

# Product Feedback: Bike-Sharing



## THE CHALLENGE

- The client's consumer segments and marketing team were looking into **possible partnerships with bike-sharing providers** and needed a gauge of consumer feedback on three bike-sharing providers in Singapore

## OBJECTIVES

- Compare **social Share of Voice (SOV)** for Ofo, oBike and Mobike
- Identify and analyse **key topics of discussion** and **sentiment** around each of the brands

## SOLUTION

- Social Media listening using **generic category keywords** such as 'bike-sharing', 'bike-share' along with **brand specific keywords** such as 'obike', 'obiking', 'mobike', 'mobiking', etc

## INSIGHTS

- **Mixed sentiment** observed around **bike-sharing providers**
  - **Common positives** mentioned were convenience, environmentally friendly and good exercise
  - **Common negatives** included bike abuse, security and safety features and difficulty locating bikes
- Amongst bike-sharing providers, Ofo was mentioned the most followed by oBike. Mobike, being the newest entrant in the market, was least mentioned

## BUSINESS IMPACT

- The analysis helped the **client team decide the right bike sharing partner to embark on a working relationship in co-marketing efforts**

## SAMPLE CONSUMER VERBATIM



It's quite nice. Won't kenna carbon dioxide from cars. Khatib to Woodlands waterfront also seems interesting. Will be trying that soon using this oBike

Because of oBike the time I spent travelling has shortened. What's next, oScoot? oSkate?



I saw oBike with pedals broken, basket dis-aligned and seat damaged. I wonder how they going to provide maintenance!

@sxdiumchlxride x guna ofo needs to have the gps think so can see where got ofo sia wah sian

