

Social Listening: Competitive Positioning of Conferencing Tools Amid COVID-19 Pandemic



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Executive Summary

Business Context

In the wake of COVID 2019, there is an **increasing demand for remote conferencing tools**, as enterprises globally strive to ensure business continuity.

This analysis aims at leveraging **social data from consumers**, to gather intelligence on patterns in product usage, key features and **consumer perceptions** of different collaborative tools

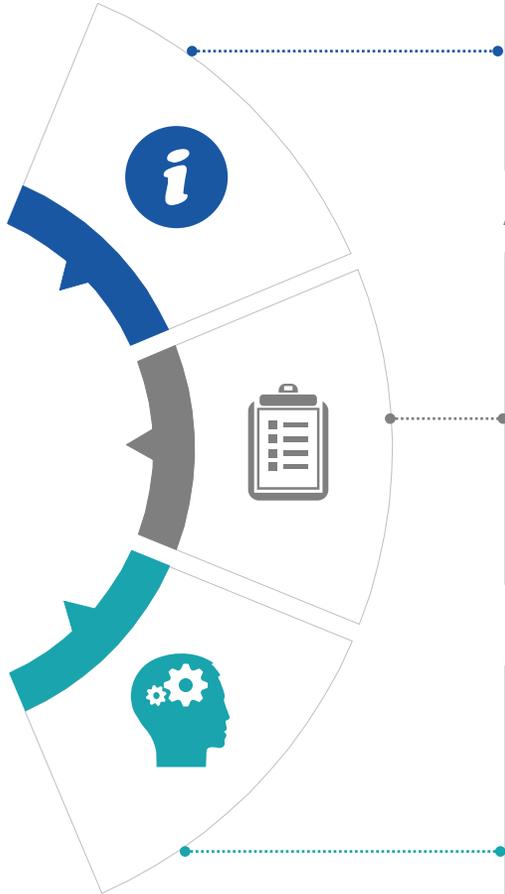
Approach

Social data for leading collaborative tools (Zoom, Teams, Hangouts, Slack) were obtained from **Sprinklr** for the time period of Jan 2020 – March 2020.

Natural Language Processing techniques like Sentiment Extraction and Topic Modelling were employed. Nearly one million conversations were processed to identify key topics around each of the collaborative tools and their respective features/sentiment. Brand-Feature perceptions were derived through correspondence analysis.

