

Title	タイ生命保険事業における顧客感情ナレッジマネジメント
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## Abstract

This study explores service satisfaction with Thai life insurance based on customer sentiments expressed on social media. This task provides an analytical framework of customer sentiment knowledge management that shows how to benefit from social media feedback through immediate problem-solving. After customer opinions are identified through the sentiment extraction & analysis tool, the severity of problems is prioritized. This research presents a new social CRM that manages knowledge using a multidimensional sentiment cube to recommend processes that need to improve due to get a high volume of negative sentiment from user-generated content from social media. This method is an emerging approach that takes benefit from the sentiment cube concept with data mining. Text mining and natural language processing (NLP) is applied to extract valuable knowledge chunks with their sentiments from critiques web-blogging in the Thai language and then map each chunk to pre-defined dimensions in a cube.

In this work, a design of multidimensional sentiment cube on social CRM was demonstrated in a case study of the Thai Life Insurance Industry; dimensions are designed with consideration of standard CRM factors as well as CRM components and aspect-based sentiment analysis. Besides, we present the results of an empirical study conducted via a questionnaire survey. The concept of social customer relationship management (social CRM) is adopted by utilizing the sentiments expressed on social media as part of an active management process to improve customer satisfaction, retain customers, and recommend solutions positively received by respondents. This study investigates service evaluation factors, claim settlement quality, policy cancellation motives, and misunderstanding problems based on demographic characteristics, life insurance attitudes, experience, and knowledge in life insurance of Thai respondents using the extracted topics from social media.

**Keywords:** Customer sentiment knowledge management, Multidimensional sentiment cube, Thai life insurance, Social customer relationship management (Social CRM), Text Mining