

“Customer feedback often goes to waste – especially if it’s unstructured”

- Forrester

MINE & PRIORITIZE ACTIONS FROM CUSTOMER FEEDBACK

What **SOURCES** do you mine?

What **INSIGHTS** do you get?

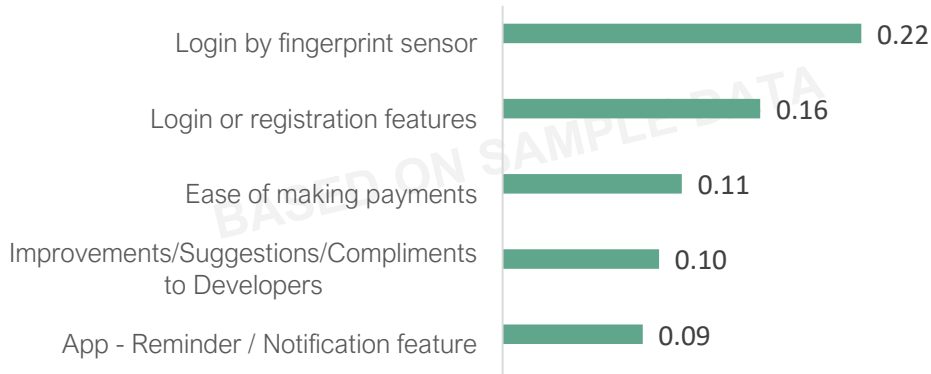
What is the **IMPACT** on business?



CASE STUDY – Financial Services Apps

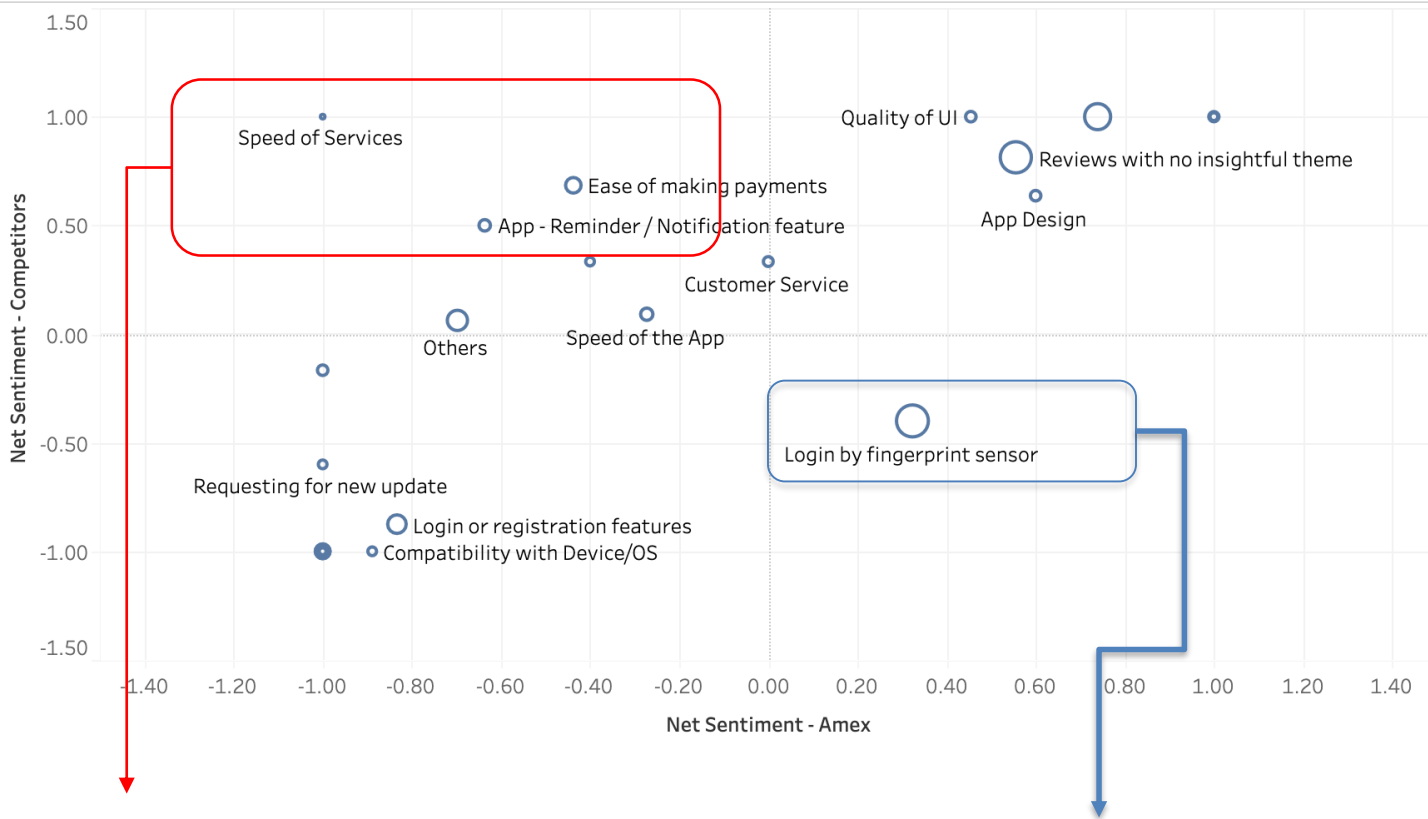
Top Brands	American Express 	Chase 	Discover
Ratings	3.4	4.8	2.6
% Mentions	30.8%	33.5%	35.5%

Rating of brand “AMEX” can improve from 3.43 to 4.10 if the following top 5 areas are fixed



Top 5 “areas to fix” are prioritized from hundreds of topics customers discuss in reviews

Competitive Benchmarking



Trailing Areas for brand "AMEX"

- Ease of Making Payments
- Speed of Services
- App – Reminder/Notification Feature

Leading Areas for brand "AMEX" (that can be used in marketing)

- Login by Fingerprint Sensor

SETUSERV'S DIFFERENTIATION

Custom taxonomy & AI models

- **Taxonomies and hierarchies are evolved** from your data and are curated for your use case
- **AI models are custom trained** for your data

Decision clarity to act with confidence

- Custom models provide **highly accurate and specific insights**
- **Dedicated data scientists** answer your business questions

Cost effective

- **Customization is completed quickly** using our proven workflows, data pipelines & AI modules
- **Ongoing analysis is mostly automated**