SetuServ

"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?

Sources:
- Customer Complaints
- Survey Responses
- Reviews (App, Product)
- Social Media
- Blogs & Discussion Boards
- Call Log Transcripts

Insights (Q →):
- Prioritization of Areas to Fix
- Competitive Benchmarking
- Emerging Trends
- Messages that Resonate
- Answer Business Questions

Impact ($ →):
- Improve CX Ratings/Sales
- Gain Competitive Edge
- Innovate Products/Services
- Acquire/Retain Customers
- Decision Clarity/Productivity

CASE STUDY – Baby Formula

Top Brands	Similac	Enfamil	Gerber
Average Rating	4.39	4.53	4.54

Areas to fix	% Mentions	Net Sentiment	Impact on Rating
Gastric Problems Baby Issues	6%	0.19	0.08
Product Affordability	12%	0.58	0.07
Spit Up Baby Issues	5%	0.35	0.05
Bubbles In Formula	2%	-0.75	0.05
Fussiness Baby Issues	3%	0.30	0.03

Similac's rating can improve **from 4.39 to 4.67** if these top 5 issues are adderssed

Top 5 "issues to address" are prioritized from hundreds of topics customers discuss in reviews

Competitive Benchmarking
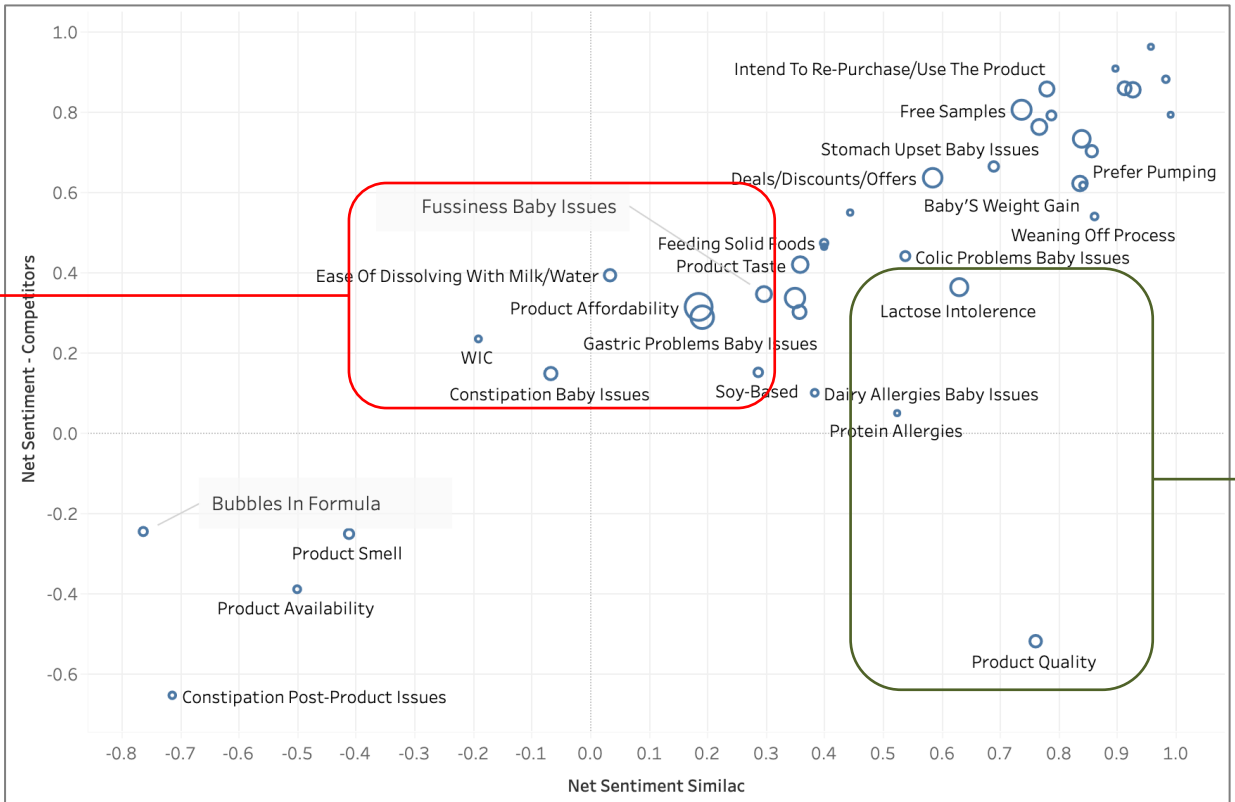
Trailing Areas for Similac
- Gastric problem baby issues
- Fussiness baby issues
- Product affordability
- Ease of dissolving in Water/Milk
- WIC Program
- Constipation issues

Leading Areas for Similac
(that can be used in marketing)
- Product quality
- Lactose intolerance
- Dairy allergies/protein allergy baby issues

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**