

# "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? Customer Complaints Improve CX Ratings/Sales Prioritization of Areas to Fix Survey Responses Gain Competitive Edge Competitive Benchmarking Reviews (App. Product)  $\mathsf{Q} \mathop{
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olimits$ **Emerging Trends** Innovate Products/Services Social Media Acquire/Retain Customers Messages that Resonate Bloas Decision Clarity/Productivity **Answer Business Questions** & Discussion

# **CASE STUDY – Colgate**

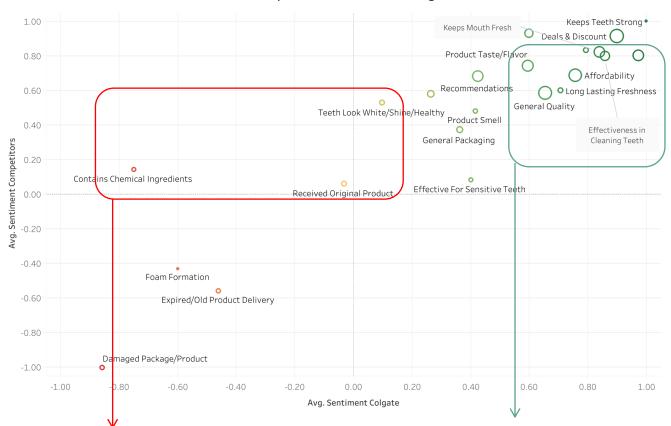
Boards

Transcripts



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
- Al 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