SETUSERV INC.

Harnessing the power of AI to transform
unstructured data into insights and actions.

CASE STUDY:

eCommerce Reviews Text Mining, Aggregation, and Translation

About the Client

Large Global CPG Company

The client is the world's leading consumer health and hygiene company with over 100+ brands and operations in 60+ countries. The company focuses on three main categories including health, hygiene, and nutrition.

100+ Brands

The Situation

Client sales are dispersed across various distribution channels including wholesale, retail and eCommerce. In addition, there had become a growing focus on launching digital-first brands to accommodate the increasing number of consumers turning to eCommerce for purchases. As such, social media consumer reviews had become a key influencing factor among consumers' purchase decisions.

With a growing focus on improving the consumer experience and creating strong connections to consumers, the client began to explore how they could capture consumer feedback to better understand the needs and wants of their consumers and develop strategies and tactics to achieve stronger consumer satisfaction. More importantly, the client was looking to engage directly with dissatisfied consumers to understand their concerns and address them better through timely review responses. In addition to understanding their own brands, the client wanted a means to keep abreast of their competition and monitor trends across categories.

Business Challenges

Keeping track of consumer conservations and product reviews of 100+ brands across 49+ sites were proving difficult to coordinate across the large matrixed organization. Collection, consolidation, and dissemination of the data were labor-intensive and time-consuming due to the advanced data engineering skills required to monitor ~30k+ product URLs daily. Furthermore, with reviews being written across 60+ markets and in different languages, it was difficult to translate and consolidate data across a brand and/or product. Customizing sources and products was hard to achieve in the legacy systems and self-serve access to data were limited. More importantly, the lack of a systematic process to collect reviews made it difficult to respond to consumer reviews.

In addition to data collection and consolidation challenges, the long lead time from consumer feedback to actionable insight limited the client's ability to act quickly in response to consumers' needs. Keeping up to date with the latest trends and being first to market on new launches to meet consumers' expectations was becoming more and more essential in the current consumer-focused market.

60+
Markets

Advancing with AI

The Solution

The client wanted a solution that could seamlessly collect, consolidate, translate and disseminate the data across geographies of the matrixed organization. The client partnered with SetuServ to implement a solution allowing for one main data access channel across their global organization.

Four Step Process

Collect

After defining requirements on brands, markets and products, connectors to 60+ sources across 29 countries were built to mine and extract consumer reviews at the product level.

Consolidate

The data was consolidated into a MongoDB database. The consolidation accounted for removal of duplicate reviews, identification of failed scraping requests and re-scraping them so that data was comprehensive.

Translate

Once the data was organized into a database, reviews in non-English language were translated using automated & accurate Machine Translation so that users could access reviews in both native and English languages.

