

“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 – Colgate

Brands			
Average Rating	4.19	4.40	4.11

<u>Areas to fix</u>	<u>% Mentions</u>	<u>Net Sentiment</u>	<u>Impact on Rating</u>
Product Taste/Flavor	10.76%	0.59	0.09
Damaged Package/Product	1.91%	-0.86	0.08
Affordability	14.03%	0.76	0.07
Natural/Herbal Product	3.88%	0.26	0.06
Expired/Old Product Delivery	1.77%	-0.46	0.06

Colgate rating can improve from **4.19** to **4.55** if these top 5 areas are fixed

Top 5 “areas to fix” are prioritized from the all the topics customers discuss in reviews

Competitive Benchmarking



Trailing Areas for Colgate

- Contains Chemical Ingredients
- Teeth look White/Shine/Healthy
- Received Original Product

Leading Areas for Colgate (that can be used in marketing)

- Effectiveness in Cleaning Teeth
- Long Lasting Freshness
- Keeps Mouth Fresh

Source: ~2.5k sample reviews from Amazon India

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**