SetuServ

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 – Clothing & Apparel

	J.JILL	vineyard vines
Top Brands		
Average Rating	4.37	4.50

Areas to fix	% Mentions	Net Sentiment	Impact on Rating	
Fitting Quality	30%	0.76	0.05	
Fabric Quality	11%	0.58	0.04	J.Jill's rating can improve **from 4.37 to 4.51** if these top 5 areas are fixed
Product Size	7%	0.20	0.02	
Product Color	10%	0.65	0.02	
Return/Replacement Service	1%	-1.00	0.01	

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

Competitive Benchmarking

Trailing Areas for J.Jill
- Return/Replacement Service
- Product Size
- Product Color – Variety
- Affordability

Leading Areas for J.Jill
(that can be used in marketing)
- Shrink free
- Deals/Discounts

Source: ~3k sample reviews form jjill.com & vineyardvines.com

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**

INFO@SETUSERV.COM