Disseminate

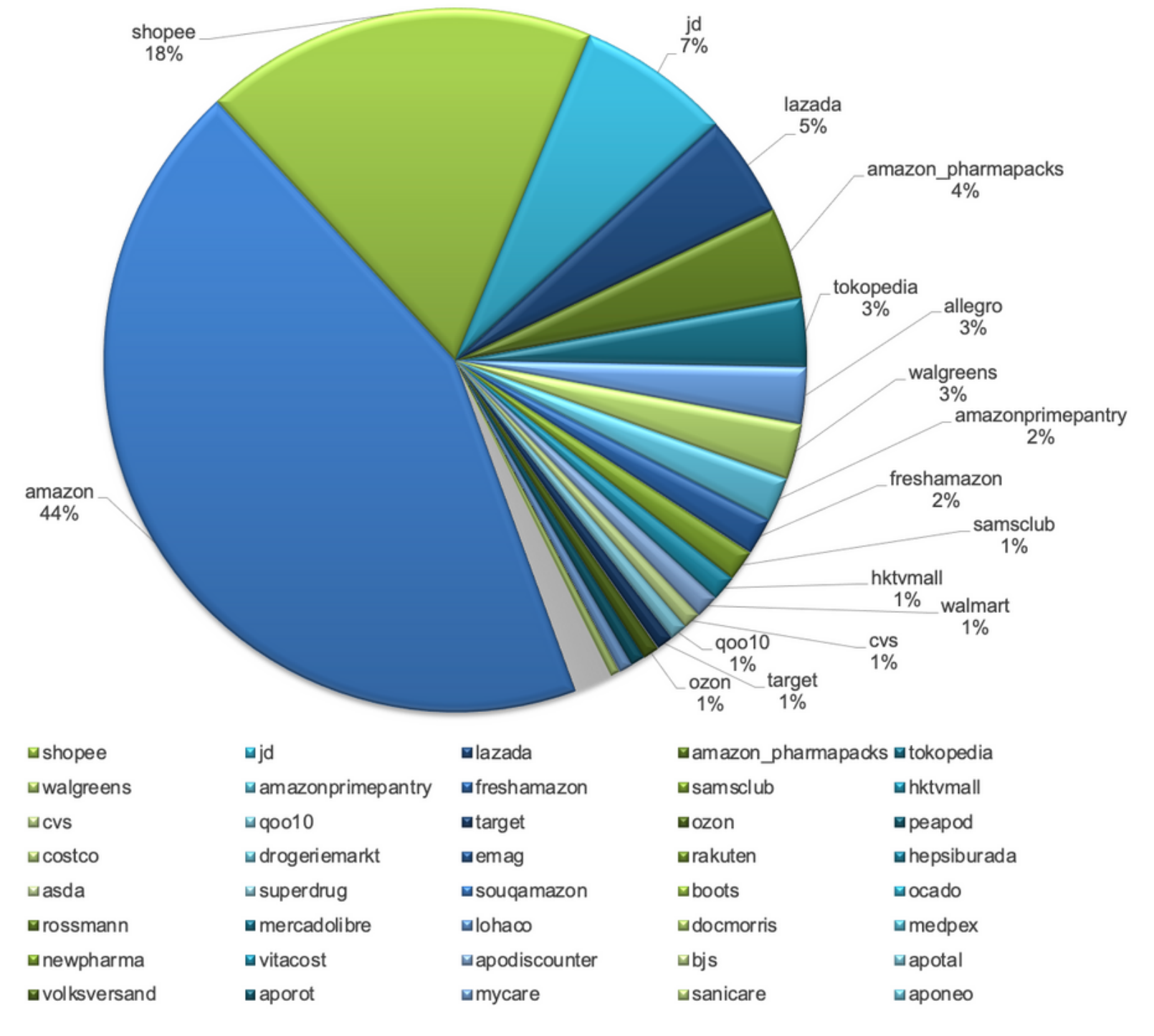Data & Insights were made available to country managers using API and PowerBI dashboards. These were hosted in cloud and updated on a daily basis.

Collect

Automate Data Collection

Consumer reviews data was collected from 49 eCommerce channels for both the client's brands as well as pre-determined competitors. Data were collected at the product level capturing fields such as review title, text, rating, review date, responses to reviews, unique review URL, and country.

