

Case Study

CustomerVoiceAnalysis
"NAS Care" - Saudi Arabia



Source: Social Care / X



Sample size: 100 posts



Negative

48.0%

48 posts



Positive

3.0%

3 posts



Neutral

49.0%

49 posts



Non-Compliance

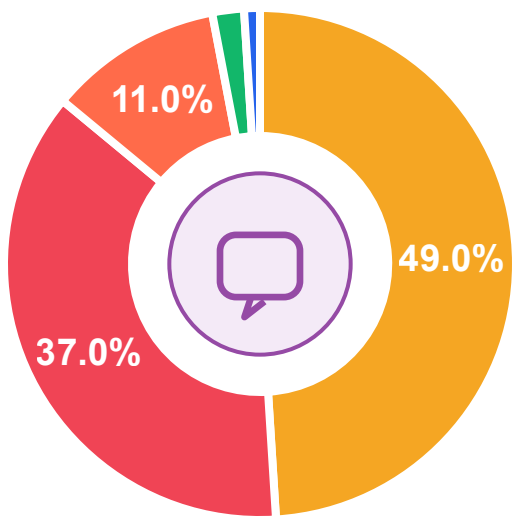
40.0%

40 posts

Top 4 Focus Areas

1

Sentiment Distribution



- Reality Check 49 posts (49.0%)
- Let Down 37 posts (37.0%)
- Outraged 11 posts (11.0%)
- Top of the World 2 posts (2.0%)
- Glow Up 1 posts (1.0%)

Total: 100 posts

2

Complaint Drivers



DM / Response Delays

71

mentions



Cancellation & Delays

31

mentions



Booking Confirmation

23

mentions



Refund & Payment Issues

18

mentions

3

Risk & Governance



- Potential Non-Compliance 40 posts (40.0%)
- No Clear Violation 60 posts (60.0%)

4

Routed Departments



Community Managers

98



admin

19



PR

18



Technical

17



Department counts reflect routed mentions, not unique posts.

Executive Implications



Customer care has become the dominant reputational pressure point, driven by repeated DM and response delays.



Booking, cancellation, and refund issues indicate broken handoffs across payment, reservation, and notification workflows.



Regulatory and trust exposure is concentrated around refunds, customer notifications, and accessibility support.



The crisis requires executive oversight: operations, technical, legal, PR, and community management must act as one response cell.



Metrics are based on the uploaded report sample and summary notes.