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THE EFFECT OF SOCIAL MEDIA ANALYTICS AS A STRATEGIC TOOL ON THE MARKETING MANAGEMENT

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The Effect of Social Media Analytics as a Strategic Tool on The Marketing Management

Stratejik Bir Araç Olarak Sosyal Medya Analitiğinin Pazarlama Stratejilerine Etkisi

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ABSTRACT

In the modern business landscape of this era, most of the markets have been turned into consumer driven way as a result of social and technological changes. In the light of these changes, understanding what customers want from the company and how they evaluate the company become more crucial to gain competitive advantages for the firms every passing day. This study is grounding on the idea that the data on social media platforms may be a valuable source for understanding customer expectations.

Social media is one of the most popular platforms that give the opportunity of sharing their views and opinions to the consumers based on their related experiences. In today's competitive market conditions, the data that is generated in social media needs to be underfollowed more closely than ever before by the companies in order to understand customer expectations. Therefore, collecting, analyzing, and monitoring customer data is becoming more and more substantial to achieving competitive advantages. Paralell to the development of marketing analytics, social media data can be analyzed using various machine learning methods and techniques. By this means, companies would be able to generate customer insight from the analyzed social media data.

Sentiment analysis, one of the fields of natural language processing, is the method used in this study to categorize customer opinions regarding products or services. The data that have been used in this study, belongs to Yurtici Kargo, which is one of Turkey's leading cargo brands. Tweets that have been posted with the hashtag "Yurtici Kargo" were retrieved from Twitter within the September, October, and December 2020 period. The analytics platform of this research is Knime and, the model has been built on this platform. The results of this study is showing that the sentiment analysis method which has been applied to the data by using the Knime platform provides high performance in predicting the tone of the customer tweets.

The purpose of this research is to develop an analytical model that can be used in the analysis of social media data, to analyze customers' feelings about brands, to facilitate companies' decision-making regarding their marketing strategies, and to contribute to the marketing literature.

ÖZET

Çağımızın modern iş ortamında çoğu pazar, sosyal ve teknolojik değişikliklerin etkisi ile tüketici odaklı hale gelmiştir. Bu nedenle müşterilerin firmadan ne istediğini ve firmayı nasıl değerlendirdiklerini anlamak, firmalara rekabet avantajı sağlamak için her geçen gün daha önemli hale gelmektedir. Bu çalışma, firmaların müşteri beklentilerini anlamak için, sosyal medya platformlarındaki verilerin değerli bir kaynak olabileceği fikrini temel almaktadır.

Sosyal medya, müşterilerin deneyimleriyle ilgili görüşlerini paylaşmalarını sağlayan en popüler platformlardan biridir. Günümüzün rekabetçi piyasa koşullarında, müşteri beklentilerinin anlaşılması için, şirketler sosyal medya verilerini daha yakından takip etmelidir. Bu nedenle, müşteri verilerinin toplanması, analiz edilmesi ve izlenmesi, rekabet avantajı elde etmek için giderek daha önemli konular haline gelmiştir. Pazarlama analitiğinin gelişmesiyle birlikte sosyal medya verileri, çeşitli makine öğrenmesi yöntem ve teknikleri kullanılarak analiz edilebilmektedir. Böylece şirketler, analiz edilen sosyal medya verilerinden müşteri içgörüsü elde edebilirler.

Doğal dil işleme alanlarından biri olan duygu analizi, bu çalışmada ürün veya hizmetler ile ilgili müşteri görüşlerini kategorize etmek amacı ile kullanılan yöntemdir. Bu çalışmada Türkiye'nin önde gelen kargo markalarından biri olan Yurtiçi Kargo'ya ait veriler kullanılmıştır. Veri seti, "Yurtici Kargo" hashtag'i ile Eylül, Ekim ve Aralık 2020 döneminde atilan Tweet'lerden oluşmaktadır. Knime, bu çalışmanın analitik platformu olarak kullanılmış olup, model bu platform üzerine kurulmuştur. Knime platformu kullanılarak verilere uygulanan duygu analizi yöntemi, bu çalışmanın sonuçlarına göre, müşteri tweetlerinin tonunu tahmin etmede, yüksek performans göstermiştir.

Bu araştırma, sosyal medya verilerinin analizi için kullanılacak bir analitik bir model geliştirmeyi, bu model sayesinde müşterilerin markalar hakkındaki

duygularını analiz etmeyi, firmaların pazarlama stratejileri hakkında karar vermelerini kolaylaştırmayı, ve pazarlama literatürüne bu bağlamda katkı sağlamayı amaçlamaktadır.

1. INTRODUCTION

In recent years, due to the rapid development of communication and information technologies, the amount of data on social media has grown gradually. Especially the platforms such as Twitter and Facebook enlarge the methods of communication between users and the brands. Social media provide an opportunity to the users for sharing their feedbacks with the brands instantly and transparently. In addition to this, social media give to the brands a chance to create marketing strategies according to the feedback of the users instantly. The brands are searching after to monitor the social media-generated data for every second.

The primary goal of this research is to demonstrate sentiment analysis on the Twitter data by using different machine learning methods. The study provides a model to predict the tones of the tweets which is categorized as text data. The study provides a model to predict the tones of the tweets which is categorized as text data. Before the data analysis, the data set have been cleaned. In order to get better performance results Hashtag, Mention, Retweet, Username, and Emoji have been removed from the data. The data set that has been used in this study consist of the tweet and tone of the tweet. One of the other objectives of this study is to explain the data analysis processes such as data collecting, data cleaning, and applying the data analytics method, and comparing the results of the methods.

The best machine learning model has been chosen according to the performance metrics as accuracy, precision, sensitivity, specificity, and F1-Score to analyse the data belongs to Cargo firm customers.

In this study, there are three chapters such as Literature Review, Methodology, and Data Analysis. The literature review part includes the past academic researchers regarding marketing analytics, and social media marketing. The next part explains the framework for the sentiment analysis of Twitter users regarding the cargo firm. Data preprocessing, filtering, text mining and machine learning methods have been examined at this part. Finally, in the last part, the data analysis process has been shown and the performances have been interpreted according to the metric of the models.

2. LITERATURE REVIEW

Data analytics methods in marketing and social media marketing concepts will be examined in the literature review. The marketing analytics will be explained with the components such as big data and its processing methods at first. Then the social media which is the biggest source of data will be examined. Social media marketing and analytics will be discussed by considering its definition and the way of usage in brand strategies by the decision-makers.

2.1. MARKETING ANALYTICS

Marketing Analytics is a multidisciplinary concept which consists of business, psychology, mathematic, statistics, and computer science. Although the concept of marketing analytics has been used for years, firms are aware of the benefits of the deployment of marketing analytics in their business, with the sense of rapid growth of the data availability for the last twenty years. It is also well-known that competitive advantages would be gained by using marketing analytics tools and models that consist of descriptive, diagnostic, predictive, and prescriptive analysis. Marketing analytics tools and models provide to monitor the data and gather insights into the performance of the firms' activities (Wedel & Kannan, 2016, p. 5).

With the growth of social media usage and the development of the information technologies, the digital data amount of the firms is increasing in every second. And turning the data into business insight becoming one of the main challenges for marketers (Xu et al., 2016, p. 1563).

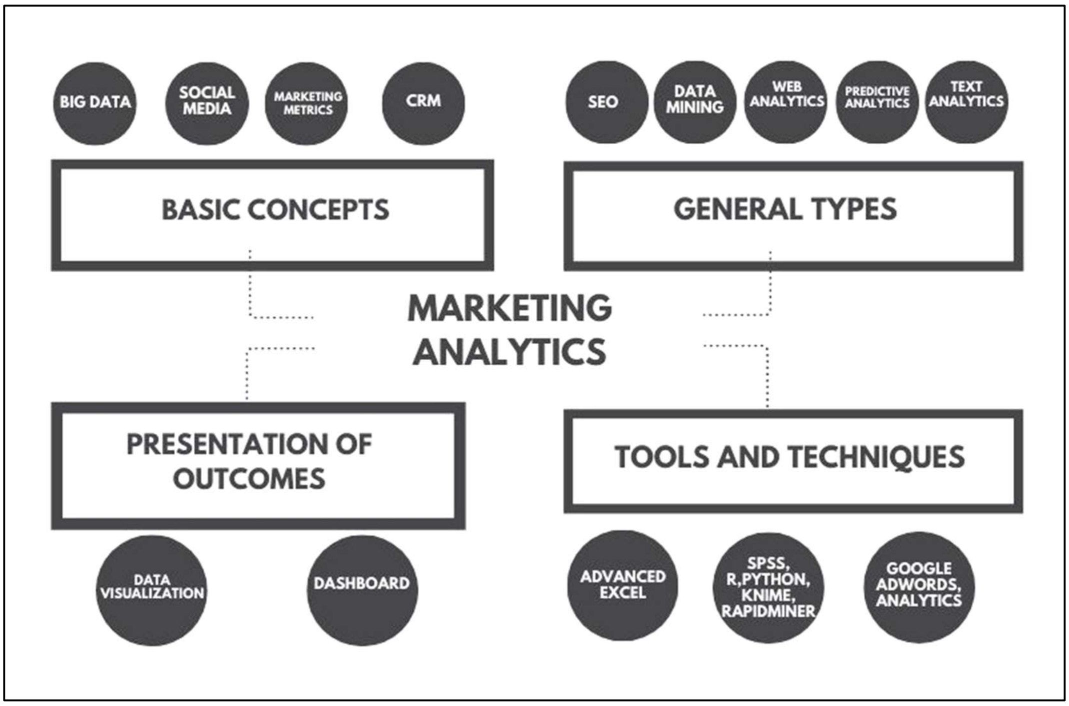
The implication of the processed data into business provides the companies better understanding customer needs and wants. Marketers have an interest in using marketing analytics to decide on product development, promotions, customer lifetime value, customer satisfaction level, and many other marketing metrics. These metrics are vital aspects of return on investment and companies should take into consideration to improve marketing performances (Iacobucci et al., 2019).

Firms also can shape their product strategies by using customer feedback, reactions, and competitors' activities, product and pricing strategies which are generated by real customers with marketing analytics tools (Xu et al., 2016, p. 1563).

The evolution of marketing analytics is supported by academia with the related researches, and courses. Best global universities have marketing analytics cources both at the master's level and at the undergraduate level. Also, business schools have courses related to marketing analytics which take the data analysis in the center of the content (Iacobucci et al., 2019).

Marketing analytics course contents are listed into four group as seen in Figure 2.1. Basic concepts in marketing concepts consist of big data, social media analytics, marketing metrics, and CRM. Big data is the oil of the marketing analytics and social media is one of the biggest sources of data, metrics measure the performance of the activities, and CRM provide to reach the targets. General types of marketing analytics are search engine optimization, data mining, web analytics, predictive analytics, and text analytics. In this paper, data mining and text analytics will be examined. Many tools and techniques are using in the marketing analytics concept such as advanced excel, SPSS, R, Python, Knime, Rapidminer, Google Adwords, Google Analytics, and so on (Liu & Burns, 2018, p. 31).

Figure 2.1: Marketing analytics conceptual topics.



Source: Prepared by the researcher.

2.1.1. Big Data

Big data is datasets that need to be processed with new generation tools such as cloud computing, machine learning, cognitive computing, social media analytics, and gamification. Since the volume, variety, velocity, and veracity of the data, big data can not be managed and processed by traditional tools as fast as new technologic tools (Lukosius & Hyman, 2018, p. 5).

In today's world the data gathering on Facebook, Instagram, Twitter, or the retailer's daily transactions are measured by terabytes, petabytes, exabytes with the developing technologies to store the data. In addition, there are many sources that generate big data such as audio data, video data, sensor data, and clickstream data (Evans, 2015, pp. 41–42).

Volume, velocity, variety, veracity, and value are the five aspects of big data. Volume refers to the amount of the data; velocity refers to the speed of data set; variety refers to the amount of data types; veracity refers to the reliability of data set; value refers to the benefits of the data set to the firms (Cappa, Oriani, Peruffo, & McCarthy, 2020, p. 4).

Volume, velocity, variety is related to the data gathering and storing process. On the other hand, veracity and value are related to the quality of the data to generate useful and applicable business results (*Big Data Preprocessing Enabling Smart Data*, 2019, pp. 1–3).

Data can be classified into four groups by the measurement scale type. The classification is important to decide to choose the analysis method method and tools.

Categorical data do not have a quantitative relationship to one another. It needs to be assigned an arbitrary number to compute statistics. For example, a firm can classify their customers according to their regions (Europe, North America, etc) Ordinal data have a relationship with one another. It can be ordered and compared to one another. But there is no meaningful numerical relation between the data. The survey scales such as poor, average, good, very good excellent, are the example of ordinal data. Interval data is the numeric data which have not the constant zero point. The academic degree is one of the examples of interval data. The students can be ranked by their scores. Different from the ordinal data, interval data have numerical relations with one another. Ratio data is the continuous data that have the constant zero point. For example, the economic data and time have zero point and they can be compared numerically. With this feature, it can be said that ratio data is the strongest form of measurement scale (Evans, 2015, pp. 43–44).

Using big data helps firms in various ways in about their decision-making process. The outcomes that the firms get after processing big data can be used in the day-to-day operations of the business, discovering new opportunities, monitoring customer satisfaction levels, driving the product-design process, and optimize the cost of investment. In addition to all its benefits, using big data has an extra cost for firms such as storage cost, management cost, and analysis cost. Besides, protecting the data against breach of confidentiality and loss of reputation requires the cost of insurance. The balance between benefits and costs can be provided by considering volume, velocity, variety, veracity, and value of the data. The data volume itself without other dimensions will be the extra cost for the firms. In order to generate value from the data to increase the firm's performance, data should be considered not only the volume but also the variety and veracity dimension. The veracity of the data must be high to obtain reliable insights from the big data. In summary, it is crucial that rather than how big the data is, how smart data is (Cappa, Oriani, Peruffo, & McCarthy, 2020, p. 12).