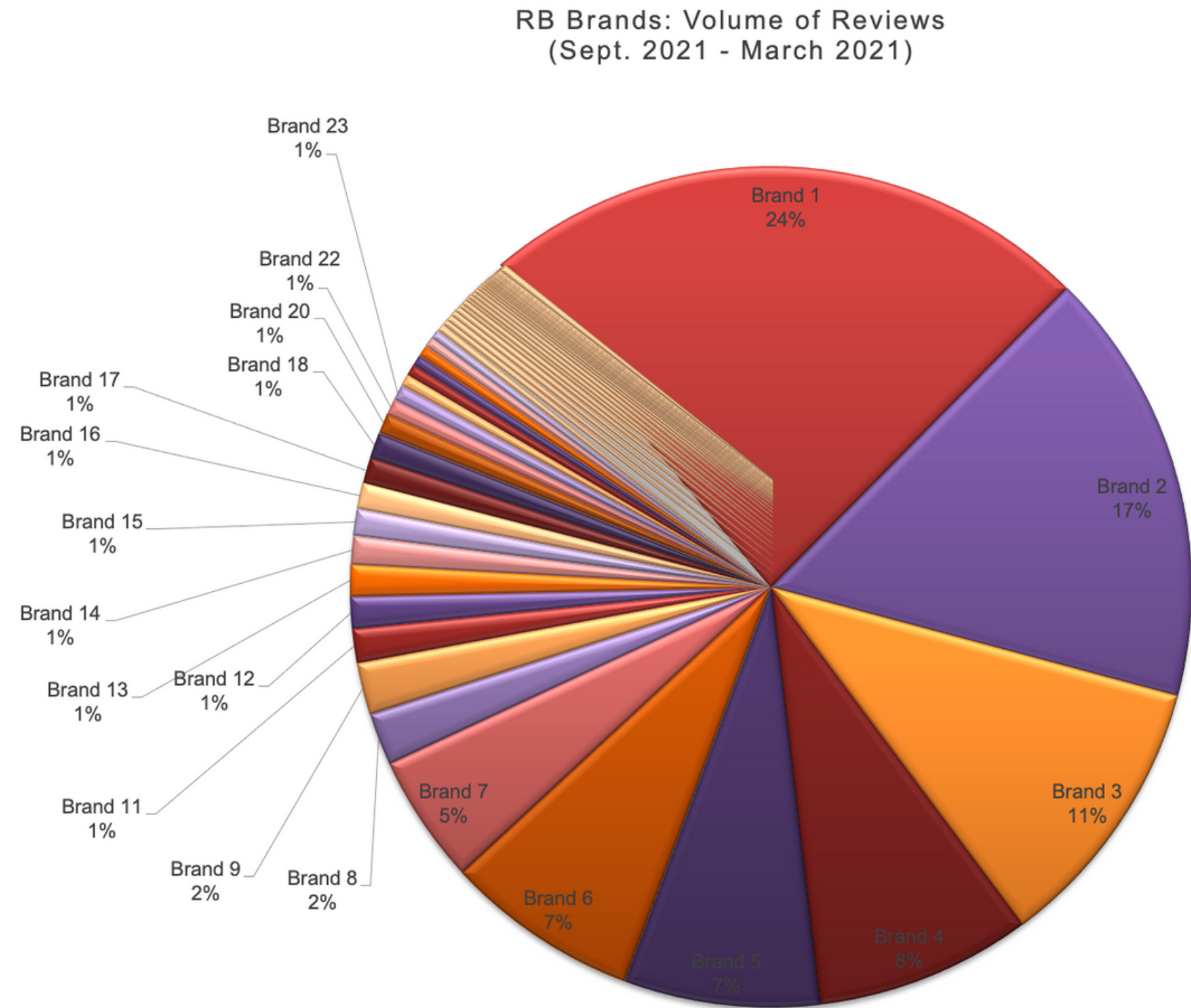Almost half of the consumer reviews data came from amazon (44%) followed by shopee (18%) and jd (7%).

Pie chart labels:
- shopee 18%
- jd 7%
- lazada 5%
- amazon_pharmapacks 4%
- tokopedia 3%
- allegro 3%
- walgreens 3%
- amazonprimepantry 2%
- freshamazon 2%
- samsclub 1%
- hktvmall 1%
- walmart 1%
- amazon 44%
- cvs 1%
- qoo10 1%
- target 1%
- ozon 1%

