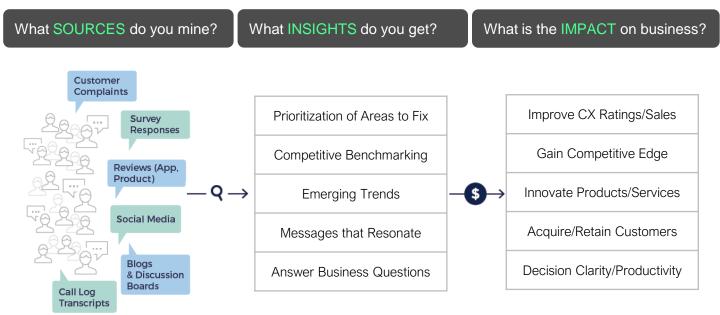


"Customer feedback often goes to waste - especially if it's unstructured"

- Forrester

MINE & PRIORITIZE ACTIONS FROM CUSTOMER FEEDBACK

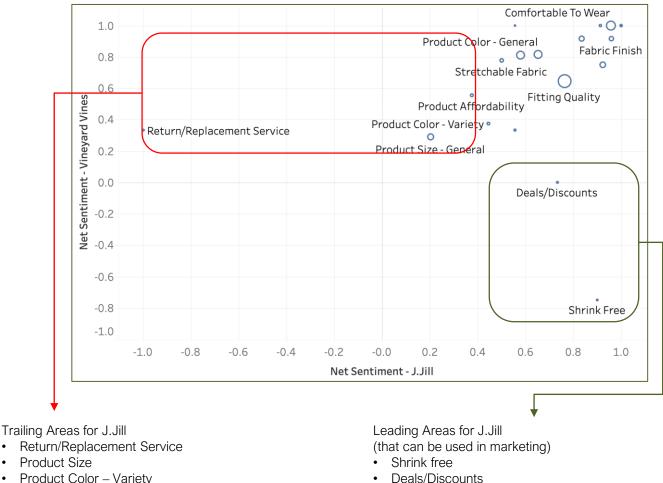


CASE STUDY – Clothing & Apparel

Top Brands	J	.jıll	viney	ard vines
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
Product Size	7%	0.20	0.02	improve from 4.37 to 4.51 if these top
Product Color	10%	0.65	0.02	5 areas are fixed
Return/Replace- ment Service	1%	-1.00	0.01	

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

Competitive Benchmarking



- Product Color Variety
- Affordability •

•

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

SETUSERV'S DIFFERENTIATION

Custom taxonomy & Al 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

INFO@SETUSERV.COM