2.1.2. Data Driven Decision-Making

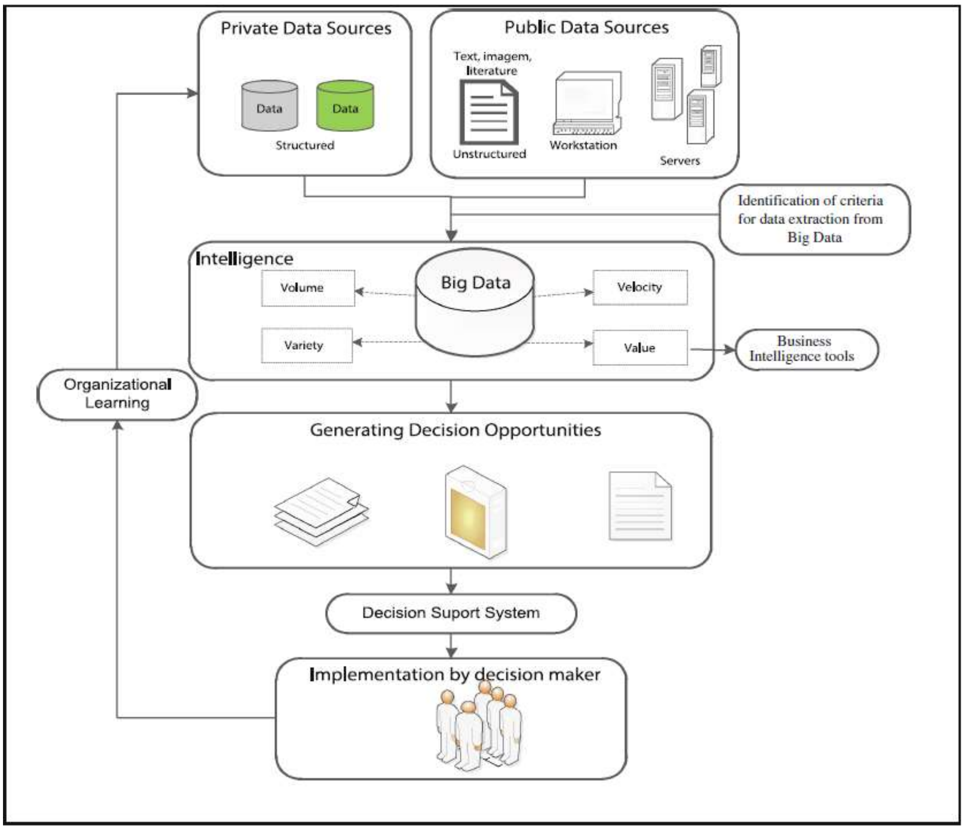
Decision-making is the study which focuses on how people make their decision with uncertain and imperfect information and what can be the decision choices.

With the development of business analytics, data has become a crucial part of the decision-making process in the firms rather than experienced managers and their intuition (Evans, 2015, pp. 580).

Firms need to collect and store the data and turn the analysis result into valuable information to obtain insights for decision-makers. Decision-making process of the firms can be improved by incorporating data collection tools with large repositories and data analysis systems into business units (Poleto et al., 2015, pp. 10-11).

Integration of the big data into decision-making process is shown in Figure 2.2. Both structured and unstructured data collect and store which are taken from internal and external sources to analyze to obtain information to use in the decision-making process. In today's business world companies, a have huge amount of data and companies need to analyze this data to solve the decision problems. Therefore, the data should be processed by using business intelligence (BI) tools in the intelligence stage of the model. At the intelligence stage, information that is reached by analyzing the stored data provide decision opportunities and alternatives for decision-makers. The analyzed data should be relevant to the business goals, relevancy at that stage define the intelligence capacity of the BI tools. Data visualization is one of the facilitators that BI tools provide to the decision-makers fast recognition of important deviations and trends. Analyzed data is used to choose and evaluate the decision model alternatives at the stage of generating decision opportunities. In order to predict the best-fitted decision model alternative for the problem, decision support systems should be implemented. In the last stage, decision-makers implement the final decision predicted by the decision support system into the organization (Poleto et al., 2015, pp. 17-19).

Figure 2.2: Integrated model of the decision-making process.



Source: Poleto et al., 2015, pp. 17

2.2. SOCIAL MEDIA

Social media concept has revealed with the development of Web 2 .0. in 2004. On the contrary of Web 1.0 (World Wide Web), internet users have a chance to get an interactive environment besides getting information (L. Tuten, 2020). Web 2.0 have allowed the users not only to be a consumer but also be a participant. Users can create their own content to publish, can consume other users' contents, and can interact with the content creators by liking, commenting (Obar & Wildman, 2015, p. 4).

- According to (Kaplan & Haenlein, 2010, p. 60) developing internet technologies such as speed access and the penetration of usage were led to the users and internet ecosystem to create new ways to communicate in online applications. Kaplan and Heinlein (2010) state that social media is a group of internet-based applications that build on the ideology and technology groundwork of Web 2.0 that enable to release user-generated contents. There are 6 types of social media:

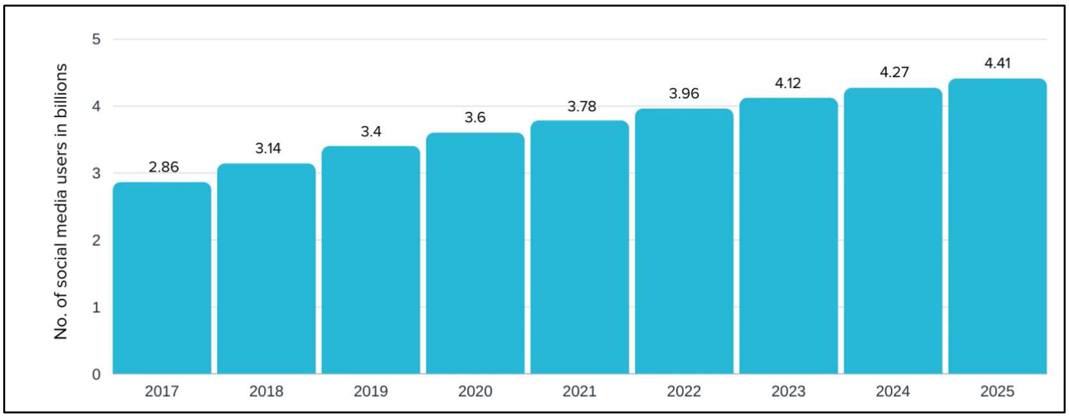
- Collaborative projects that many users creating text-based content for the platform such as Wikipedia;
- Blogs which can be described as personal web pages managed by one person and interact the other users via comments,
- Content communities: without the need for a personal profile can share media content at the platform such as Slideshare, YouTube,
- Social networking sites are platforms that the users create personal profiles and invite their friends to their profile to send messages, photos, videos, and so on such as Facebook, Instagram,
- Virtual game worlds are the platform that the users have custom avatars and interact with each other as they are in real life by following the rules in the context of the game such as World of Warcraft,

- Virtual social worlds are the platforms that the users have their avatars in the three-dimensional environment. And as different from the virtual game world, there are no strict rules to follow. Users can do many daily routines on the platform such as talking with the other avatars, walking under the virtual sunshine. Second Life application can be the example of this platform (Kaplan & Haenlein, 2010, pp. 62-65).

The number of social media users are increasing year by year. According to (We Are Social,2020) the social media users are above 3.8 billion and the number of internet users are over 4.5 billion from all over the world. It means that the nearly half of the world are active users of social media. In Turkey, 64% of the population are active social media users (Kemp, 2020a).

There are plenty of different social media platforms and the user numbers of each platform are increasing day by day. According to the report published by Statista, user numbers of social networks will reach until 2025 are indicated in the Figure 2.3. In 2020, nearly 3.6 billion people from all over the world were social media users and this number 5.88 % higher than the year before. The number of social network users is expected to reach 4.41 billion, increasing by 4.4% from 2020 to 2025.

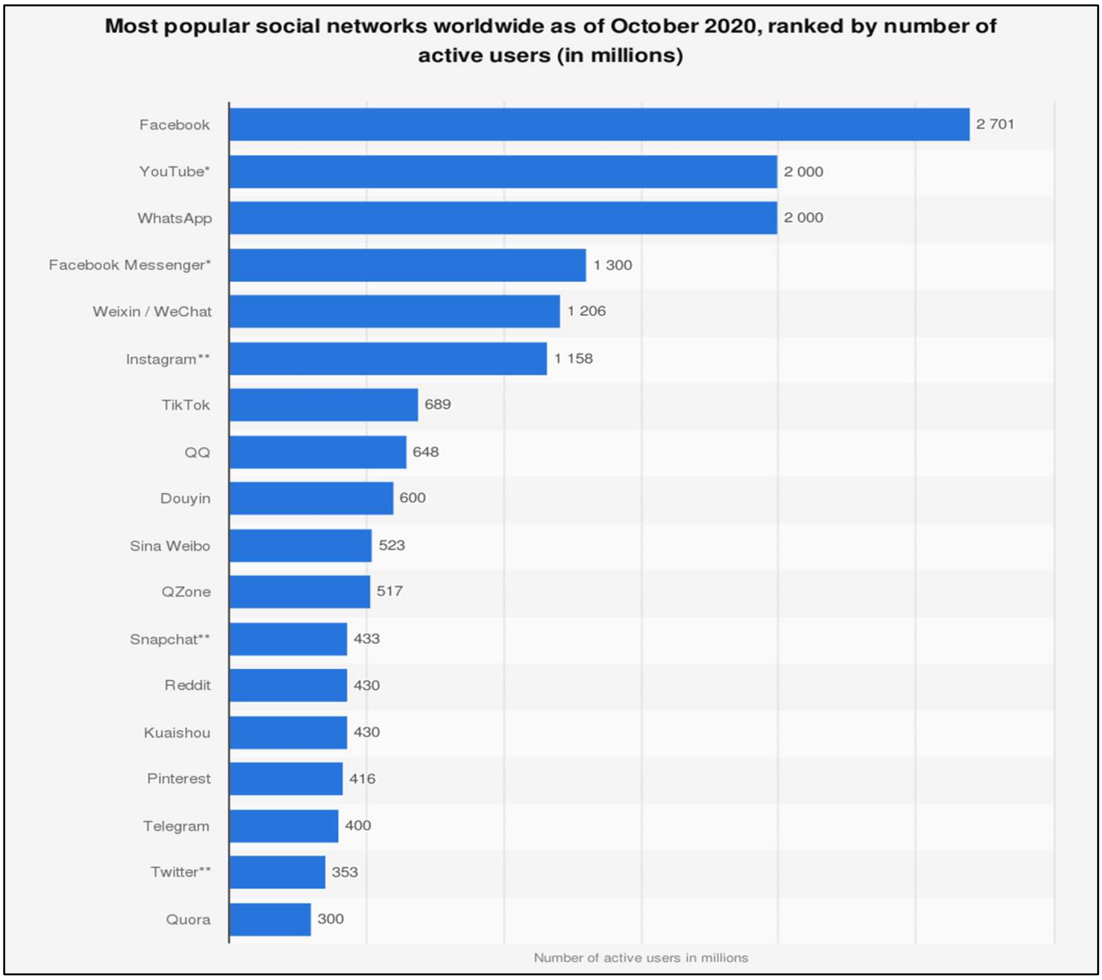
Figure 2.3: Number of social network users worldwide from 2017 to 2025.



Source: Statista. Retrieved from https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/

The distribution of the number of users within the social media platforms is shown in Figure 2.4. Facebook is the first rank social network with the 2.7 billion users. YouTube is placed in the 2nd ranked with 2 billion users. The common feature of these platforms is able to provide the users to reach a liberated social network from different geographies, cultures, and so on where they can consume the contents, share their opinions and interact with the brands or individuals or groups.

Figure 2.4: Most popular social networks worldwide as of October 2020, ranked by number of active users (in millions).



Source: Statista. Retrieved from https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

2.2.1. Social Media Marketing

Social media marketing is a brand-new topic that provides a greate opportunity to enhance communication with the customers, develop customer satisfaction, build brand equity, and increase selling performance for the firms. Social media platforms enable interactive communication to both customers and firms, the communication is a two-way channel in the social media platforms. Therefore, the customers can share their complaints and disappointments regarding brands or firms besides their positive feedback. This situation may affect brand reputation in a negative way also. The most important challenge in social media marketing management is to maximize customer satisfaction and return of investment while managing negative feedback to avoid damaging the brand reputation (Saravanakumar, SuganthaLakshmi, 2012, p. 4444).

The primary objective of marketing is to create value for customers and in return acquire value by enhancing communication between brand and customer. To do this, firms need to describe well the customer needs and satisfy the customer by keeping its profitability ("The Impacts of Using Social Media Websites for Efficient Marketing," 2020, p. 2222).

Defining the needs of the customer is a challenging process because the customers can not express their opinions clearly every time. Social media have a special position in the customer journey. It gives a chance to the marketers to touch the customer in each step of the purchase decision starting with the first stage which is in the customer's mind, to the after-sales process (Saravanakumar, SuganthaLakshmi, 2012, p. 4445).

According to We Are Social (We Are Social,2020) the internet users of the world spend 2 hours and 24 minutes, using social media platforms each day. It means that the marketers have a chance to create touchpoints with the customer in the social media platforms and this required advanced social media marketing strategies.

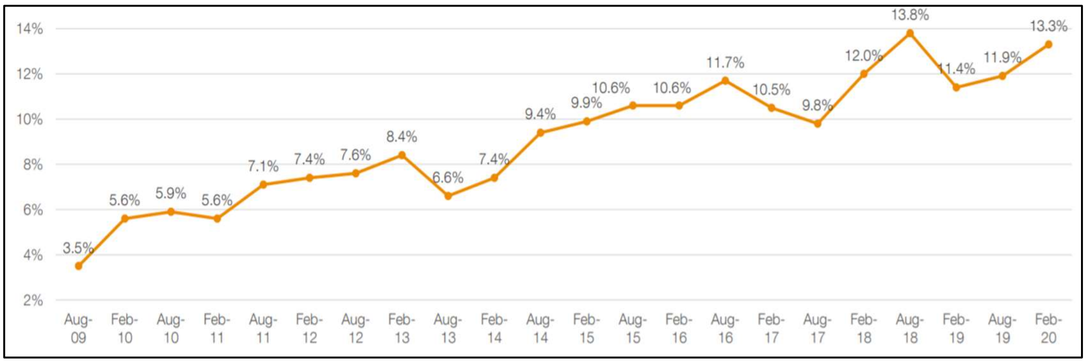
Social media marketing is bringing in mainly three advantages to the brands. The first one is brands can put forward their products and present their services by using social media. The second one is the brands can collect customer feedback related to their product and services with nearly no spend since most of the social media tools are available for free. And the third one interactive communication between brands and customer is one of the crucial advantages that social media provides to users both from the brand side and from the customer side.

Social media marketing strategies are based on this social communication between customers and brands. The tools of social media such as Facebook, Twitter, YouTube, Instagram, and blogs are the platforms and places that marketing strategies apply for brands. Nowadays almost all brands have their own social media accounts where they apply marketing operations, make customer networks, and influence potential customer through these accounts. Besides, customers can also have an impact on the buying decisions of each other with the help of comments and feedback regarding products or services of the brand. Another advantage of social media is that the brands enable to focus on the target audience by using social media analytics which provides to find out the behavioral pattern of the customer ("The Impacts of Using Social Media Websites for Efficient Marketing," 2020b, p. 2225).

It can be said that the social media marketing helps in creating a relationship with the customer, listening to their needs and wants, and developing custom products to increase the satisfaction level of the customers, increasing numbers of subscribers/followers, creating brand awareness and customer loyalty. Also, social media marketing helps marketers to create custom advertisements by identifying target groups and to decrease their overall marketing cost (DURGAM, 2018, p. 8).

