

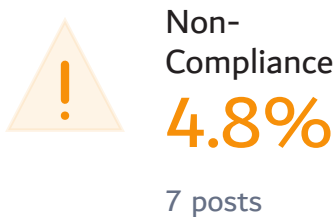
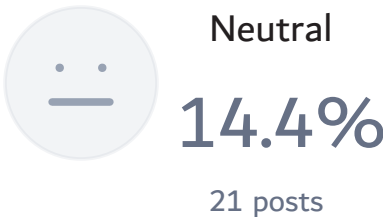
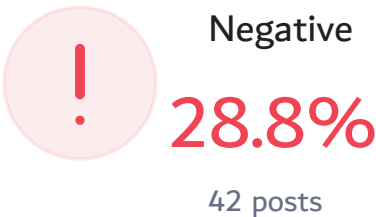
Case Study

Customer Voice Analysis
« barns » - Saudi Arabia



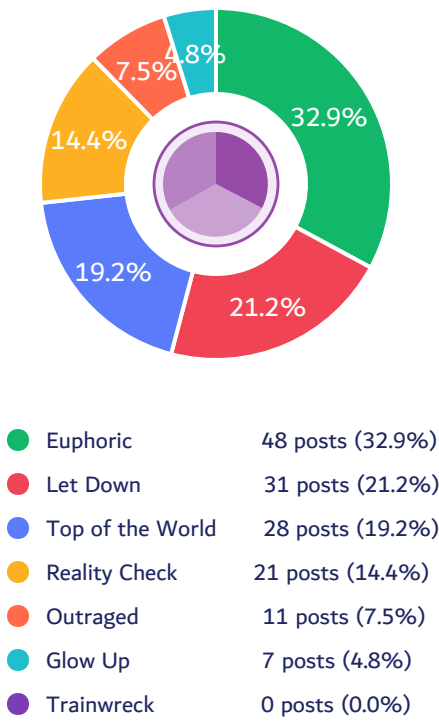
Period: Jul 2025 - Jul 2026

Sample size: 146 posts



Top 4 Focus Areas

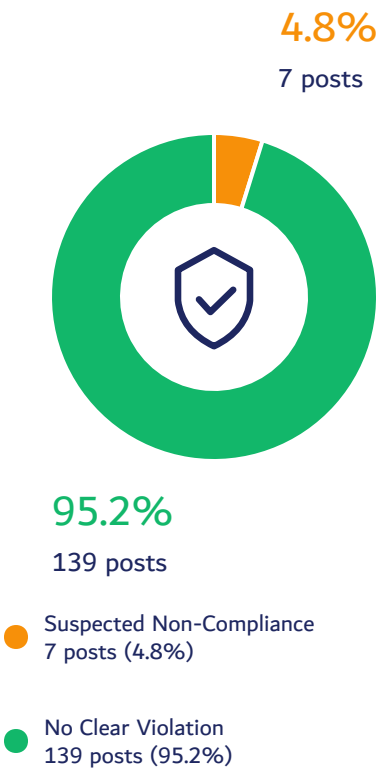
1 Sentiment Distribution



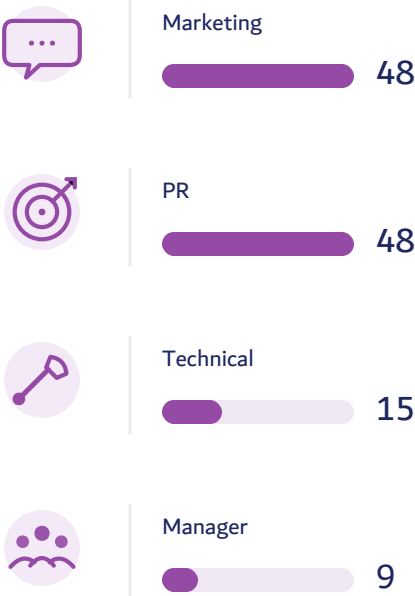
2 Complaint Drivers



3 Risk & Governance



4 Routed Departments



Department counts reflect routed mentions, not unique posts.

Executive Implications

Strong loyalty exists, but operational gaps threaten it.

Contest and loyalty issues require technical governance.

Availability and equipment issues need tighter store execution.

Safety escalations need fast QA review and public follow-up.

Classification is based on tweet text only.