

“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 – LAUNDRY DETERGENT

Top Brands



Persil



Rating on Amazon US

4.06

4.29

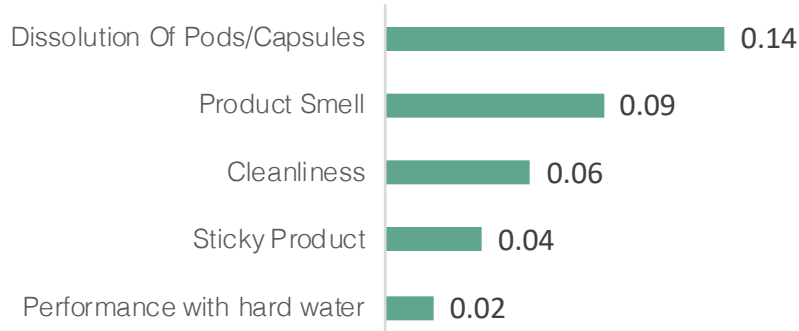
4.37

4.08

4.08

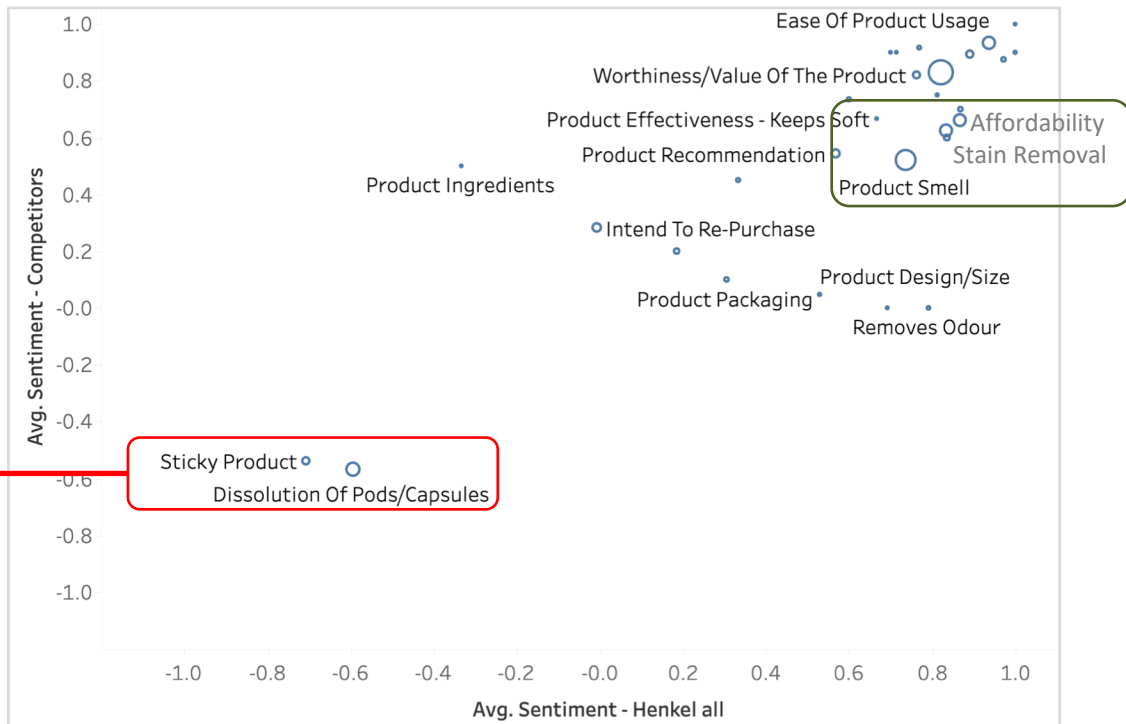
4.25

Rating of brand “all” can improve **from 4.06 to 4.41** if the following top 5 areas are fixed



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

# Competitive Benchmarking



Trailing Areas for brand "all"

- Sticky Product
- Dissolution of Pods/Capsules

Leading Areas for brand "all"  
(that can be used in marketing)

- Product Smell
- Affordability
- Stain Removal

## 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**