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:
- 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 – Financial Services App Reviews

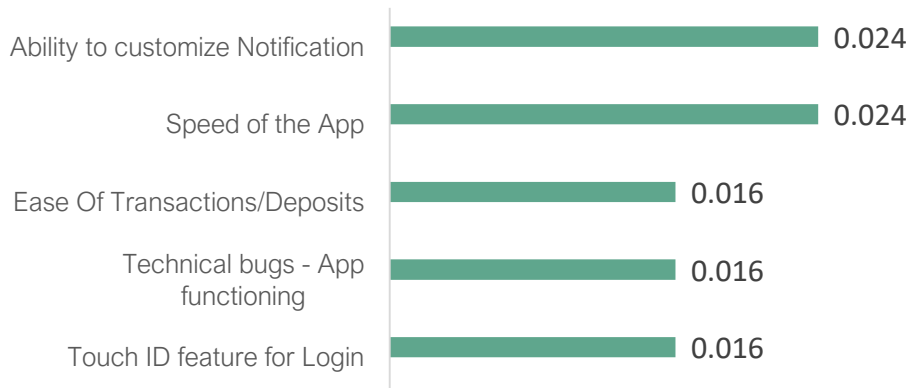| Top Brands	CHASE	AMERICAN EXPRESS	DISCOVER
Rating	4.8	3.4	2.6
% of Mentions	33.5%	30.8%	35.5%

Rating of brand "CHASE" can improve from 4.80 to 4.89 if the following top 5 areas are fixed

Area	Value
Ability to customize Notification	0.024
Speed of the App	0.024
Ease Of Transactions/Deposits	0.016
Technical bugs - App functioning	0.016
Touch ID feature for Login	0.016

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

Competitive Benchmarking
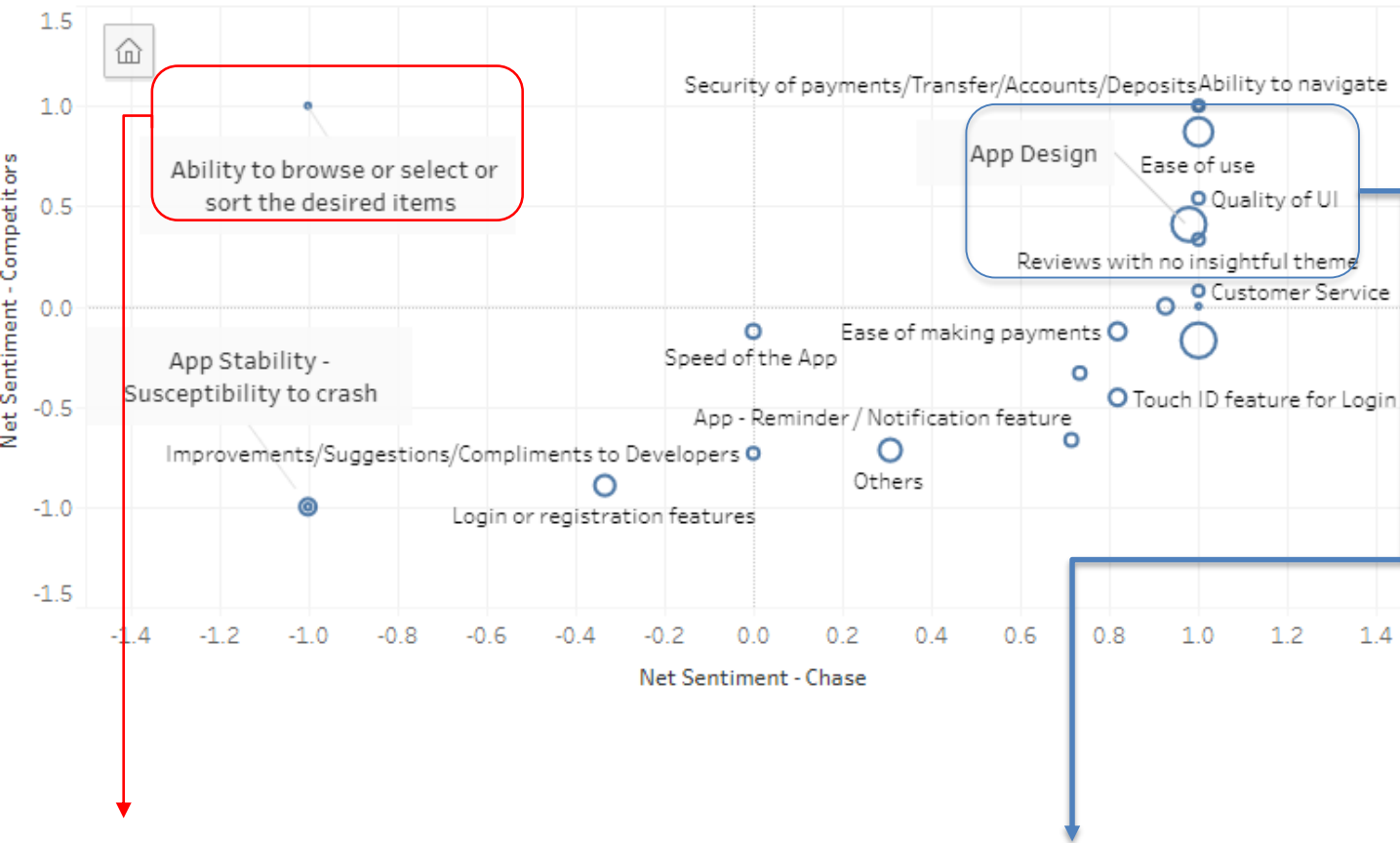
Trailing Areas for brand "CHASE"
- Ability to browse or select or sort the desired items

Leading Areas for brand "CHASE"
(that can be used in marketing)
- Ease of use
- Quality of UI
- App Design

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**