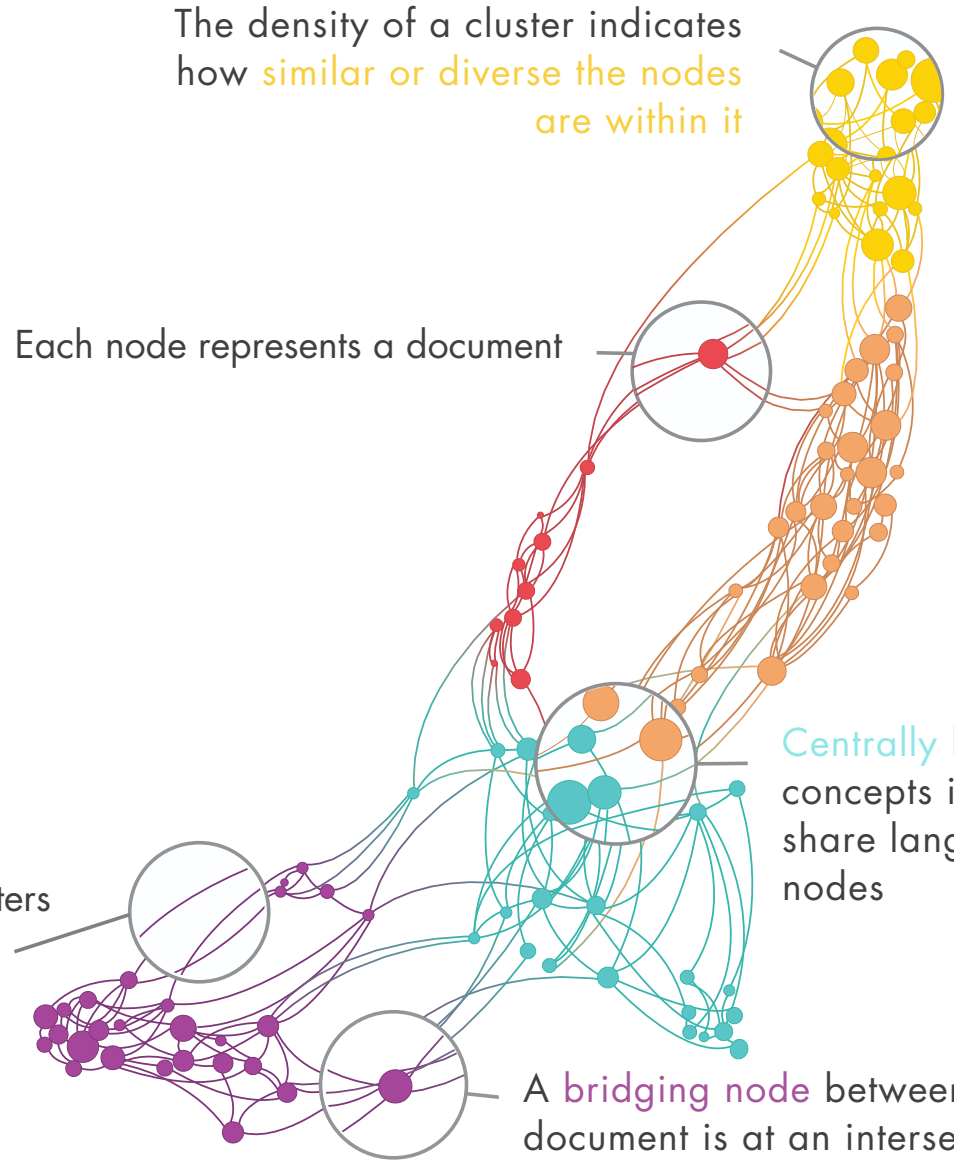


- Bar chart showing comparative product reviews for Sony A1E and A8F. Colored by sub-cluster.

APPENDIX

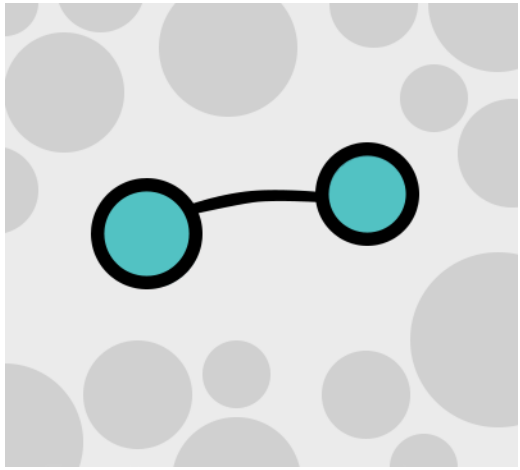
HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.

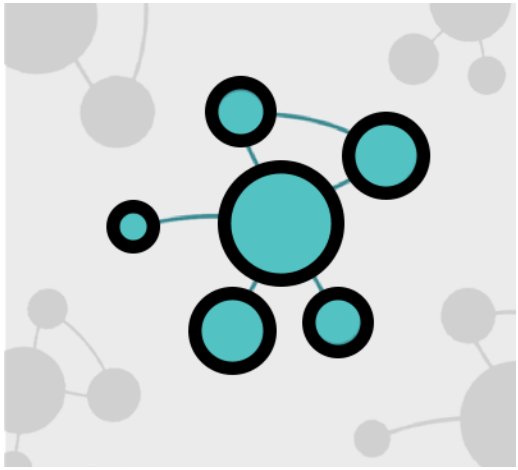


TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.