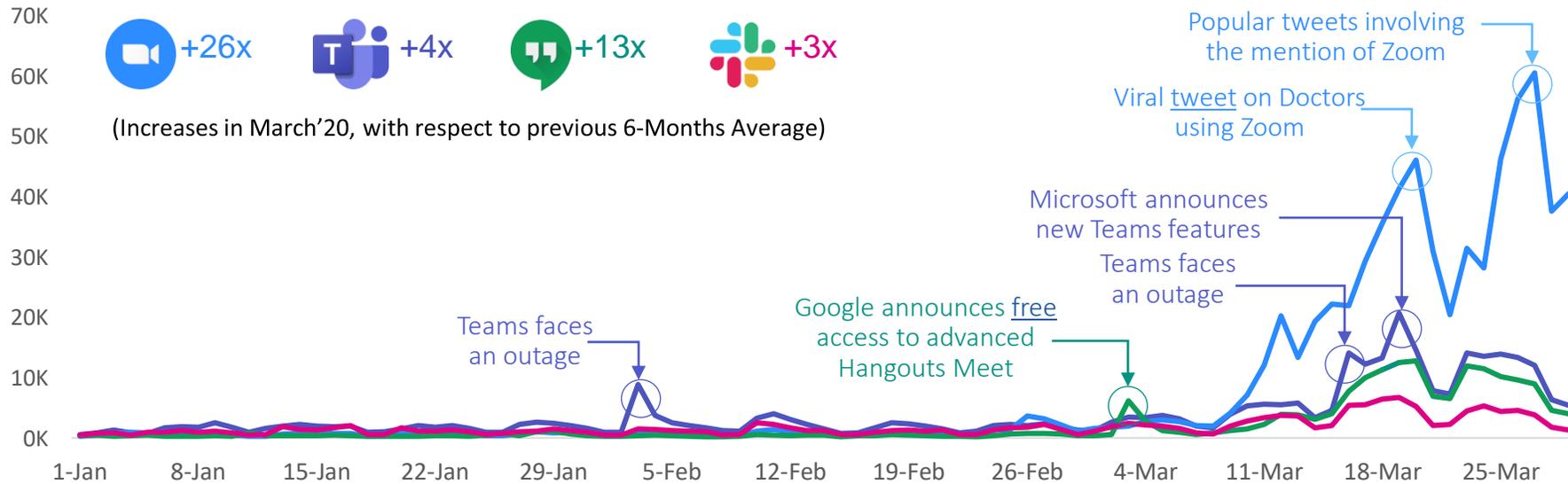
Key Takeaways

- Social mentions of remote conferencing tools surged in March, as COVID-19 forced people to stay home.
- **Zoom** by far, emerged as the most popular videoconferencing tool in the social media space. It's unique features like virtual backgrounds and gallery view were popular among users. However, data privacy and security issues emerged as key concerns.
- **Teams** competed through the release of new features. Though updates were positively released, frequent performance issues and outages were discussed as major pain points.
- **Hangouts** found a higher share of mention in the context of Education when compared to other brands, reflective of Google's greater clasp over the Education domain.
- **Slack** observed relatively low mentions in the social space, but it's messaging capabilities were praised over that of other brands.

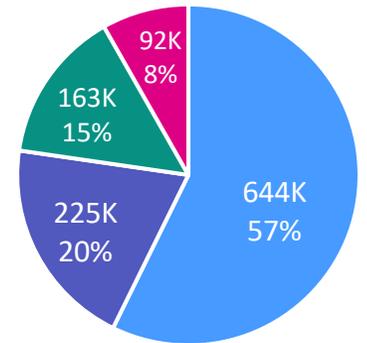


Remote conferencing tools surge in popularity, as COVID-19 forces people to stay home

Volume of Social Mentions



Share of Voice (Mar'20)



Zoom noted the highest gains in Share of Voice, with a +37ppts increase from the previous 6-month period

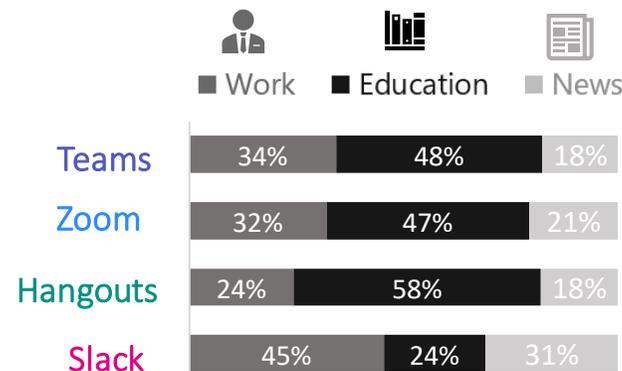
Key Conversations

Conversations spikes of **Zoom** were largely led by organic, **user-driven conversations**, with Zoom finding its way into popular culture mentions.

In comparison, spikes of **Teams** & **Hangouts** were driven by **official announcements** and new feature releases.

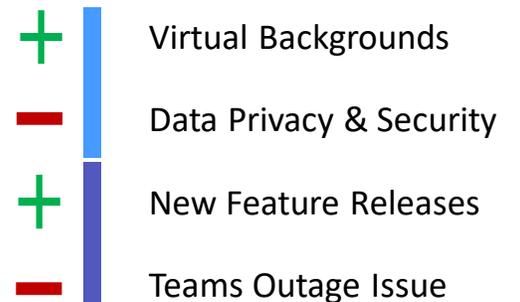
Mar-16th outage of **Teams**, due to a server overload, was widely discussed. However, **performance issues** remained as recurring complaints throughout the month

Share of Mentions



Sentiment Drivers

(Zoom, Teams)



Zoom

Zoom is referred to as an easy-to-use tool, and its widely-appreciated features like **virtual backgrounds** and **gallery view** make it popular among users.

Several reported incidents of **hacks by trolls** and data trading allegations have raised concerns about **data privacy**

Teams

Appreciated for collaboration, **file sharing** and host of recently new **feature updates** like “Hand Raise”, Background Blur” and Noise Suppression

Performance issues like crashes are key pain points and some of the **popular features** of competitors remain **lacking** in Teams

Hangouts

Hangouts found a higher share of mention in the context of **Education** when compared to other brands, reflective of Google’s greater clasp over the Education domain.

