

“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 – Clothing & Apparel

Top Brands



Average Rating

4.50

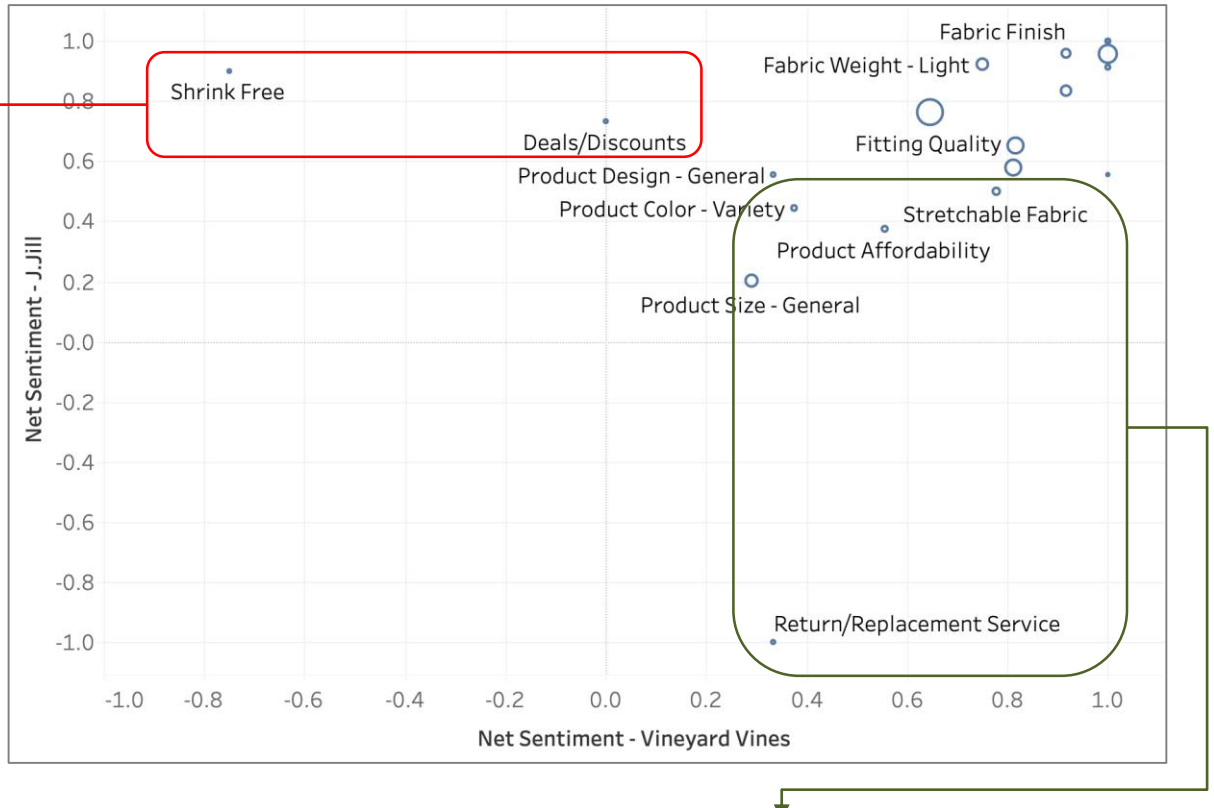
4.37

Areas to fix	% Mentions	Net Sentiment	Impact on Rating
Fitting Quality	31%	0.64	0.12
Product Color	15%	0.81	0.02
Fabric Quality	12%	0.81	0.02
Product Size	6%	0.29	0.02
Product Affordability	2%	0.56	0.01

Vineyard’s rating can improve from 4.50 to 4.69 if these 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 Vineyard Vines

- Shrink free
- Deals/discounts

Leading Areas for Vineyard Vines
(that can be used in marketing)

- Return/Replacement Service
- Product Size
- Product Affordability
- Stretchable Fabric

Source: ~3k sample reviews from 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**