According to the CMO Survey (Deloitte, 2020a), which has been conducted by 265 top marketers from U.S companies, the ratio of the social media budget became 13% within the marketing budgets of the companies as seen in Figure 2.5.

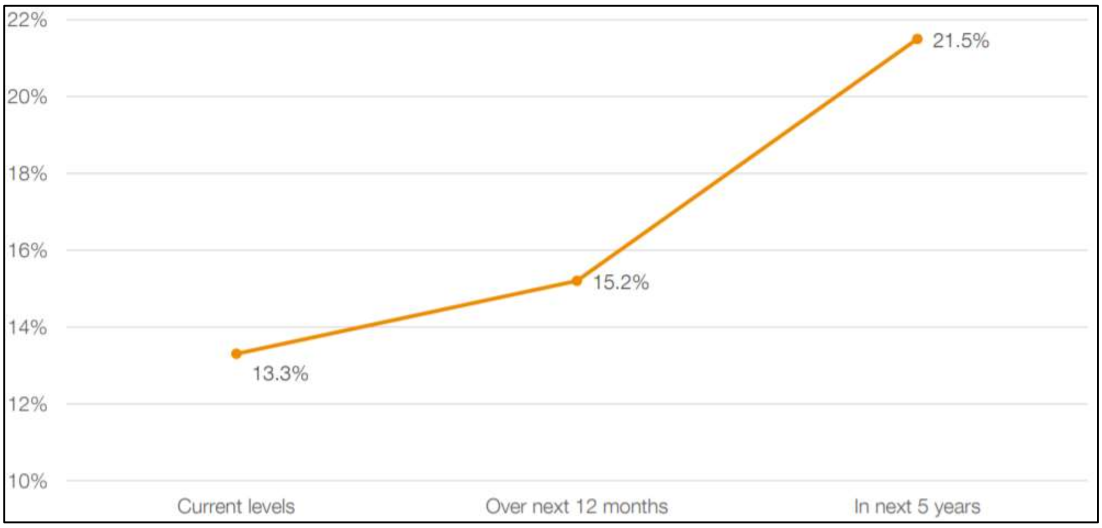
Figure 2.5: Social Media Spending as % of Marketing Budget.



Source: Deloitte Retrieved from https://www2.deloitte.com/content/dam/Deloitte/us/Documents/CMO/us-cmo-survey-highlights-and-insights-report-feb-2020.pdf

The expected increase in spending on social media in 5 years is shown in Figure 2.6. The social media budget is expected to increase by 62% to 21.5% in the next 5 years from its current position of 13.3%, according to the CMO Survey (Deloitte, 2020a).

Figure 2.6: Social Media Spending as % of Marketing Budget in Five Years.

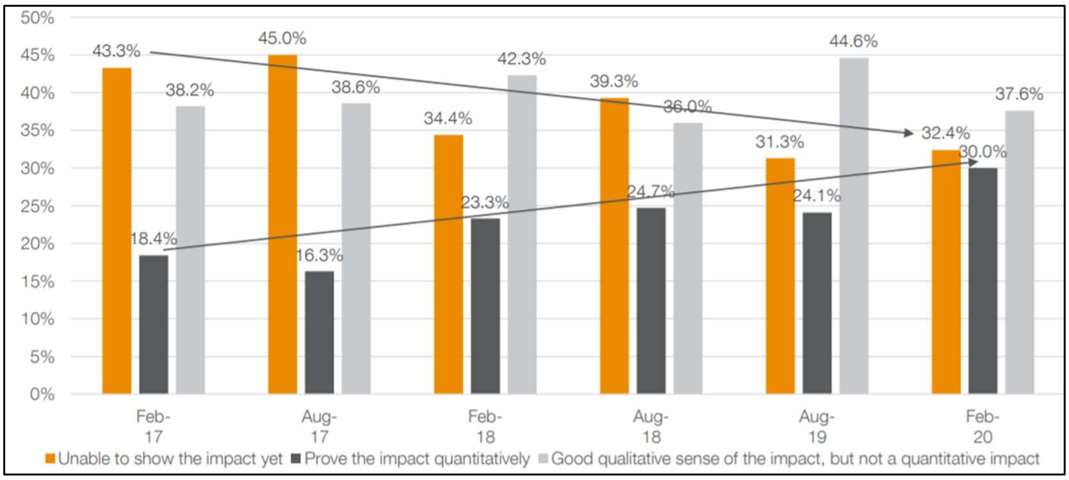


Source: Deloitte. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/us/Documents/CMO/us-cmo-survey-highlights-and-insights-report-feb-2020.pdf

Despite the increase of the social media budget of the companies, the ability to present the quantitative effect of social media on their business is not adequate. (Deloitte, 2020a). As seen in Figure 2.7, proving the impact of social media qualitatively on the business is increasing by the year. Implementing marketing analytics in companies is one of the reasons for this increase.

In this research, one of the analytic methods will be explained which allows the firms to convert customer text data to quantitative data by using sentiment analysis. With the development of business analytics applications in social media marketing, the quantitative effects of social media use on business will be better demonstrated by the marketers than they are presented now.

Figure 2.7: Ability to Present Social Media Effect.



Source: Deloitte. Retrieved from https://www2.deloitte.com/content/dam/Deloitte/us/Documents/CMO/us-cmo-survey-highlights-and-insights-report-feb-2020.pdf

2.2.2. Social Media Analytics

Social media analytics focus on obtaining insight and intelligence from social media data by using informatics and statistical techniques. Data mining, text analysis, sentiment analysis, machine learning, and more are some of the techniques that are using for social media analytics. (He, Wu, Yan, Akula, & Shen, 2015, p. 811)

The social media data includes increasingly important real-time data feeds which is the largest clue regarding understanding human behavior. Social media data is the richest source for social scientists and industry professionals to use in academic and industrial researches in today's world. Therefore, automatically collecting and analyzing social media data is one of the most crucial issues for scientists and marketers to save time (Batrinca & Treleaven, 2014b, pp. 90-92).

Analyzing social media data and learning from social media provide the firms competitive advantage. Firms should obtain customer insight from social media data for having a competitive advantage and increasing marketing performances. And it depends on the social media analytics skills of the firms (He, Wu, Yan, Akula, & Shen, 2015, p. 811).

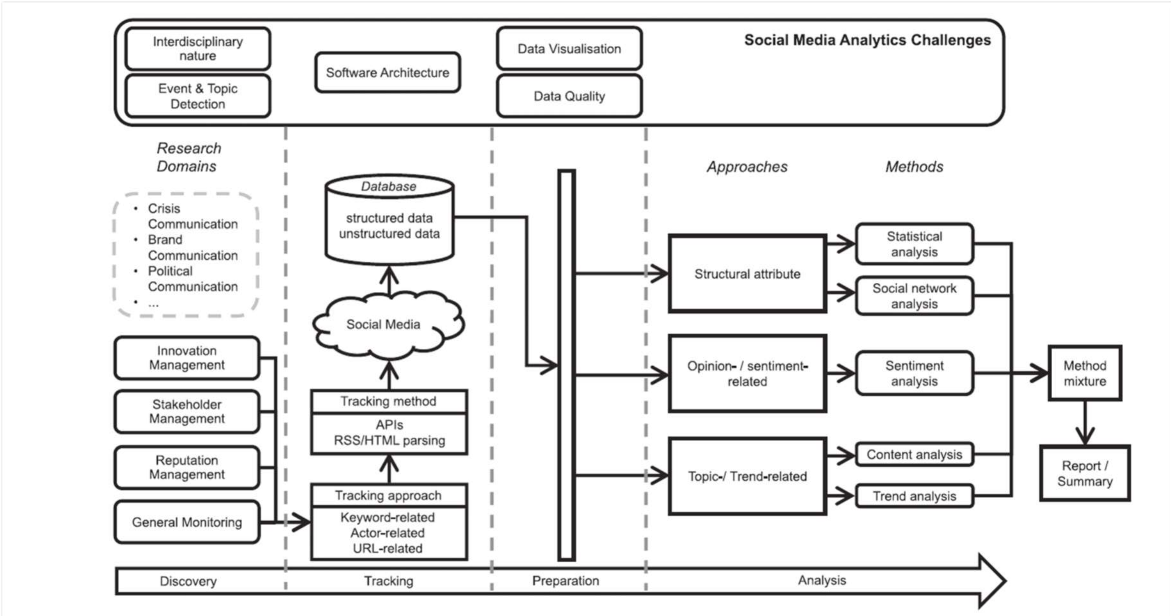
According to (Stieglitz, Dang-Xuan, 2012), the social media analytics framework consists of determining the purpose of analyzing, gathering the social media data, analyzing the collected data, and obtaining business outcomes of analyzed data. The analysis methods and approaches are also given in Figure 2.8.

The analysis approaches of social media analytics are defined as below;

- Trend related approach which is analyzed by using text mining and trend analysis methods;
- Sentiment related approach which is analyzed by using sentiment analysis and;
- Structural approach which is analyzed by using social network analysis.

In this research, our analysis purpose is general monitoring of the unstructured social media data by using sentiment analysis methods.
The details of the framework shown in Figure 2.8 are going to be explained in the data analysis part of the research.

Figure 2.8: Social media analytics framework.

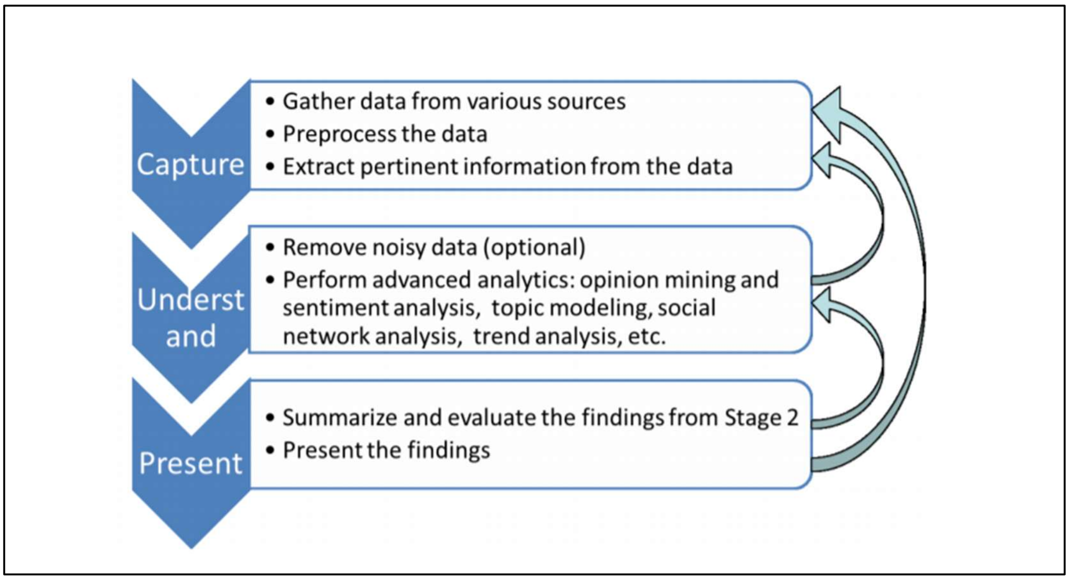


Source: (Stieglitz, Mirbabaie, Ross, & Neuberger, 2018, p. 165)

The main processes of social media analytics are shown in Figure 2.9. In the stage of capturing, the data is collected from various sources such as Facebook, Twitter, Blogs, Instagram, YouTube, and so on by using APIs, news feeds, or crawling (Rabbi, 2018, p. 5).

Preprocessing the data stage is belongs to the Capture process of Social Media Analytics. According to (Pradha, Halgamuge, Tran Quoc Vinh, 2019, pp. 1-5) preprocessing techniques consist of lowering the text to lowercase, removing the mentiones, URL, non-alphanumeric words, hashtags, whitespaces, stemming, and tokenization. Assessing the data helps to firms' decision-making process. So, the understanding process is the main part of social media analytics. By using advanced analytics methods such as sentiment analysis, statistical analysis, social network analysis, content analysis, and trend analysis. At last, present stage, the results which obtained from the analytics is summarizing, evaluating, visiualizing and reporting. This stage is important to show the result to the business professionals to help their decision-making process (Rabbi, 2018, p. 5).

Figure 2.9: The process of social media analytics.



Source: (Fan, Gordon, 2014)

2.3. Customer Relationship Management

In recent years, companies intend to create stronger interactions with their targeted customers to maximize the profitability of marketing activities. At that point, creating successful customer relationship management becomes more crucial for the companies. The emerging big data trend brings with it the opportunity to obtain information from various sources. So, this opportunity is enlarging the CRM information sources. In this chapter, Customer Relationship Management will be reviewed by considering big data usage areas.

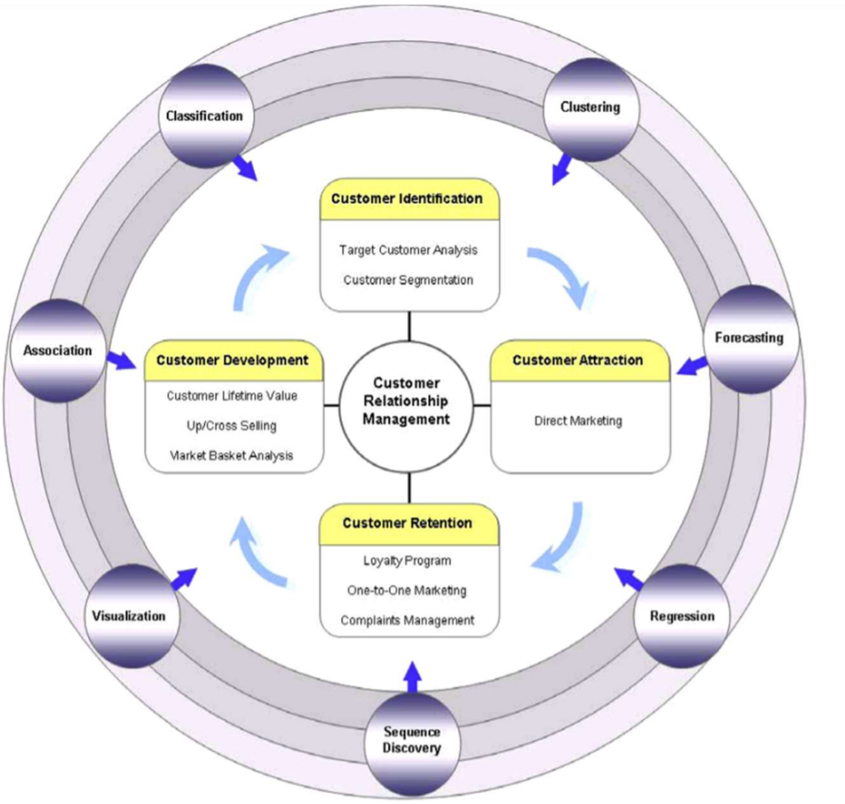
Customer Relationship Management applications provide companies tracking the customer behavior to collect knowledge about customer and generate customer insight from collected data. Companies use these customer insights to develop customer-related products and services. In order to generate customer insight from the data by using CRM applications, companies should be familiar with data management. Data management gives the firm advantage to respond to the customer's evolving needs (Mithas et al., 2005).