Legend:
- amazon
- shopee
- jd
- lazada
- amazon_pharmapacks
- tokopedia
- allegro
- walgreens
- amazonprimepantry
- freshamazon
- samsclub
- hktvmall
- walmart
- cvs
- qoo10
- target
- ozon
- peapod
- ebay
- costco
- drogeriemarkt
- emag
- rakuten
- hepsiburada
- bol
- asda
- superdrug
- souqamazon
- boots
- ocado
- wilko
- rossmann
- mercadolibre
- lohaco
- docmorris
- medpex
- shopapotheke
- newpharma
- vitacost
- apodiscounter
- bjs
- apotal
- morrisons
- volksversand
- aporot
- mycare
- sanicare
- aponeo
- utkonos

Consolidate

The Client's Brands

After collecting consumer reviews across all markets at the product level, product names were synchronized across markets and consolidated into one central repository. The data was inclusive of 78 brands for the client.

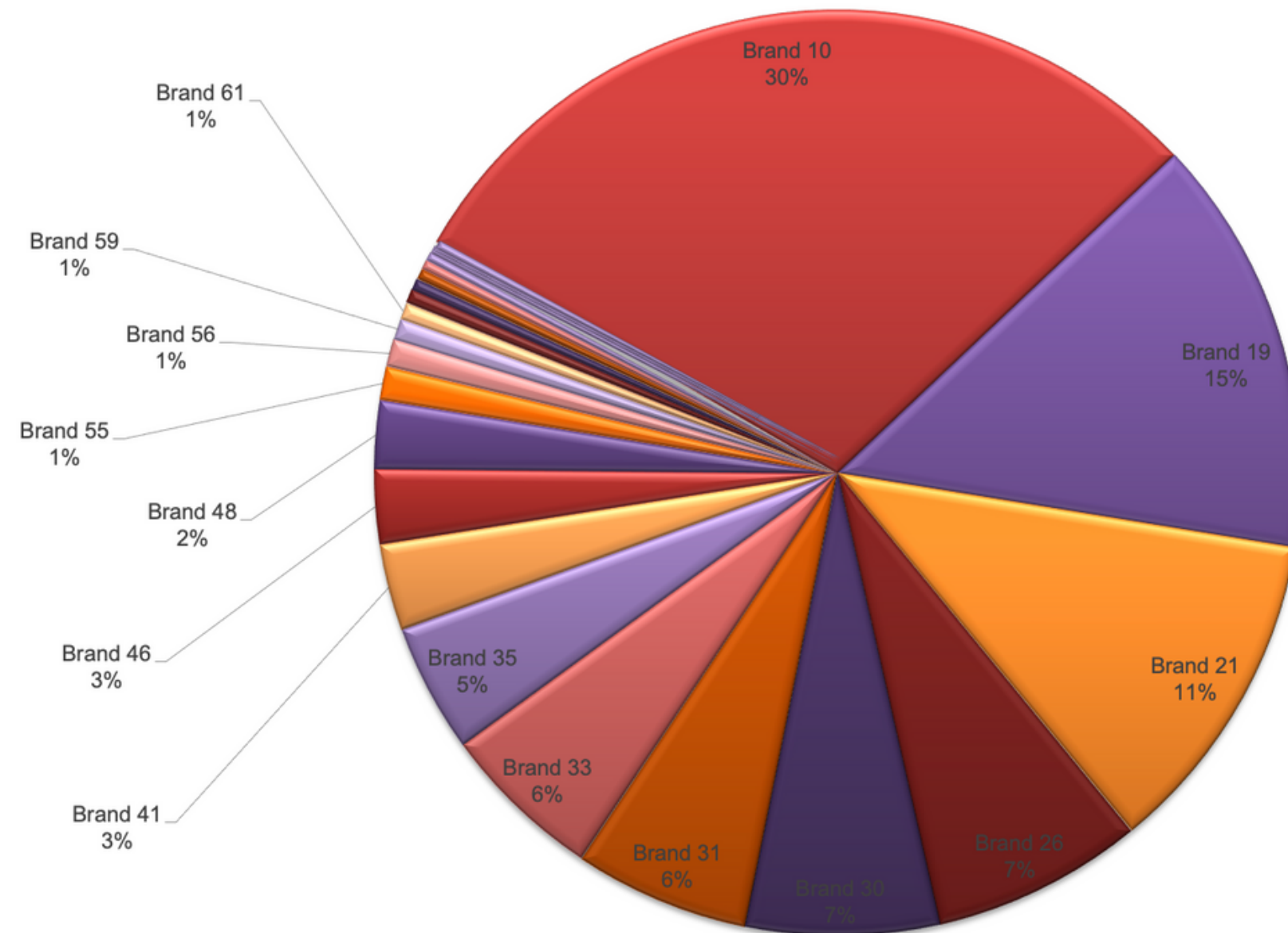Three of the client's key brands made up more than half of the client's reviews volume.

