

Case Study

CustomerVoiceAnalysis
"INBOX" - Saudi Arabia



Report date: Jun - Jul 2026



Sample size: 100 posts



Voice source:



Negative

11.8%

4 posts



Positive

76.5%

26 posts



Neutral

11.8%

4 posts



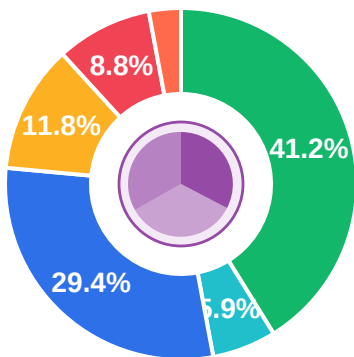
Non-Compliance

0.0%

0 posts

Top 4 Focus Areas

1 Sentiment Distribution



- Euphoric (41.2%)
- Top of the World (5.9%)
- Glow Up (29.4%)
- Reality Check (11.8%)
- Let Down (8.8%)
- Outraged (2.9%)

Total: 100 posts

2 Conversation Drivers



Branch / Location Demand

27 mentions



Product Quality

24 mentions



Influencer / Launch Buzz

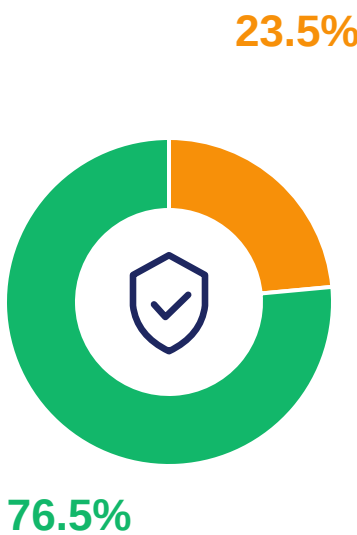
17 mentions



Health Positioning

12 mentions

3 Risk & Governance



- Quality / Pricing Risk (23.5%)
- No Clear Risk Signal (76.5%)

4 Routed Departments



Community Managers

33



Marketing

25



PR

14



Legal

2



Department counts reflect routed mentions, not unique posts.

Executive Implications



Launch buzz is strong, but early operations must keep pace with demand.



Recipe consistency and portion quality are reputation-critical.



Pricing and tax messaging needs transparent cross-channel language.



Influencer-led growth requires field quality control before scale.



Classification is based on social posts only.