There are four main dimensions of Customer Relationship Management. Customer identification is the first dimension of the CRM. It is related to know the customer by using customer target and customer segmentation analysis. With these analyses, companies obtain a chance to target the profitable and more convenient population for their product or services strategies. Besides, the customers that are not profitable for the companies are identified by using CRM techniques. The second dimension of CRM is customer attraction. At this stage, the aim is to motivate the identified customer segments to purchase or use the services of the companies by using direct marketing strategies. Customer retention is one of the main concerns of CRM is the third dimension. The satisfaction level of the customers is a crucial condition for retaining the customer. The satisfaction level of the customer depends on the customer perception of being satisfied when he or she compare their expectations and the results on the product or service experiences of the company. In order to maintain the customer retention in successful level, customer satisfaction level play a crucial role. At that point company should create attractive loyalty programs strategies, effective one-to-one marketing strategies, and complaint management strategies. Finally, the last dimension of CRM is customer development. Customer development consists of discovering customer needs and creating customer needs, customer validation, and expand customer profitability. Lifetime value analysis, up/cross selling, and market basket analysis are the elements of customer development process (Ngai et al., 2009).

Customer relationship management has many layers. And one of the layers is data mining. Data mining can be defined as a method that generates results for companies to become more data-oriented and customer-oriented organizations. Customer data can be acquired from most of the touchpoints such as purchase history, payment history, marketing, and service data during the customer journey by using data mining. Besides these company data, social media data which can be obtained by using data mining expands the volume of customer information in the company. Data mining implemented CRM systems turn complex customer data into customer information which can be used for identifying customer, attracting the right customer, retaining the current customer, and understanding customer needs. So, companies can have a competitive advantage to understand their customers by using data mining in every element of CRM (Rygielski et al., 2002a).

Data mining models can be applied into all the dimensions of CRM. The most used data mining models is shown in Figure 2.10. Association model analyze the relationship between datas; classification model predicts future customer behaviors based on predefined classes; clustering model helps to segment the heterogeneous populations into meaningful clusters; forecasting model uses recorded data pattern to predict future value; regression is a statistical technique which use for the testing relationship between variables; sequence discovery identify and model the deviation and trends within a period; visualization model turn complex data into understandable presentations for the user (Ngai et al., 2009).

Figure 2.10: A classification for data mining techniques and Customer Relationship Management.



Source: (Ngai et al., 2009)

2.3.1. Customer Relationship Management and Customer Satisfaction

The relationship between CRM and customer satisfaction affects the business performance of the companies. One of the significant aims of CRM systems is building strong customer loyalty by enhancing customer satisfaction and create a positive impact on the business performances. Customer satisfaction can be defined basically as the customer response to product, service, process, and after-sales experiences about the company. Building strong customer satisfaction depends on understanding customer requirements, meeting customer expectations, and delivering customer value (Buttle, 2004).

Customer relationship management applications influence customer satisfaction with the ability to customize company offers, the ability to affect the perceived quality, and the ability to manage the customer touchpoints. CRM applications gather the customer data and processing this data to find out the needs of each customer. Companies can offer to each customer according to their individual needs. With these customized offers, the perceived quality from the customer point of view of products and services is enhanced. Since perceived quality is one of the indicators of customer satisfaction level, it can be said that the CRM application has an indirect effect on the customer satisfaction level. The other indicators of the customer satisfaction level are effective customer relationship management. And CRM application helps firms by tracking the customer journey and generate insight from the first touchpoint with the customer to the end of the customer experience to boost customer loyalty (Mithas et al., 2005).

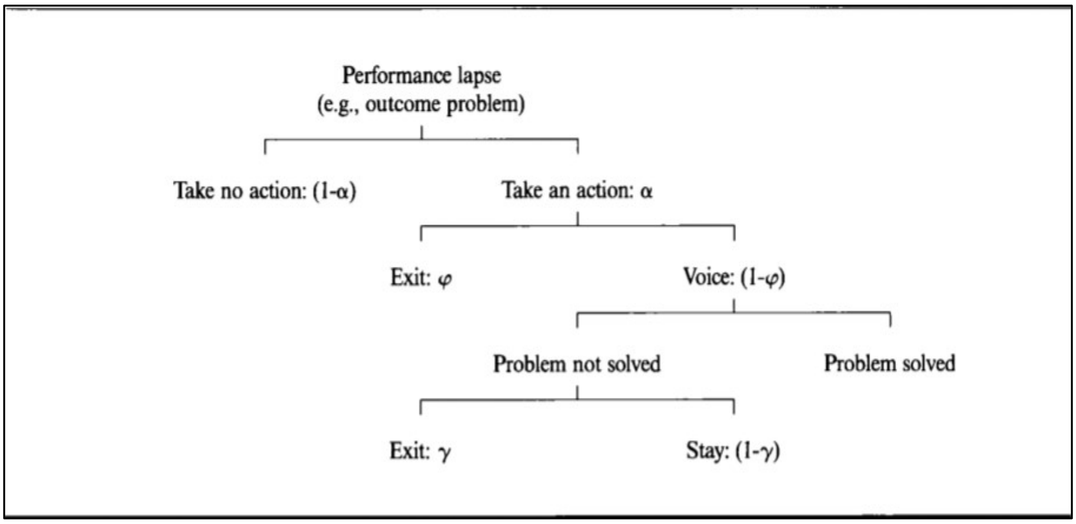
2.3.2. Customer Dissatisfaction

Dissatisfaction generally has been analyzed in comparison with satisfaction. But the researches show that dissatisfaction is not only the opposite meaning of satisfaction. Dissatisfaction is an emotional response with a clear focus that happens at a time. Customers who had dissatisfying experiences with a specific product or service tend to describe their feeling by using exaggerated expressions such as cheated, disappointed, angry, and so on. Also, dissatisfaction is triggered sooner and last longer than satisfaction for most of the customers (Souca, 2014). Dissatisfaction feelings may occur when the delivery of service or product does not meet the customer expectation. Besides, even the customer expectations have been met, if the customer realizes that the delivery would be better if they choose alternative companies, they may feel dissatisfied (Zeelenberg & Pieters, 2004).

In our research, as the result of sentiment, our sentiment analysis on customer data, the tone of customer feedback was dominantly negative, it means that the company has an issue about managing dissatisfied customer.

Dissatisfaction may trigger two negative responses that cause significant business results for companies. These responses may be exit which affects customer retention performance, and world-of-mouth which influences company reputation in the minds of other customers. Decision-makers in companies have a chance to influence dissatisfied customers by understanding their main problem and meeting their needs to retain customers. Companies may take advantage to increase loyalty and profits when they achieve to fix the negative experience. Dissatisfied customers generally persuade the other customers and increase the loss. Since exit reduces the profits of firms, dissatisfaction should be eliminated when a negative customer experience is detected by companies. As it is seen in Figure 2.11, exit and voice depend on not only the negative service or product experience but also depends on the response of the companies towards the dissatisfied customer (Levesque & McDougall, 2009).

Figure 2.11: Response of companies on towards customer dissatisfaction.



Source: (Levesque & McDougall, 2009)

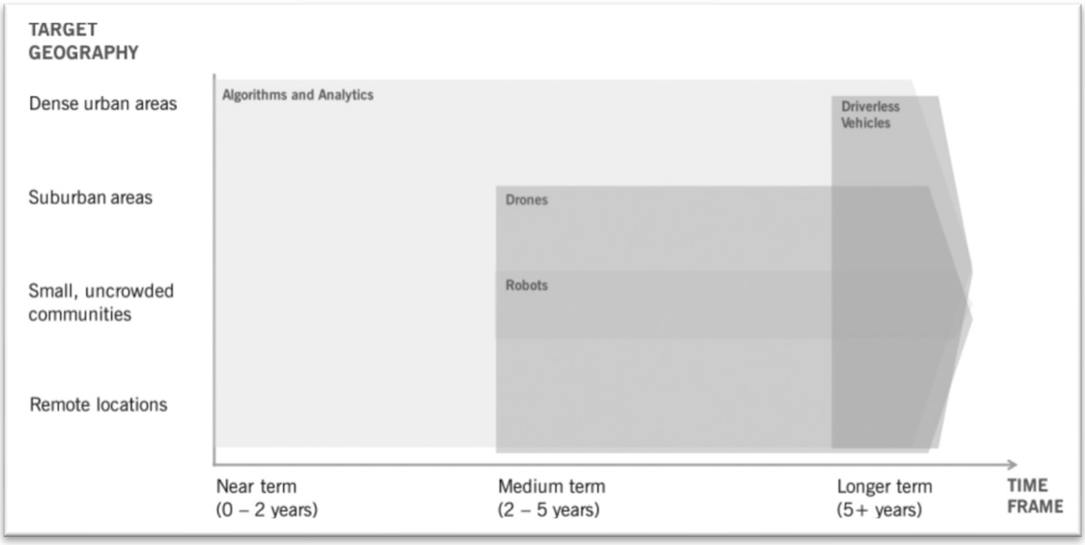
2.4. Logistic Industry in Turkey

The logistic industry can be defined as the transportation of the right inventory, at the right time, in the right quantity, at the right price, in the right place by considering delivering the right quality of the service (Redaktion, 2021).

According to the report by McKinsey, 37% of the consumers plan to online shopping more, and 60% of them plan to make online shopping their permanent buying choice. With this behavior change towards online shopping, customers demand a faster response from the logistic firms (Sá, 2021). The implementation of the latest technologies to the processes of logistics will support companies to reach demanded speed. Successful logistic management not only enables faster response to the customer needs but also enables to reduce the total cost of product and influence the customer satisfaction in a positive way.

General estimation regarding the latest technologies adoption for the logistic industry is shown in Figure 2.12. In this paper, we present an analytic model to predict the tone of customer tweets on Twitter.

Figure 2.12: A projected timeline for adoption of the latest technologies in the logistics sector.



Source: (Indap, 2019).

Logistic services providers have an important role to increase customer satisfaction and gain a competitive advantage. Cargo services and courier delivery services are the main areas of logistic services. Due to the growing e-commerce and its increasing usage within the customers, cargo and courier delivery services have become promising industries in Turkey and the global market. Turkeys' leading cargo and courier delivery services brands are PPT, MNG, Yurtiçi, ARAS, DHL, Surat, UPS, and FEDEX (Flanders Investment and Trade, 2020).

In research from Atmaca (2015), Yurtıcı Cargo is the most widely used brand in cargo and courier delivery services by the customer with a rate of %40. Also, Yurtici Kargo was awarded as “Turkey's most technological brand” by Tech Brands Turkey (Marketing Türkiye, 2021). Yurtici Cargo was founded as the first Turkish cargo brand in 1982. The company has been carrying out logistic operations in 81 cities of Turkey and 220 points in the world. In addition, Yurtici Kargo is a business partner with the leading cargo company in Europe Geopost since 2003. The study has used the Twitter data of Yurtici Kargo in the model which will analyze in the data analysis chapter.

2.4.1 Digitalization in Logistic Industry

The logistic industry uses technological developments in delivery, resource planning, warehouse systems, and information security process. In order to provide efficient and faster logistic services for customer needs, companies should use the advantages of digital technologies. New logistic technologies provide companies to respond to customer demands directly, decrease inventory costs, ensure data security and save time. Logistic services are one of the subjects of the competitor between the companies. Digitalization brings with it faster logistic service expectations of the customers. Therefore, companies need to create new marketing strategies to meet their customer the expectation. The companies implemented the information systems into their processes as marketing tools influence their business results. The companies which are implemented the information systems into their processes as marketing tools increase their business performance by increasing customer satisfaction, saving time, facilitating inventory management, and decreasing cost (BARDAKCI, 2020).

3. METHODOLOGY

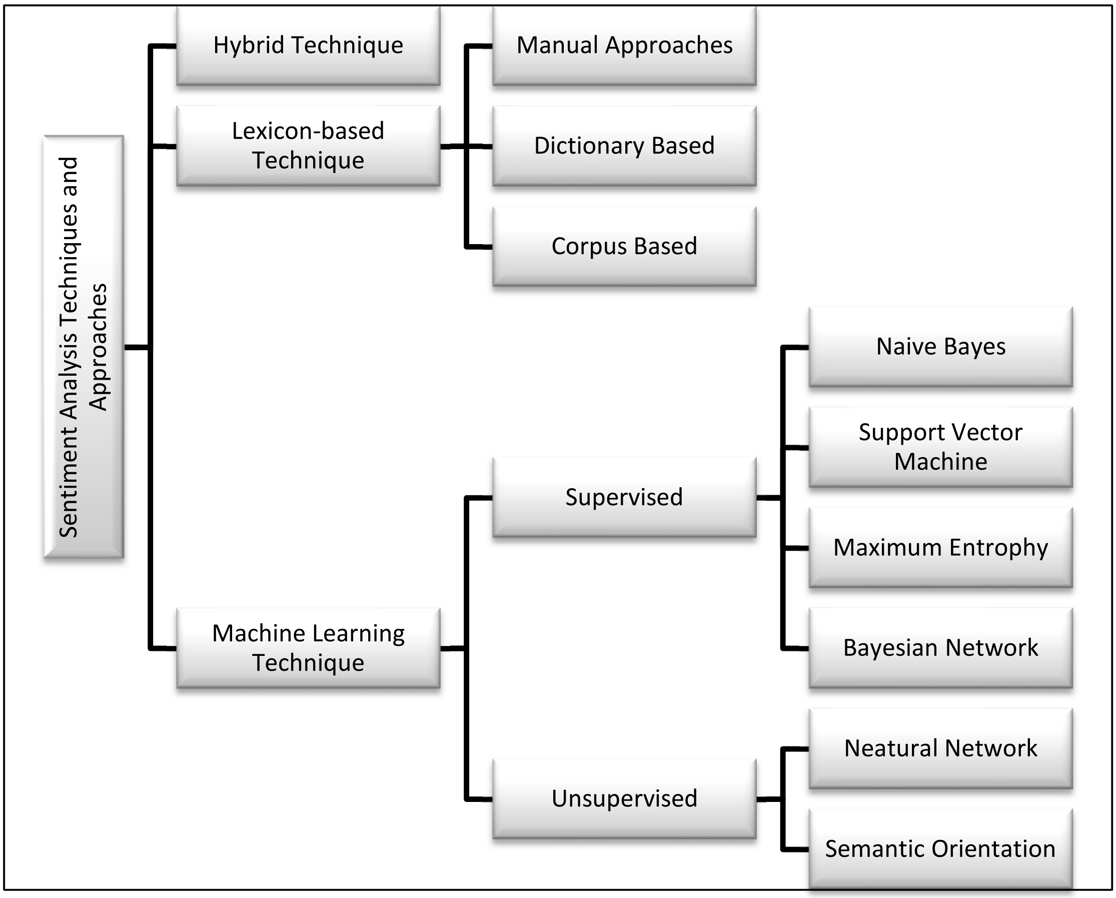
3.1. SENTIMENT ANALYSIS

Sentiment analysis can be defined as a social media data mining technique that is useful for the business, help to identify positive, negative, and neutral opinions, feelings, and behavior of the social media users. Conceptual linguistics and natural language processing methods are applying to find out the sentiments of the users from the text data in social media platforms such as Twitter, Blogs, Facebook, Instagram and so on (Rabbi, 2018, p. 5).