RB Brands: Volume of Reviews
(Sept. 2021 - March 2021)

Brand 1 24%
Brand 2 17%
Brand 3 11%
Brand 4 8%
Brand 5 7%
Brand 6 7%
Brand 7 5%
Brand 8 2%
Brand 9 2%
Brand 11 1%
Brand 12 1%
Brand 13 1%
Brand 14 1%
Brand 15 1%
Brand 16 1%
Brand 17 1%
Brand 18 1%
Brand 20 1%
Brand 22 1%
Brand 23 1%

Competitor Brands: Volume of Reviews
(Sept. 2020 - March 2021)

Capture Competition

Benchmark against competition

In addition to capturing their own brands, the client wanted to track consumer reviews from the competition. Based on predefined competitors and sites, data were collected from 26 of the client's competitive brands extracting data at the product level.

Three of the client's key competitor brands consisted of more than half of the competitive consumer reviews.

Global Reach

Access consumer reviews from all markets in different languages

As the client is a multinational consumer company operating in many markets, they were keen to capture consumer reviews data from all of their markets so they could better understand how their brands were received globally. Connectors were set up to mine data from 29 markets.


Total Volume of Mentions
(Sept. 2020 - March 2021)

Series1
11   67688
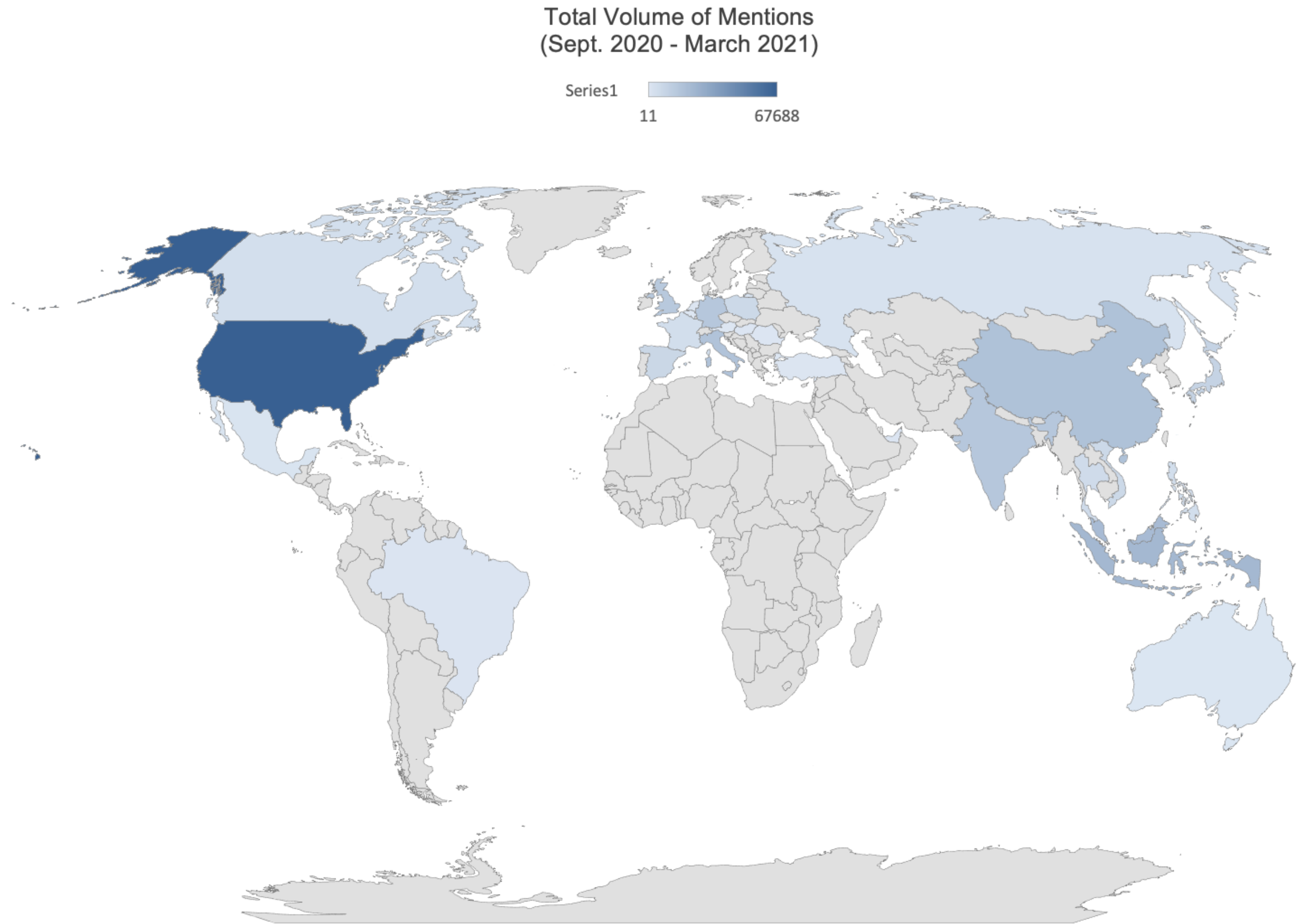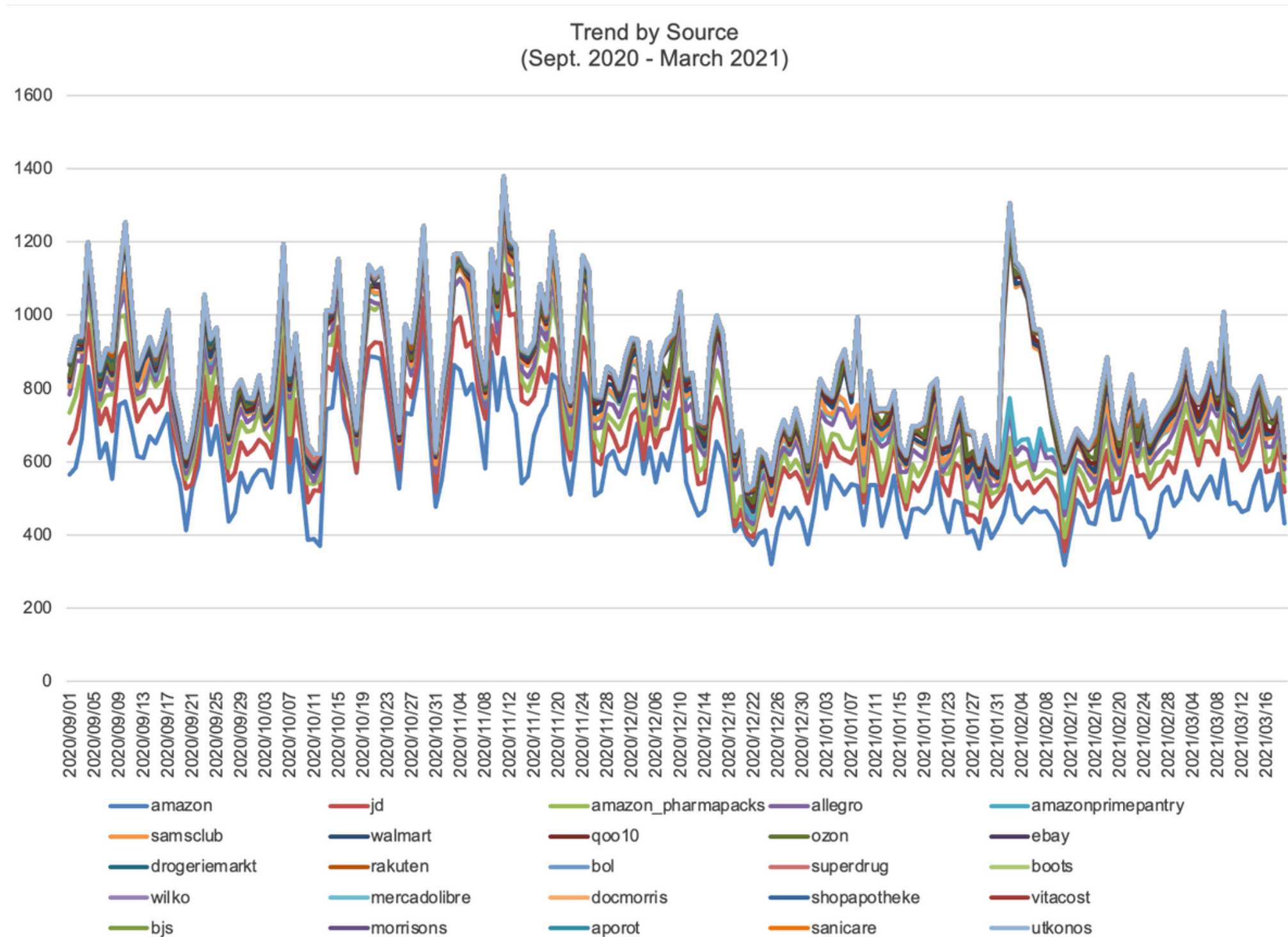
Language agnostic capabilities
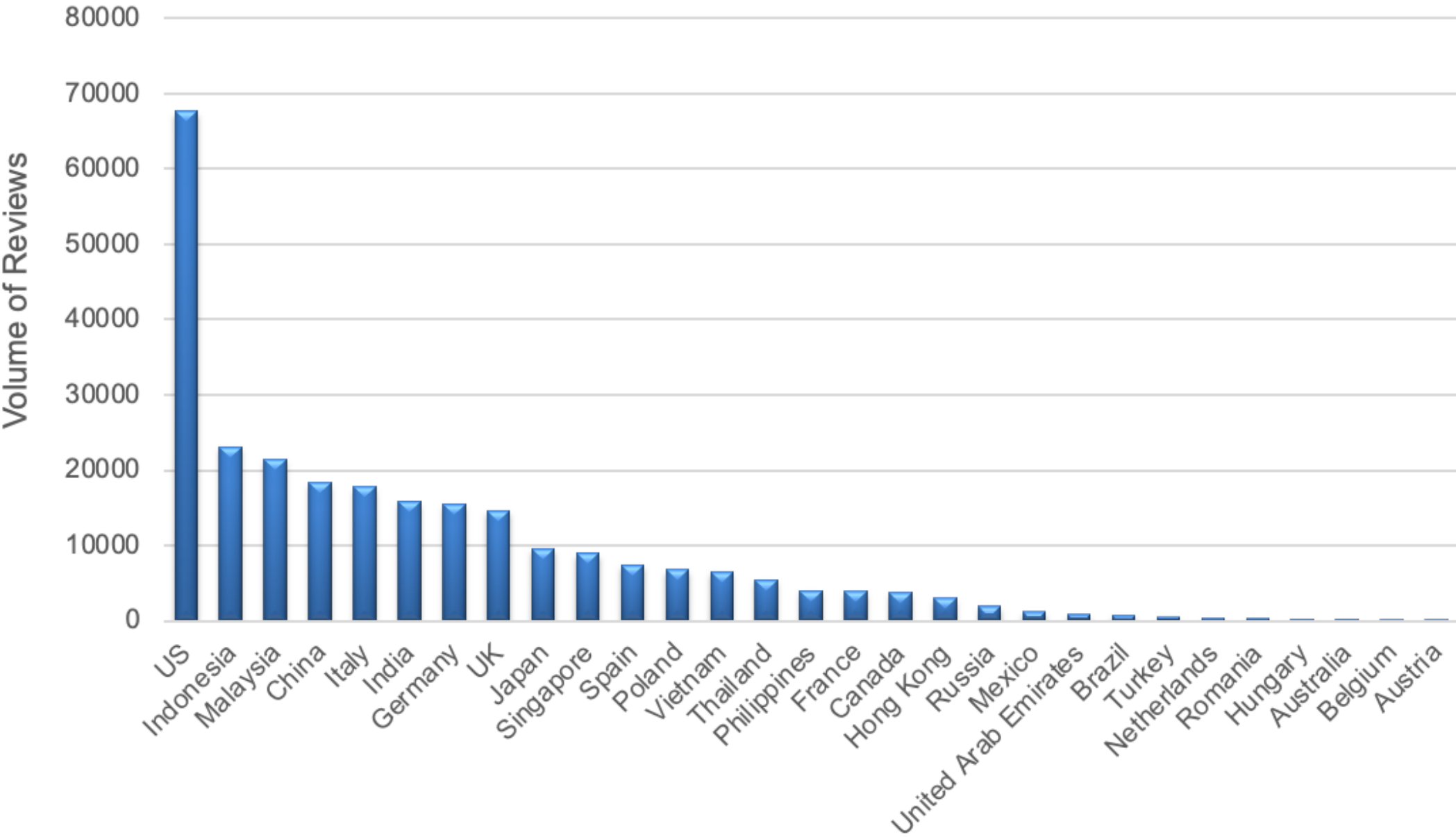
Translate

