



Problem

The client is a world's leading consumer health and hygiene company with over 100+ brands and operations in 60+ countries. With tightening competition and a growing focus on consumer connections, the company was looking to:

- Improve consumer satisfaction
- Engage directly with the dissatisfied consumers to address key concerns

Solution

The client partnered with SetuServ to develop a Data Lake for consumer reviews:

- **Data Harvesting**
 - **Collect:** Built connectors to 80+ sources across 29 countries to continuously mine and extract consumer reviews at the product level
 - **Standardize & consolidate:** Cleansed and aggregated data into a MongoDB & Postgres SQL databases
- **Data Engineering**
 - **Translate:** Translated non-English reviews using automated translators
 - **Disseminate:** Sent Data & Insights to country managers using API and PowerBI dashboards

Business Impact

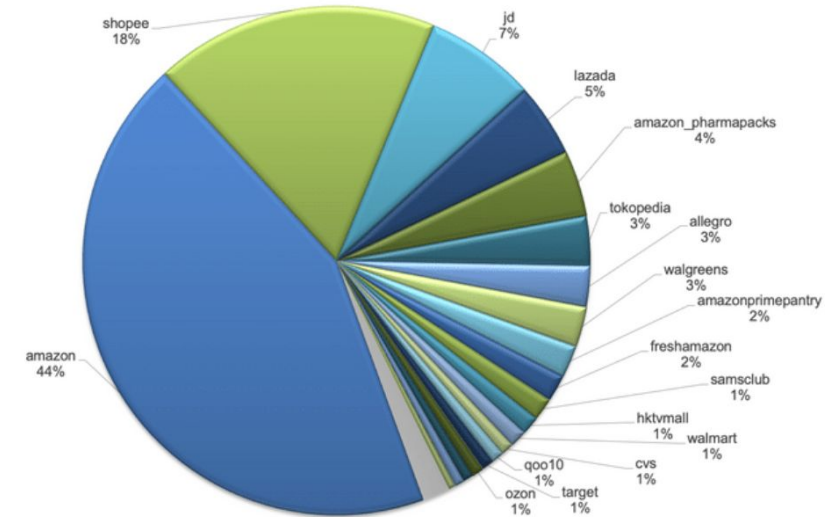
Country managers were able to:

- Assess trends over time by brand/product
- Identify low rated reviews that they could respond to

Ongoing benefits include:

- Facilitation of active consumer connections
- Mitigation of further negative sentiment
- Increase of consumer satisfaction
- Overall better understanding of issues across markets

Data Sources



Global Reach