According to (Kumar & Jaiswal, 2019, p. 1) nearly 90% of the big data is unstructured and the way to convert it to structured data is to use advanced text mining models. Sentiment analysis is one of the text mining methods which provide a technological solution to the firms to figure out users' opinions regarding a specific product, service, concept, or an entity.

Sentiment analysis consists of lexicon-based, machine learning, and hybrid techniques as seen in Figure 3.1.

Figure 3.13: Sentiment Analysis Techniques and Approaches.

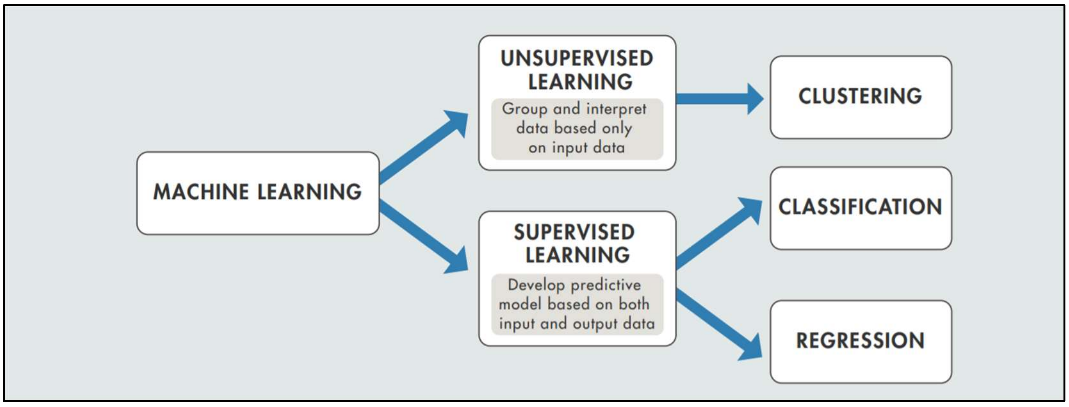


Source: Source: Prepared by the researcher.

3.2. Machine Learning Techniques

Machine learning techniques for sentiment analysis can be examined into two groups as supervised learning and unsupervised learning (Verma, Thakur, 2018, p. 444). In Figure 3.2 the classification of machine learning is shown. The performance of the algorithms is to become better adaptively with the increasing number of processed data. Because the machine learning tools learn from experience, the role of the number of processes is essential for the learning process. So, the data volume is one of the key factors to obtain better result from algorithms. (*Introducing Machine Learning*, 2016, pp. 1–3).

Figure 3.14: Machine learning techniques.



Source: (*Introducing Machine Learning*, 2016, pp. 1–3)

Supervised Learning: Input data and output data are known in the supervised learning method. Supervised learning algorithms are the models that predict the responses for the new data sets, based on the currently known input data sets and the response of the input data sets. With classification techniques, discrete responses such as the number of visits, credit scores can be predicted. Temperatures, length of a movie data sets as an example of continuous responses can be predicted by using regression techniques (*Introducing Machine Learning*, 2016, pp. 1–3).

The algorithms such as Naive Bayes, Support Vector Machine, Maximum Entropy, and Bayesian Network belong to supervised learning technique, use the labeled data sets, and learn to predict to output (Verma, Thakur, 2018, p. 444).

Unsupervised Learning: Input data has unknown patterns in the unsupervised learning method. As a method generally clustering is used for unsupervised learning technique. For analyzing the market researches, and object recognition data sets, the clustering method is used (*Introducing Machine Learning*, 2016, p. 6).

Different from the supervised learning approaches, the unsupervised learning approaches is not depending on the domain and topic of the training data. The difficulties on the labeled data creation and preparation are removed from the unsupervised learning approaches.

The algorithms such as Neural Network and Semantic Orientation belong to unsupervised learning technique, use the unlabeled data sets, and learn to the inherent structure from these input data sets (Verma, Thakur, 2018, p. 444).

3.3. Lexicon-Based Method Techniques

The lexicon-based method is the technique for analyzing the sentiment of the data sets by using a dictionary or by using the collection of words and phrases that are prepared for analysis. Lexicon-based techniques can be examined into three groups as manual, dictionary-based, and corpus-based approaches (Kim, 2017, pp. 1–3).

Manual approaches and dictionary-based approaches use lexicon and optionally on unlabeled data, while corpus-based approaches use labeled data. Sentiment scores are assigned to each word in the corpus-based approaches and dictionary-based approaches (Verma, Thakur, 2018, pp. 445-446).

3.4. Hybrid Techniques Lexicon-Based Method Techniques

The combination of both Machine Learning Techniques and Lexicon-Based Method Techniques is named as Hybrid Technique and this is the most frequent technique used. Both methods have their own strengths, and the combination of the methods provides advantages to improve the accuracy rate of the output (Ghiassi & Lee, 2018, p. 212).

4. DATA ANALYSIS

4.1. Data Gathering

One of the main sources of data is social media in today's world. For the analysis, Twitter text messages were used which contain a maximum of 140 characters with the hashtags, emoji, and URLs. Social media platforms provide channels for data retrieval through their Application Programming interfaces. Tweets in Twitter are obtained with the help of API by applying filtration regarding the needed content of researchers. The contents that will use for the analysis, are selected among the tweets with specific hashtags. Sociality Monitoring Tool is used for getting the data properly in the process of retrieving data by API. The hashtag used in this analysis is the name of the brand that has been released on Twitter belonging to a pioneer brand in the Turkey cargo sector. Data retrieved from Twitter within the September, October, and December 2020 period.

To obtain creditable data, users with more than 100 followers were chosen from the dataset in the data cleaning process. Duplicate contents in the data, such as retweets, have been removed from the data set. The emojis in the data were removed from the contents of the tweets to analyze the data by using the Knime program with better performance.

After the data cleaning process, there are 5,425 data remained regarding the brand in the period of October, September, and November 2020. 45% (n=2440) of the data set collected from Twitter was labeled as positive, negative, and neutral manually. The percentages of the data coded manually are;

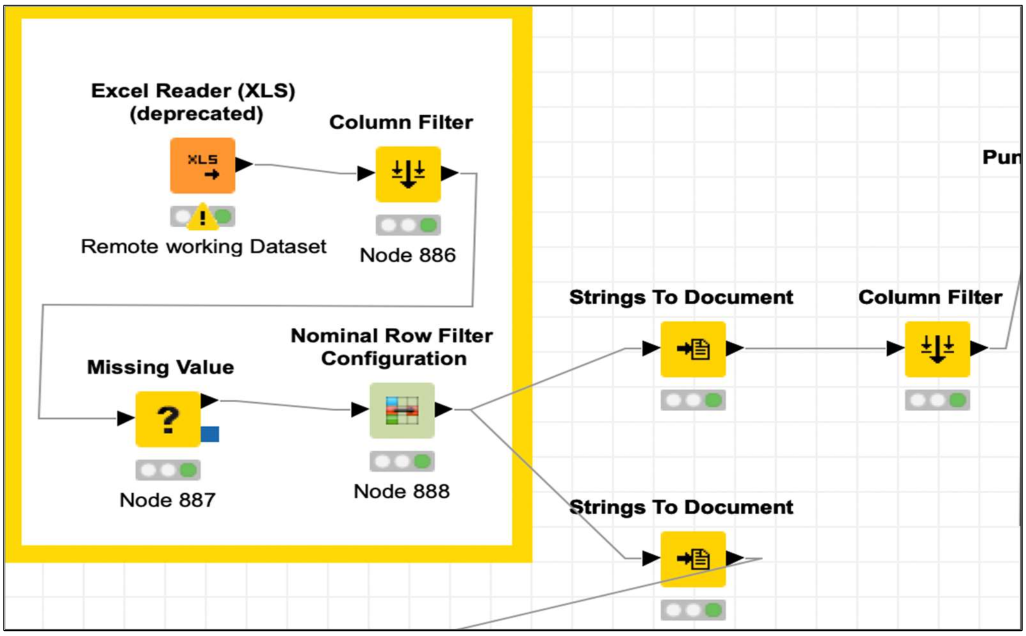
- 1.5% positive,
- 93.0% negative,
- 5.5% neutral.

The Hold-out Method was used for data split. 70% of data was used as training data (n=1708), and 30% of data was named as test data (n=732).
Training data and test data have different functions on that method. While training data is used for training the model, the test data is used for measuring the performance of the model. The data was coded in MS Excel at first, and Knime Analytics Platform was used for analysis. Knime Analytics Platform provides to apply machine learning models to data sets. In our analysis, Machine learning models have been used with the help of Knime Analytic Platform. Unlabeled part of the data set 55% (n=2983) was estimated by the machine learning model. Support Vector Machine model performed better than the other models. Therefore, this model was chosen for the analysis.

4.2. Data Preprocessing and Modelling

The excel data was imported to Knime Analytics platform at first as shown in Figure 4.1. If there are missing values in the data, the operator removes the missing values from the data set. In the excel data, there are a lot of information related with the tweets such as URL, date, time, username, number of followers, and following beside tone and content information. The operator in Knime filters the content and the tone of the related tweets and create a filtered data table.

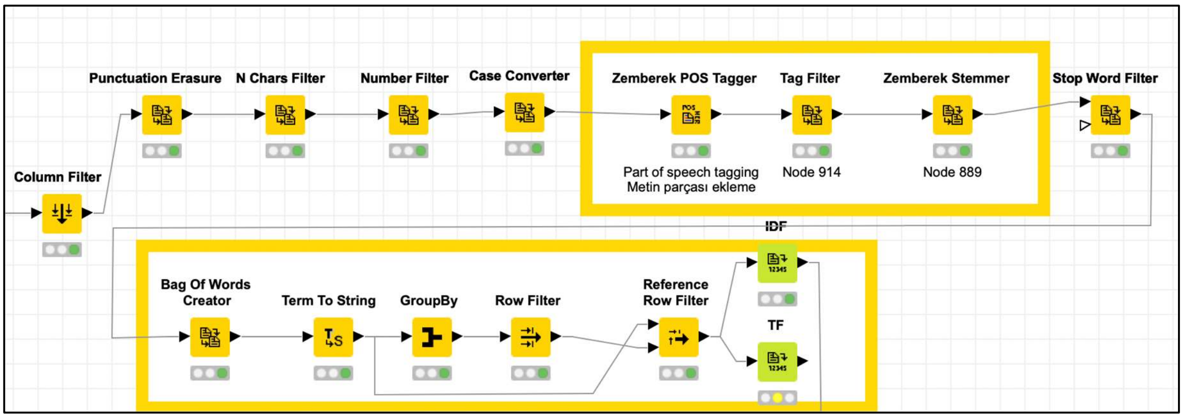
Figure 4.15: Data Import and Filter Step.



The irrelevant data was removed from the data table. The remaining columns such as the tweets, the tone of the tweets and the categories are used as the input at the next steps of the analysis.

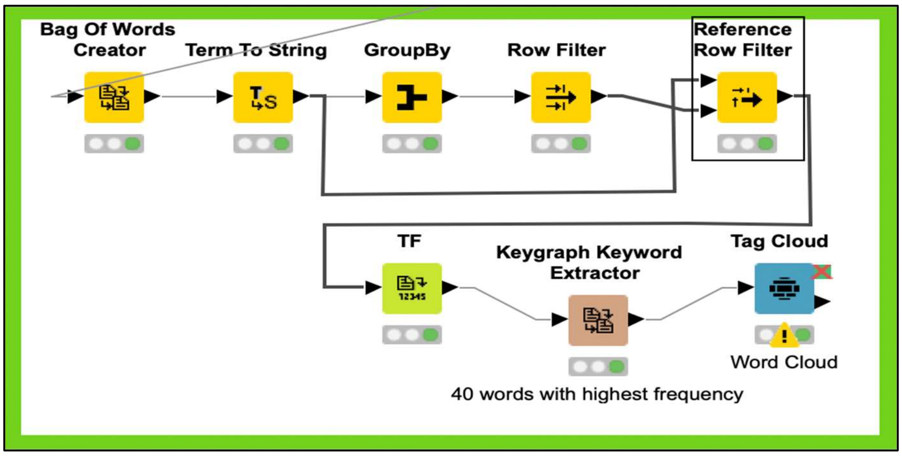
As seen in Figure 4.2. Data preprocessing consists of Punctuation Erasure, N Chars Filter, Number Filter, Case Converter, Zemberek POS Tagger, and Tag Filter. At the stages of Punctuation Ensure, punctuations were removed from the data, the terms less than 3 characters were filtered at the N Chars Filter stage, Case Converter operate converted the uppercase characters in the data to the lowercase characters, the conjunctions and prepositions were removed in the stage of Stop Word Filter. Stemming and Lemmatization steps were operated by the Turkish Dictionary Zemberek which is Natural Language Processing library. Tag Filter helped to clean data by eliminating date, money, and meaningless words.

Figure 4.16: Preprocessing Steps.