Unify through advanced translation techniques

Once the data was collected and consolidated, advanced translation techniques were used to translate from a variety of languages from 29 markets to English for ease of use across the matrixed organization.

Trend by Source
(Sept. 2020 - March 2021)
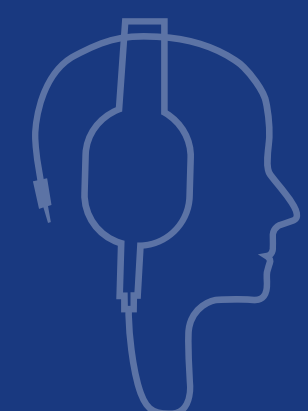
Disseminate

Automate delivery via API

Dissemination of data was automated and made available to country managers using API and PowerBI dashboards. These were hosted in cloud and updated on a daily basis.

Country managers were able to assess trends over time, and were able to identify low rated reviews that they could respond to. This facilitated active consumer connections, mitigated further negative sentiment, increased consumer satisfaction and allowed for an overall better understanding of issues across markets.

Data Science & Engineering

SetuServ

SetuServ offers a variety of data science and engineering analytics solutions for companies that want to support growth while maintaining a strong customer connection. Our methodology combines Artificial Intelligence (AI) & Human Intelligence (HI) to provide accurate insights at scale.

In addition to customizable data science and engineering expertise, we offer subscription services through our consumer designated VOCIS (Voice fo Consumer Insights and Signals) platform and our health care focused PharmaSignals platform serving the pharmaceutical industry.

For more information contact info@SetuServ.com.

We'd love to talk about all things data.

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🌐 SetuServ on LinkedIN

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