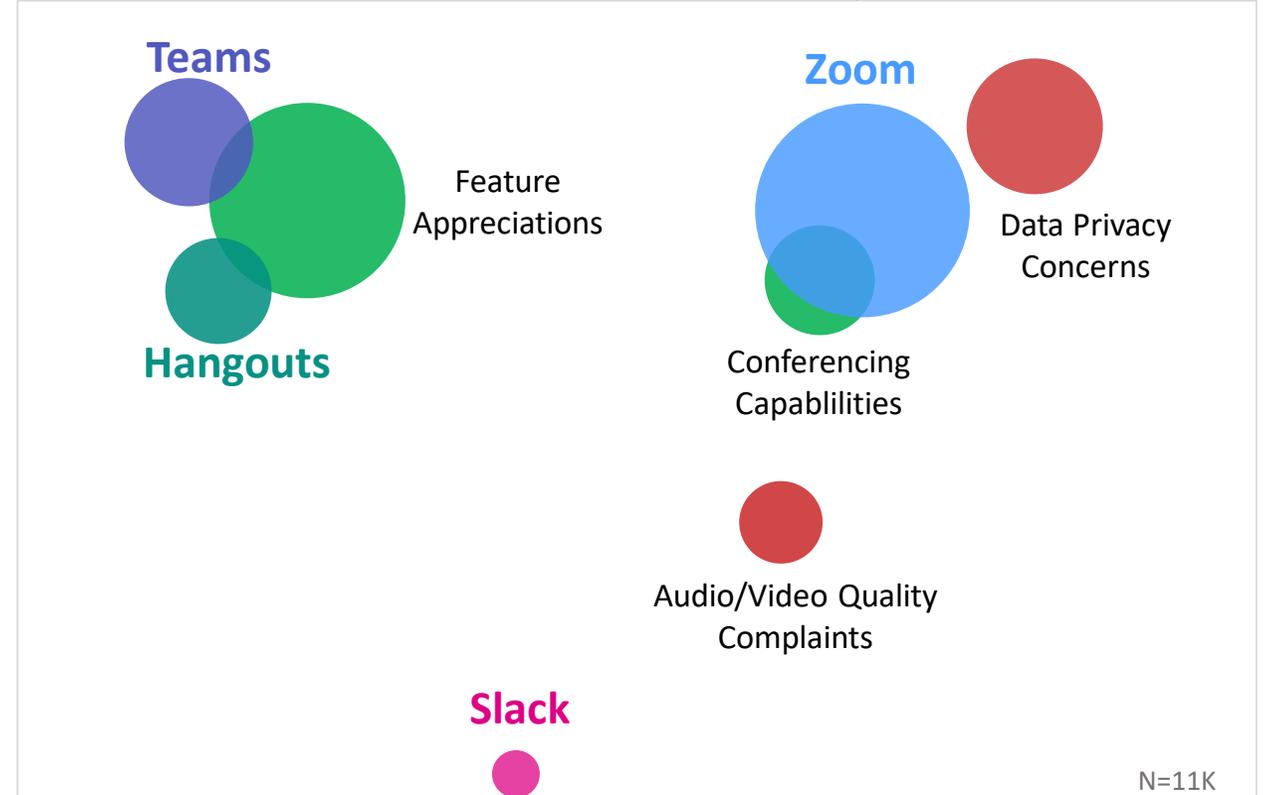
Slack

Slack found relatively low mentions in the social space, but it’s **messaging capabilities** are praised over that of other brands

Zoom data privacy concerns loom large amidst incidents of hacking and data trading allegations

Teams & Hangouts users are appreciative of the application’s features
While conferencing capabilities find greater appeal in Zoom, users are also concerned about the data privacy and security of meetings

Brand Association Map



Viral Brand Mentions: Posts involving virtual backgrounds are driving high engagement

11K retweets on tweet involving Zoom custom background feature



Top comment (6K upvotes) appreciating Zoom's background feature

100K upvotes on a meme terming Zoom a "shady application"



225K retweets on a funny tweet involving Teams custom background