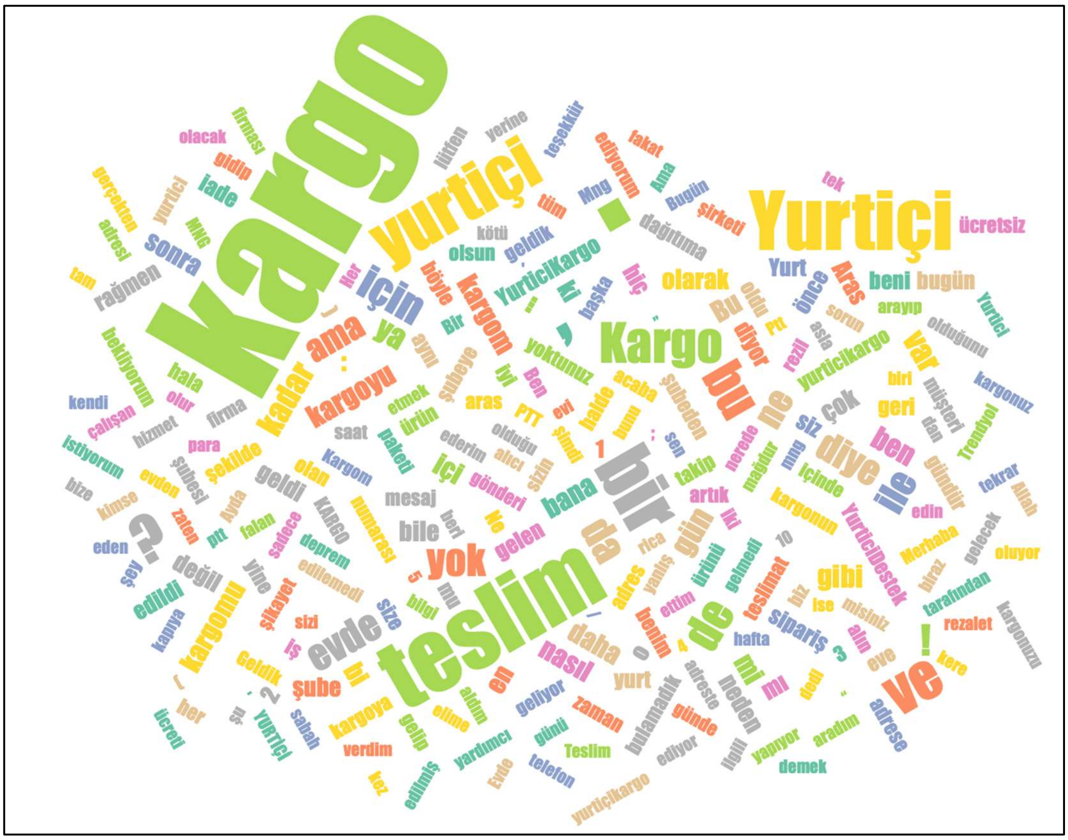
In Figure 4.3 it is seen the follow of the feature selection and extraction process. At the stage of Bag of Words Creator, the matrix form of the terms in the data was listed. Term frequency (TF) and Term frequency-inverse document frequency (TF-IDF) operators worked out term weightings. Since the results are the same and do not affect the result, the process has been continued with the TF results.

Figure 4.17: Feature Selection and Extraction.



World cloud of the text data is created by using the TF term weighting results. The punto size of the words in the word cloud, shows that the importance level of the term. The word has a bigger punto has the bigger level. The world cloud of our study is shown in Figure 4.4. The most used word is “teslim” when the words related to the company name as “Yurtici” and “Kargo” are removed. The means of “teslim” is “delivery”.

Figure 4.18: Data Word Cloud.



The techniques for the Machine Learning were performed for each. The data Naive Bayes, K-Nearest Neighbor, Support Vector Machines, Decision Tree, and Random Forest Models classification platform was used as seen in Figure 4.5, Figure 4.6, Figure 4.7, Figure 4.8, Figure 4.9 below.

Figure 4.19: Naive Bayes Model.

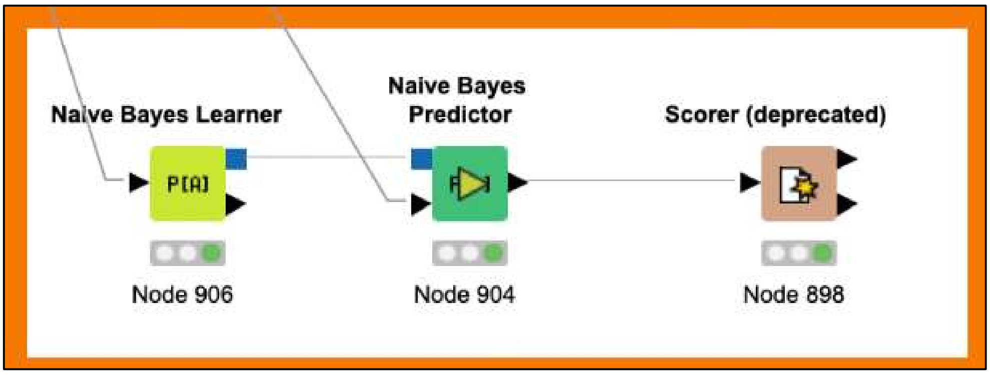


Figure 4.20: K-Nearest Neighbor Model.

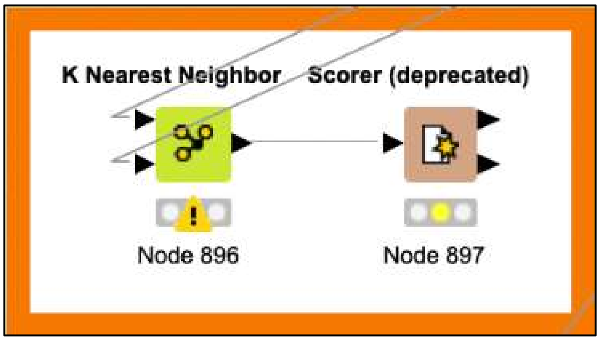


Figure 4.21: Support Vector Machine Model .

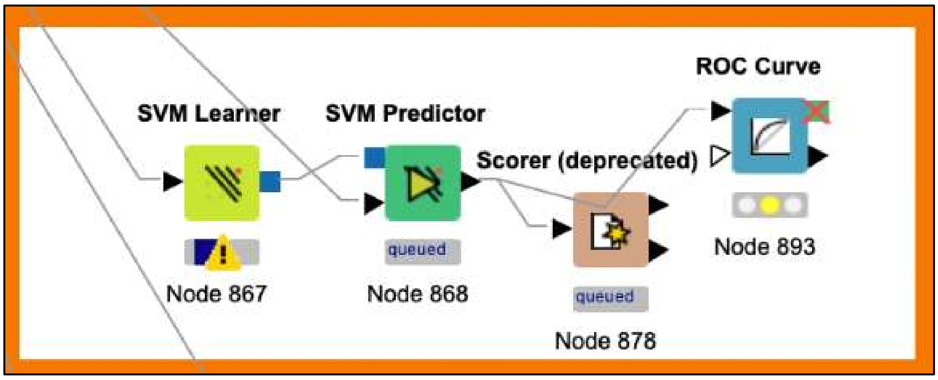


Figure 4.22: Decision Tree Model.

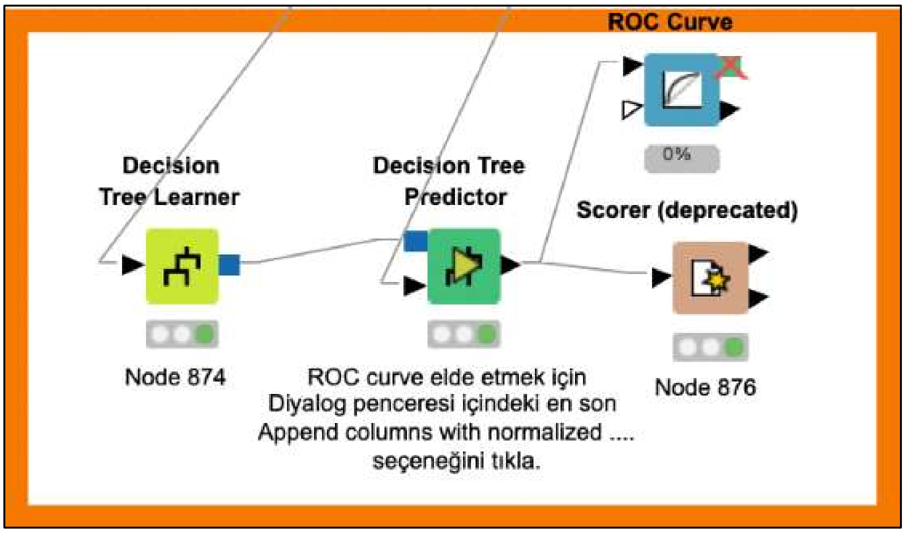
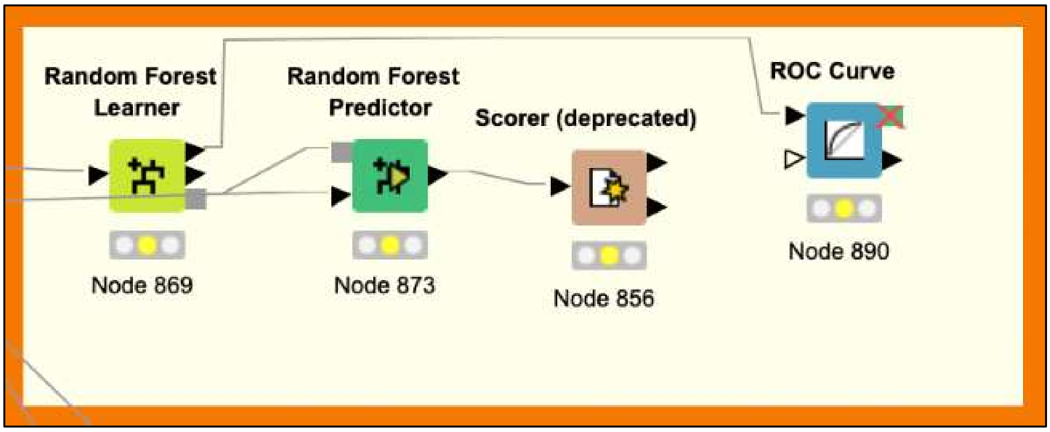


Figure 4.23: Random Forest Model.



4.3. Machine Learning Models' Classification Results

Machine learning classification methods have been applied to the data set. After that, the performance of this method has been measured and the accuracy results of each algorithm have been compared to each other.

As seen in Table 4.1, the best accuracy result has been gotten from the Decision Tree Model.

Table 4.1: Accuracy Results

Method	Accuracy
Naive Bayes	0.014
K- Nearest Neigbour	0.988
Decision Tree	100

Considering all machine learning algorithm, Decision Tree algorithm had the highest accuracy score (100). However, Naïve Bayes had the least accuracy score (0.014).

Classification performances are listed separately for each of the machine learning models in Table 4.2, Table 4.3, Table 4.4 below. In order to obtain better classifier results, the precision, sensitivity, specifity, and F1-score metrics results are crucial. The higher precision, sensitivity, specificity, and F1-score result provides better classification performance.

Table 4.2: Classification Performance Results for Decision Tree Model

	Negative	Neutral	Positive
Precision	-	-	0.014
Sensitivity	0	0	1
Specificity	1	1	0
F1-Score	-	-	0.027

Table 4.3: Classification Performance Results for K-Nearest Neighbor Model

	Negative	Neutral	Positive
Precision	1	1	1
Sensitivity	1	1	1
Specificity	1	1	1
F1-Score	1	1	1

Table 4.4: Classification Performance Results for Naive Bayes

	Negative	Neutral	Positive
Precision	0.989	0.974	1
Sensitivity	0.999	0.862	0.773
Specificity	0.844	0.999	1
F1-Score	0.994	0.915	0.872

As seen at result Table 4.4, the “Negative” labeled class shows high precision, sensitivity, specificity, and F1-Score results in most of the machine learning models.

Deviated information can be seen in confusion matrices in Table 4.5. Performance metrics such as accuracy, true, false, recall, precision, sensitivity, specificity, and F1-Score were all calculated by using negative, neutral, and positive values.

Table 4.5: Confusion Martix Results

	Decision Tree			
		Predicted		
		Negative	Neutral	Positive
Actual	Negative	1519	0	0
	Neutral	0	87	0
	Positive	0	0	22
	Naïve Bayes			
		Predicted		
		Negative	Neutral	Positive
Actual	Negative	0	0	1519
	Neutral	0	0	87
	Positive	0	0	22
	K-Nearest Neighbor			
		Predicted		
		Negative	Neutral	Positive
Actual	Negative	1517	2	0
	Neutral	12	75	0
	Positive	5	0	17

5. CONCLUSION

The main objective of this research was to demonstrate the benefits of social media usage for monitoring customer feedback with the new data analytic methods. The method that has been used for this research was sentiment analysis of the data regarding the user feedback belongs to Cargo firm. The findings of the analysis demonstrate that the classification of the data by using sentiment analysis allows the decision-makers to interpret the Twitter data for creating better marketing strategies according to customer expectations. Since the customers use social media to interact with the brand as sharing their experience and future expectations, the data have been created by the real customer.

The tweets gathered during the 2020 September, October, and November period related to the Cargo firm analysis shows that the users' attitudes towards the Cargo firm. The percentages of the positive, negative, and neutral feedbacks are the crucial outputs to decide the marketing strategies according to each sentiment that the users have.

This research aimed to indicate the value of social media platforms and their usage by using sentiment analysis for marketers.

Sentiment analysis has better advantages when it is compared to traditional marketing researches. The sentiment analysis by using social media data is a cost-effective and time-effective analysis method. This study demonstrated that the innovative data analytic methods provide real-time analysis regarding customer comments on social media.

The results show that machine learning models may generate different performance results. The firms can manage the customer opinion and their expectation of the brand by choosing the model which has the best performance results. In our analysis, the Decision Tree algorithm has the best accuracy results with a rate of

100%. Since the model fits too closely to the training data set, we interpret this results that the Decision Tree algorithm for the model becomes overfitted. So based on the performance metrics of our study as accuracy, precision, sensitivity, specificity, and F1-Score, the K- Nearest Neighbor has been distinguished as the best machine learning model.

In conclusion, since the Twiter data is accessible for all the users, brands also would be able to monitor their competitor's customer opinions besides their data by using the sentiment analysis method.

6. MANAGERIAL IMPLICATIONS

This study shows that social media analytics can be used as a strategic tool for marketing management. The importance of analyzing social media data by using data analytics methods is one of the managerial implications of this paper. Data analytics used to generate meaningful business results from customer feedback on social media provide competitive advantages for the companies to understand customer expectations. In the last decade, the data on social media has grown exponentially. Companies have the chance to track closer in real-time their customer journey by analyzing this data than ever before. In order to meet customer expectations data analyzing competence of the companies should be improved day by day. The managers should focus on the data analytics competency of their companies and invest in employee education to increase their competence in this area.

The managers need to consider that the decision-makers in the company use the power of big data, which consists of customer feedback. In this paper, we have examined the machine learning methods and techniques to analyze customer data in Twitter of a cargo company. It is obvious that, the tone of customers at a specific time can be analyzed. The tones of the customer can be used to decide the further strategic action of the company. As mentioned in the literature marketers prefers using data analytics to make customer-oriented decisions according to customer needs and wants. In order to improve marketing performances, companies are being needed to provide enough human and infrastructure resources for implementing data analytics technologies into their process.

7. LIMITATIONS OF THE RESEARCH

This study is restricted by two main limitations. The first limitation of this study is the time period that we retrieved the data from Twitter. The tweets that will use for data analysis belonged to September, October, and December 2020 time periods. The tweets that were used for data analysis belongs to September, October, and December 2020 time periods. The period that we worked on was the first year of the Covid-19 pandemic. Both customers and the companies were trying to adapt to the new pandemic conditions. The life-changing conditions of the Covid-19 pandemic have affected customer behaviour. So, the tone of the tweets was mostly negative in our data set. After the pandemic period, this study may be repeated to obtain a more homogeneous data set from social media. Applying the data analysis method in the different periods will not affect not the analytic model and its application but can affect the strategic decisions regarding the tone of the tweets in a certain period.

The second limitation of this study is the language of the data that we have gathered from Twitter. Since the tweets are in the Turkish language, the only dictionary to use for natural language processing was Zemberek. The natural language processing tools for English is more effective than the Turkish tools and the variety of tools are more than the Turkish language. The power of the tools has an important effect on data accuracy. If our dataset was in English, there would be more dictionary options for natural language processing.

8. RECOMMENDATIONS FOR FURTHER RESEARCH

The study needs to be expanded into different industries other than the logistic industry to investigate the different added values of the data analysis to the strategic management process of the companies. In order to vary the gathering data source Facebook, blogs and Instagram can be used as social media platforms instead of using only Twitter for future research. Even though the sentiment analysis model successfully worked on the Knime platform, future researchers may work on different analytics platforms to create the new sentiment analysis models.

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10. APPENDIX

10.1. THE TWITTER DATA AND TONE OF THE CONTEXT AS INPUT FOR ANALYSIS

Tone	Source	Date	Time	Tweet	Follower	Following
Negative	twitter.com	30.11.2020	23:19:09	önce yurt içi teslim gülüm	98	112
NOTR	twitter.com	30.11.2020	22:54:55	Muğla merkez'de Hazar iletişim bayimize veya modeminizi ve tüm aksesuarlarını, müşteri numaranızla birlikte, alıcı Turkcell İletişim Hizmetleri olacak şekilde Yurtiçi Kargo: 201580109 gönderi koduyla ücretsiz olarak gönderebilirsiniz.	101616	38309
NOTR	twitter.com	30.11.2020	22:53:10	Böyle bir imkanınız var ise yurtiçi kargo ile karşı ödemeli olarak yurtiçi kargo Isparta şubesine adıma gönderirseniz çok sevinirim kitabınızida imzalarsaniz daha çok mutlu edersiniz beni hayırlı geceler ALLAH'A EMANET OLUN	417	1720
Negative	twitter.com	30.11.2020	21:54:22	Bugün bütün gün evdeydim, tarafıma teslim edilen herhangi bir paket olmamasına rağmen sisteminizde kargomu teslim aldığım görünüyor. Kargoyu getirmediniz ki teslim alayım. Neye dayanarak teslim edildi yazılıyor öğrenebilir miyim? YurticiDestek YurticiKargo	105	148

NOTR	twitter.com	30.11.2020	21:42:18	Kargolar kaçta açılıyor, kaçta kapanıyor? Aras, Yurtiçi, MNG, PTT, sürat kargo çalışma saatleri Haberin devamı için tıklayınız:	374	6
Negative	twitter.com	30.11.2020	21:29:21	YurticiDestek kargo durumumu öğrenmek için arıyorum fakat muhatap bulamıyorum	108	460
Negative	twitter.com	30.11.2020	21:29:12	Bir yurtiçi kargo atasözü der ki "Geldik evde yoktunuz"	72	122
Negative	twitter.com	30.11.2020	21:28:33	Yurtici kargo: Geldik yoktunuz evin önüne park ettik	7406	7537
Negative	twitter.com	30.11.2020	20:59:38	YurticiKargo 806091374979 nolu gönderi Elazığ şubesi İstanbulda diyor kargı bilgilerine sistemden bakıyorum elazığda bu gün yola çıkmış görünüyor. Gönderi içeriği gıda acilen teslim edilmezse bozulacak. Gönderim şuan nerde acilen evime teslimini bekliyorum	2	185
Negative	twitter.com	30.11.2020	20:26:36	Yurtiçi Kargo PTT şubesine girip kargoyu teslim ediyor düşünsenize sinirlerim bozuldu	23	60
Negative	twitter.com	30.11.2020	20:25:40	Sizin ben yapacağınız işi...... YurticiKargo YurticiDestek ulan 15 kiloluk mama çuvalını teslim etmeyi nasıl unutur bi insan	187	499

Negative	twitter.com	30.11.2020	20:13:19	YurticiKargo YurticiDestek gönderimi teslim alamadım!	27	389
Negative	twitter.com	30.11.2020	20:03:32	Cumartesi öğleyin şubeye gelen kargoyu henüz teslim etmeyen YurticiKargo rahatlığından istiyorum. Siz getirene kadar kargodaki yemişler bayatladı be!	113	282
Negative	twitter.com	30.11.2020	19:52:36	YurticiKargo YurticiDestek arkadaşlar 4 gündür kargo bana gelemiyor	24	61
Negative	twitter.com	30.11.2020	19:05:02	Kuryeniz ve kargoyu teslim alan çalışanınız işini doğru yapmadığı için neden ben mağdur oluyorum sevgili YurticiKargo	235	201
Negative	twitter.com	30.11.2020	18:56:08	Yurtiçi kargo bugün de gelmedi bir de geldik evde yoktunuz diye mesaj atmış. Geldiğinizi iddia ettiğiniz saatte yemek masasında çektiğim bamya turşusu fotoğrafı var elimde evde olduğumun kanıtı olarak istiyorsan atabilirim yurtiçi kargo YALANI DOLANI BIRAK YURTİÇİ KARGO ALOO	792	291
Negative	twitter.com	30.11.2020	18:37:12	YurticiDestek Kargo falan teslim edilmedi ne biçim iş yapıyorsunuz mesajlara dönün	1396	516

Negative	twitter.com	30.11.2020	18:35:42	YurticiDestek YurticiKargo Şimdi de teslim edildi diyor kafayı yiyeceğim DM bakın hemen	1396	516
Negative	twitter.com	30.11.2020	16:16:48	2 haftadır evden dısarı markete bile çıkmadım, 3.defa kargonuzu teslim EDEMEDIK YALANI????? HARBIDEN BIKTIK SIZDEN YA YurticiKargo	357	98
Negative	twitter.com	30.11.2020	15:53:21	İçinde ne olduğunu bilmeden arabanın içinde ve dışında paketleri atıp tutuyolar... sonra kırılan ya da bozulan ürünlerde kuryenin yanında açsaydınız diyosunuz şaka gibi YurticiKargo YurticiDestek	454	205
Negative	twitter.com	30.11.2020	15:33:26	YurticiKargo kargom teslim edildi görünüyor fakat bir teslimat söz konusu değil. 3 gün şubeyi arayıp bugün teslim edilecek diyorlar. Ne saçma sapan iş bu ya. Rezaletsiniz.	511	211
Negative	twitter.com	30.11.2020	15:00:01	Önüne geleni kargocu yapıp kargoları emanet eden firma: YurticiKargo sonra kargocu arıyor kardeşim aşağı gel kargonu al ben yukarı çıkaramam araçta tekim. Yok mu denetimi bu kargocuların. Her önüne gelene kargo mu teslim edilir?	196	259
Negative	twitter.com	30.11.2020	14:52:22	YurticiKargo YurticiDestek Erengazi şubnz ve kuryelernz isini yapmıyr bu nasıl bir hizmet evde 3 kişi olmasna rağmen kargomu teslim etmiyorsunz ve ben arayıp evde 3 kişi var kargomu gün içinde adrese teslim etmenizi rica ediyorum dediğimde kuryeniz bir daha oraya geçemem diyr!	66	71

Negative	twitter.com	30.11.2020	14:49:07	YurticiKargo siparişim evde 3 kişi olmasına rağmen evde kimse yok diyerek teslim edilmiyor müşteri hizmetleriniz beni erengazi şubesine yönlendiriyor ve kuryeye evde 3 kişi olmasına rağmen iletmediğini kargomu istediğimi söylediğimde o tarafa gelemem diyor ...	66	71
Negative	twitter.com	30.11.2020	14:31:30	YurticiKargo Pos cihazi arizali cikiyor..ev de olmadigim icin kargo teslim edilmedi diye bir de yalan soyluyorlar..	6	94
Negative	twitter.com	30.11.2020	14:10:30	YurticiKargo yine başladınız evimin yanındaki şube taşındı hemen bahane hazır teslim edilemedi neden acaba home officedeyim sürekli evdeyim, kardeşim işsiz oda sürekli evde evden çıkmıyoruz ama çıkmıştı olabilirmiyiz? Aklımızda deli sorular	3	132
Negative	twitter.com	30.11.2020	13:53:24	Sizce 14 günde yurtiçi kargonun teslim edilmemesi normal mi? 11 gündür Kargom İstanbul-Kıraç taşımada bekliyor .Bu nasıl kargoculuk hizmet i ?	26	199
Negative	twitter.com	30.11.2020	13:18:36	Yurtıcı kargo yu cok severdim ama bu sefer olmadı 700788891190 nolu dolap_com gonderımı kaybetmısler YurticiKargo YurticiDestek sorunu cozmenızı rica ediyorum	159	384
Negative	twitter.com	30.11.2020	13:12:08	yurticikargo Ya arkadaş sizin canınız diğer kargolarda hizmet veren arkadaşlardan daha mı tatlı.?! Teslimat sahibi evde yok diyerek teslim etmemeler, teslimatı sitenin girişine bırakmalar falan .! Hiç mi şikayet almıyorsunuz siz firmalardan ,müşterilerden.!	26083	11632

Negative	twitter.com	30.11.2020	12:44:55	Ne çağrı merkezinizden birine ulaşabiliyoruz ne kargomuz nerde onu görebiliyoruz ne şikayetlerimize geri dönüş alabiliyoruz. Böyle bi firma değildiniz! 12 yıldır kargo kabul ettiğim adresi bulamıyorsunuz? Koskoca site ya! Dönüş yapın	173	268
Negative	twitter.com	30.11.2020	12:05:11	Telefonunu bulunduğun bölgede sana en yakın Yurtiçi Kargo şubesine aşağıda yer alan kargo gönderi numarası ile alıcı kurumun adresine gerek kalmadan teslim edebilirsin. 2/8	32272	20
Negative	twitter.com	30.11.2020	11:36:27	Turkcell Götürmekle uğraşmayın, Yurtiçi kargo ile türkcell iletişim hizmetleri koduyla kargolayın, onlar uğraşsın. Öyle detaya da gerek yok. Kabloları modemi kutusuna koy gönder. Yok poşet falan hikaye, 2 ay önce ben gönderdim. Ha bi de, 2 gün sonra kesin ara teslim aldıklarını onay için.	123	453
Negative	twitter.com	30.11.2020	10:58:11	YurticiDestek YurticiKargo Çok acil dönüş bekliyorum benim adıma olan bir kargoyu ben tanıyorum diyen birisine teslim edemezsiniz böyle bir hakkınız yok ortada olmayan kargomu bulmanızı istiyorum	104	99
Negative	twitter.com	30.11.2020	10:51:09	Siz nasıl adıma gelen kargoyu herhangi birisine tanıyorum dedi diye teslim edersiniz! Acil çözüm bekliyorum kaybolan Kargom hakkında !!!!! YurticiKargo YurticiDestek	104	99
Negative	twitter.com	30.11.2020	10:18:39	cumartesi öğleden sonra kargoya verildi. şuan teslim biriminde. bugün dağıtıma çıkar YurticiKargo	328	385

Negative	twitter.com	30.11.2020	10:17:50	YurticiDestek YurticiKargo Yok size DM'den takip kodu geri gelmiş zaten kargo elime dalga mı geçiyorsunuz siz!!!	802	463
Negative	twitter.com	30.11.2020	10:11:01	Kargoyu getirmeden nasil teslim edilemedi diyebiliyosunuz bu ne çeşit bi müşteri kandirma taktigi? YurticiKargo YurticiDestek	333	367
Negative	twitter.com	29.11.2020	22:22:08	YurticiKargo YurticiDestek Başkasına mı teslim etmişler	217	178
Negative	twitter.com	29.11.2020	21:37:29	YurticiDestek YurticiKargo Kargom yarın teslim edilememiş. Bu bir hata mı yoksa özellik mi?	1	80
Negative	twitter.com	29.11.2020	20:50:13	1 haftadır teslim alamadığım ama ısrarla adınıza teslim edilmiştir dediğiniz kargomu, mahallede kapısından bir kere bile girmediğim nargile cafeye teslim ettiğiniz için teşekkür ederim.. YurticiKargo	93	177
Negative	twitter.com	29.11.2020	17:53:49	Aydın Bey aynı şekilde - Öğretmenler Gününde- Yurtiçi Kargo telf. açıyor ve bana "Bakırköy Kargo'dan paketiniz var, gelip alınız" diyor. Ben 65 yaş üstüyüm gelemem, siz getirin dedim ve hala bekliyorum! Tüketicinin Türkiye 'de geldiği nokta! YurticiDestek YurticiDestek	554	362

Negative	twitter.com	29.11.2020	16:43:02	Yurtiçi Kargo "Geldik bulamadık"	105	446
Negative	twitter.com	29.11.2020	16:14:33	araskargo Benimde basima geldi gondericiye geri teslim edildi ve yurtici kargoyla geldi Aras korgo 5 kurusa yaramaz	199	318
Negative	twitter.com	29.11.2020	12:53:13	YurticiDestek YurticiKargo basımı tükenmiş bir kitap almıştım ve sayenizde kitap ortada yok, o kitabı nasıl bulacaksınız?kargo teslimlerini nasıl yapıyorsunuz?	38	174
Negative	twitter.com	29.11.2020	12:50:42	YurticiDestek YurticiKargo kargomu kim aldı,teslimat kodu gönderiyorsunuz bir kez bile soran olmadı.teslim alanın tc ve ismi isteniyor normalde ama ben teslim almış görünüyorum.Ben böyle bir teslimat almadım, bu sorumsuzluktan başka bir şey değil.	38	174
Negative	twitter.com	29.11.2020	12:43:41	YurticiKargo YurticiDestek teslim almadığım kargo nasıl teslim edilmiş oluyor??	38	174
Negative	twitter.com	29.11.2020	11:26:01	Sayın YurticiKargo gönderimi adresime getirmeyip nasıl gönderi takip sisteminde "teslim edildi" yazdınız? Hem de teslim edilen kişi yerine de adımı yazmışsınız? Kargomu başkasına mı teslim ettiniz? YurticiDestek	66	175
Negative	twitter.com	29.11.2020	10:48:16	YurticiKargo YurticiDestek şikâyetimi çalışmayan müşteri hizmetlerinize nasıl ileteceğim başka birine gitmesi gereken mesajı bana ne demeye atıyorsun bu	64	136

				kargoları yanlış kişilere teslim edeceğin anlamına mı geliyor kişisel verileri koruma konuna ne oldu !		
Negative	twitter.com	29.11.2020	10:01:19	Allah belanı versin yurt içi kargo senin yani bu kadar mı kötü olur ya. Daha 1 tane kargomu eve getirmediler lan ben de yaptım bu işi o kadar da imkansız bir şey değil ya	101	120
Negative	twitter.com	29.11.2020	09:47:28	Cihazını bulunduğun bölgede sana en yakın Yurtiçi Kargo şubesine aşağıda yer alan kargo gönderi numarası ile alıcı kurumun adresine gerek kalmadan teslim edebilirsin. 2/5	32253	20
Negative	twitter.com	29.11.2020	03:38:39	YurticiDestek Şikayet edilmeyen hiç bir işi yapmıyorlar. Mesela evde olduğum halde gelmeyen kuryeleri yüzünden 3 kere para ödettiler böyle de reziller dimi YurticiKargo	80	157
Negative	twitter.com	29.11.2020	00:02:08	Yurtiçi kargo görevlisi apartmanda korona var diye yukarı cikmiyor , kapıcıya bırakıyor kargoları..... Korona olan tek kişi kapicimiz...evde olduğumuz halde ne kargomuzu alabiliyoruz ne de iadesini gerçekleştirebiliyoruz. YurticiKargo YurticiDestek	24	44
Negative	twitter.com	28.11.2020	22:04:36	YurticiDestek izmir foca yenifoca beldesine bi şube açin 1 kişi dursa yeter. Bir tek ptt kargo var oda hep kapali millet bıktı 20 km uzaktaki subenizden gelen kuryelerinizi bekliyoz pencerelerde gelselerde kargo gondersek diye.	874	1306

Negative	twitter.com	28.11.2020	20:32:37	Seninle tanıştıktan sonra kalbimi yurtiçi kargoya teslim etmiş gibi hissettim	77	197
NOTR	twitter.com	28.11.2020	20:09:43	set halinde Yurt İçi Kargo aracılığıyla "292084687 kodlu firma COOKPLUS E-TİCARET AŞ'' ye göndermenizi ve İade kargonuzun gönderi kodunu saklamanızı rica ederiz. Anlayışınız için teşekkür eder, iyi günler dileriz.	20876	2
Negative	twitter.com	28.11.2020	19:55:15	Kargomu benden başka herkese teslim etmekte bir başarı tabi bravo bıktırdınız teşekkürler #yurticikargo kargolar Allah'a emanet geliyor şayet #yurticikargo ile geliyorsa bol bol dua arkadaşlar yoksa sorunsuz bir şekilde elinize ulaşmasının imkanı yok!	51	162
Negative	twitter.com	28.11.2020	19:48:35	YurticiKargo YurticiDestek UPSTurkiye Aynen çok lakayıt oldu bu kargo eskiden çok iyilerdi	3091	3033
Negative	twitter.com	28.11.2020	19:33:50	YurticiKargo YurticiDestek UPSTurkiye Aras kargoda böyle bir şey yaşamıyorum verdiğim sipariş 24 saat içerisinde geldi ama bunların adrese gelmeden geldik yoktunuz demeleri yavşaklık	3091	3033
Negative	twitter.com	28.11.2020	19:32:52	YurticiKargo YurticiDestek Gelmedikleri adrese geldi gibi göstermek şerefsizliğin daniskanı vallahi rezil bir firma	3091	3033
Negative	twitter.com	28.11.2020	19:24:48	YurticiKargo YurticiDestek Kargoların hepsi aynı bana da telefon gelecek UPSTurkiye kargodan 2 gün oldu hala aldığım şube de	2547	2553

Negative	twitter.com	28.11.2020	19:19:44	10 gün önce kargonuz teslm edilmiştir diye mesaj geldi almadığım siparişim başkasına teslim ediliyor aradım biz size arastırıp dönelim dediler 10 gün gecti arayan yok YurticiKargo YurticiDestek	34	56
POSITIVE	twitter.com	28.11.2020	19:19:23	YurticiKargo YurticiDestek İstanbul Göztepe şubesine ne kadar teşekkür etsem azdır. Bu kadar ilgili bu kadar sorumluluk sahibi başka bir kargo şubesi yoktur bence tüm şubelerinizin aynı bilinç ve sorumlulukla çalışmasını dilerim	176	551
Negative	twitter.com	28.11.2020	19:01:42	YurticiKargo YurticiDestek Rezalet bir firma ya!	1236	1239
Negative	twitter.com	28.11.2020	18:44:12	N11deki urunu teslim almadim ama teslim edildi mesaji geldi.cagri merkezinde biri bugun gelir digeri pazartesi tekrar arayin diyor.teslim edilmeyen bir urunu neden teslim edildi olarak gosteriyorsunuz urun kayip mi yoksa? YurticiKargo YurticiDestek n11comDestek #yurticikargo	49	76
Negative	twitter.com	28.11.2020	18:23:32	Ceza yememek için kota dolsun diye teslim edilmiş gibi yapıyorlarmış. Bunu bana diyen müşteri hizmetlerine ee ben ne yapıcam diyorum hergün fidip kontrol edersiniz diyor DALGA MI GEÇİYORSUNUZ BENİMLE ? Trendyol YurticiKargo	47	47
Negative	twitter.com	28.11.2020	18:21:47	Trendyoldan 24 kasımda aldığım siparişim için 26 Kasımda bana YurticiKargo ürününüz teslim noktasına bırakılmıstır diye mesaj attı. İki gündür teslim noktasına gidiyorum oradakiler bize kargo gelmedi diyip duruyo	47	47

				meğersem kargocular ceza kotası yememek için Trendyol		
POSITIVE	twitter.com	28.11.2020	17:35:32	YurticiKargo çok teşekkür ederim Sizin hızınıza kimse yetişemiyor iki günde kargo geldi	56	249
Negative	twitter.com	28.11.2020	17:22:59	İki gündür herkes evde. Sebebi rezil Çakmaklı şubesi. Rezilsiniz YurticiKargo YurticiDestek	271	409
Negative	twitter.com	28.11.2020	17:10:51	YurticiDestek YurticiDestek günlerdir kargomu teslim edemediniz kargom sürekli dağıtımda neden yanında taşıyor kurye ağırlık yapmiyor mu?	355	452
Negative	twitter.com	28.11.2020	16:52:10	Şu an mesela YurticiDestek beni arayıp kargonuz şurada şu zaman teslim edilecek dese inanılmaz mutlu olurdum.	747	1005
Negative	twitter.com	28.11.2020	16:45:29	Benim ömrüm yurt içi yurt dışında ticaretle geçti, verdiğim vergilerle bir cadde satın alınırdı! Ona rağmen ben memnumun bir şikayetim yok. Devleti kusura bakma heykelcilere teslim etmeyeceğiz, düzen katlanarak devam edecek siz ağlamaya devam edin üretmek sizin neyinize!	1873	2023

Negative	twitter.com	28.11.2020	16:42:43	kargom dağıtıma çıktı mesajı aldım saat 5 oldu halâ kargom gelmedi??? nerede bu kargo YurticiKargo YurticiDestek	649	285
Negative	twitter.com	28.11.2020	16:41:14	sabahtan aksama kadar evdeyim neden kargomu güüya evde bulunmadigim icin teslim edemedik diyosunuz heeeeee????? vize haftasi bi de subenize gelmeyle mi ugrasalim YurticiKargo	321	190
Negative	twitter.com	28.11.2020	16:32:31	Yurtiçi kargo evde bulunmadığım gerekçesiyle kargomu teslim etmemiş, karantinada olduğumuz için 10 gündür hiç dışarıya çıkmamış olmam dışında bir problem yok	177	172
Negative	twitter.com	28.11.2020	16:05:23	Balkonda uzun bekleyişler sonucu; 2 defa Mng Kargo 3 defa Trendyol express 7-8 defa Banabi 4-5 defa fiyuu 1 defa Yurtiçi kargo gördüm. AMA HÂLÂ AMK ARASI GELMEDİ	74	85
Negative	twitter.com	28.11.2020	16:04:43	Balkonda uzun bekleyişler sonucu; 2 defa Mng Kargo 3 defa Trendyol express 7-8 defa Banabi 4-5 defa fiyuu 1 defa Yurtiçi AMA HÂLÂ AMK ARASI GELMEDİ	74	85
Negative	twitter.com	28.11.2020	14:54:06	Nasıl bir işletim sisteminiz var anlayamıyorum gerçekten evde olduğum halde kargoyu teslim edemiyorsunuz gerçekten pes... YurticiKargo	583	246
Negative	twitter.com	28.11.2020	14:24:19	YurticiKargo YurticiDestek Bir işi düzgün yapın yaaa. Yıllardır sizden gelen hiçbir kargo bana ulaşamıyor nedense. Ne kadar rezil bir firmasınız !!!Her seferinde aynı bahane EVDE BULAMADIK. Çalışmayın böyle asalaklarla yaaa Türkiyenin yüz karasısınız SİZ ...!!	134	471

Negative	twitter.com	28.11.2020	14:11:30	YurticiDestek YurticiKargo her kargo aynı adrese gelmesine rağmen adres sorunu nedeniyle alıcıya ulaşılamadı açıklamasıyla kargom teslim edilmemiş. Lütfen ivedilikle ilgilenir misiniz?	173	272
Negative	twitter.com	28.11.2020	14:04:14	YurticiDestek Çağrı Merkeziniz şubeye ulaşamıyor sabahtan beri nasıl bir iletişim ağı kullanıyorsunuz kargo teslim edildi görünüyor ne gelen var ne giden	100	233
Negative	twitter.com	28.11.2020	13:20:02	Daha önce evime gelen kargo şirketiniz şimdi adres bilgi eksikliği nedeniyle teslim edilemedi diyor. Şubeyi arıyorum dağıtım yapan kargocuya yönlendiriyor, kargocuyu arıyorum kargonuz şubede diyor. Hangisi yalan söylüyor YurticiKargo ?	800	282
Negative	twitter.com	28.11.2020	11:58:07	YurticiKargo valicetinoktay SakaryaValiligi CimerSakarya YurticiDestek halksagligigm yurt ici kargo #bulvar şubesinde 3 personel #maske takmıyordu ve uyardığımda beni gayet terslediler	20	104
Negative	twitter.com	28.11.2020	11:52:37	YurticiKargo bugün 8 45 de şubeye gelen kargo 10 da teslim edilemiyor şeklinde bir açıklama yazmakta. Kargom yorulmuş sanırım ...	106	266
Negative	twitter.com	28.11.2020	10:40:34	YurticiDestek kargom dün dağıtımdaydı sonrasında yanlış adres yazdı gelmedi bu sabah ise farklı şubede görünüyor ve hala dağıtıma çıkmadı ayrıca size de ulaşamıyorum başakşehir delta şubesi	730	393

Negative	twitter.com	28.11.2020	09:55:14	Pazartesiden beri evden kargo almanızı bekliyorum, beceremiyorsanız hizmeti kaldırın... YurticiKargo YurticiDestek	577	361
Negative	twitter.com	28.11.2020	09:50:57	Merhaba uygulamamızda " Sattıklarım " alanında oluşan 16 haneli 20 ile başlayan ‘’Kampanya Kodu’’ ile Yurtiçi, Mng, Sürat ya da PTT Kargo firmasına ürünü teslim edebilirsiniz. Keyifle alışveriş yaptığınız sağlıklı günler ve bol kazançlar dileriz.	553	216
Negative	twitter.com	28.11.2020	09:37:52	Pandemide işleri azalan esnaf kargo şirketlerinin teslim noktası oldu. #yurticikargo #hepsiburada #trendyol	602	366
Negative	twitter.com	28.11.2020	05:56:49	Yurtiçi Kargo FOÇA şubesi, kapıda kredi kartı ile ödemeli kargonun parasını benim kartımdan tahsil ettiği halde kargomu bana teslim etmiyor.	91	1295
Negative	twitter.com	28.11.2020	01:14:20	Yurtiçi kargo üst üste 3 gün çağırmadan asla eve gelmiyor gerçekten bir şey teslim edip etmeyeceğimden emin olmaya çalışıp bunu istikrarlı taleplerimden mi ölçüyorsunuz gelsenize bize artık	790	290
Negative	twitter.com	28.11.2020	00:39:21	YurticiDestek Kargo teslim edildi gözüküyor ama bana gelen bir paket olmadı kime teslim ettiniz kardeşim	100	233
Negative	twitter.com	28.11.2020	00:14:20	Sonra paketler hep arıza, sorun, çatlak, patlak. Sebep bu işte. Yıllardır böyle... ArasKargoDESTEK araskargo MNGKargoDestek mngkargo YurticiDestek	190	937

				YurticiKargo UPS UPSTurkiye Suçlusu, bu sorunu çözemeyen kargo firması yöneticileri !		
Negative	twitter.com	27.11.2020	22:50:20	Seda_Banu Trendyol mngkargo YurticiKargo Sorumsuzluk, dürüst iş yapmama ve kurnazlık bilhassa bu sektörde geçer akçe olmuş maalesef. Hal böyle olunca, müşteriyi mağdur etmeyi hiç sorun olarak görmüyorlar.	352	1700
Negative	twitter.com	27.11.2020	22:44:22	EnesKerkenez Trendyol mngkargo Çok haklısın ! Bir kaç gün önce kapıya "atıp gittikleri " üzerinde ayak izi olan ve hasar verdikleri demonte dolap için başvuruma tutanak yok deyip işlem yapmayan YurticiKargo gibi! Kargo parası alırken kapıya teslim için almıyorlar mı ?	418	313
Negative	twitter.com	27.11.2020	21:45:15	YurticiKargo hocam benim kargom neden bana teslim edilmiyor alooo	110	354
Negative	twitter.com	27.11.2020	21:36:31	Son bir ayda 20 parça ürün almamızda YurticiKargo hariç diğer tüm kargo firmalarıyla gönderilen ürünlerimizde adres problemi yaşanmadan teslim edildi ne hikmetse YurticiKargo adres bulamıyor nedenini nasıl öğrenebilirim.	51	383
Negative	twitter.com	27.11.2020	21:26:37	YurticiKargo adrese gelmeden adreste bulamadık diye teslimden vazgeçmeniz skandal. Bütün gün evdeyim zili çalsanız açardım,arayınca teslim edeceğinizi söylüyorsunuz sonra yine haber yok #yurtiçikargo	139	263

Negative	twitter.com	27.11.2020	20:07:01	YurticiKargo kargom teslim edildi diyo ama tum gun evde olmama ragmen kargo gelmedi???? bide teslim alan ben olarak gozukuyorum siz cildirmissiniz???????	2563	643
Negative	twitter.com	27.11.2020	19:03:39	YurticiDestek evde oldugumuz halde evde bulunamadigindan bahanesiyle kargoyu teslim etmeyen ve aradigimizda da yardimci olunmayan rezil kargo sirketisiniz. Bu kadar mi kotu bir servis olabilir???	46	194
Negative	twitter.com	27.11.2020	18:56:11	Yurtiçi kargoya atar yapıp Aras kargoyu beğenmeyenler allah'ın şanslı kulusunuz ya kargonuz KolayGelsinTr ile teslim edilseydi anlatılmaz yaşanır hâlâ kargo bekliyoruz şehir içi teslimat sizce max kaç gün olabilir??	91	247

I. ETHIC BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation