

SOPPY-MAILS

CHALLENGE 1: CUSTOMER EMAIL FEEDBACK ANALYSIS AUTOMATION

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Introduction

01

Objective:

Automate customer feedback processing to improve efficiency, reduce manual effort, and provide actionable insights for better customer service.

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Why Automation?

- Feedback emails are essential for understanding customer needs and satisfaction.
- Manual handling is time-consuming and prone to errors, delaying responses.

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Key Goals:

- Streamline email analysis and sentiment classification.
- Extract important details like customer name, order ID, and feedback category.
- Provide real-time updates to customer service teams for prompt action.

Problem Statement

Challenges in Manual Processing:

- Labor-intensive and error-prone.
- Delays in responding to negative feedback.
- Difficulty tracking and categorizing feedback trends.

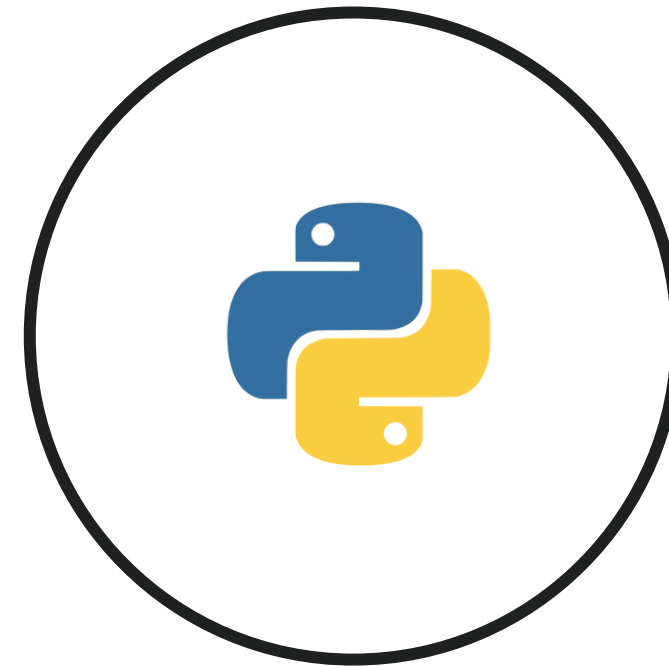
Why TruBot?

- Prebuilt automation capabilities.
- Easy integration with multiple systems (email, forms, notifications).
- Scalable and reliable for large-scale operations.
- Simplifies automation setup with minimal technical expertise.
- Quickly processes large volumes of emails for immediate insights.



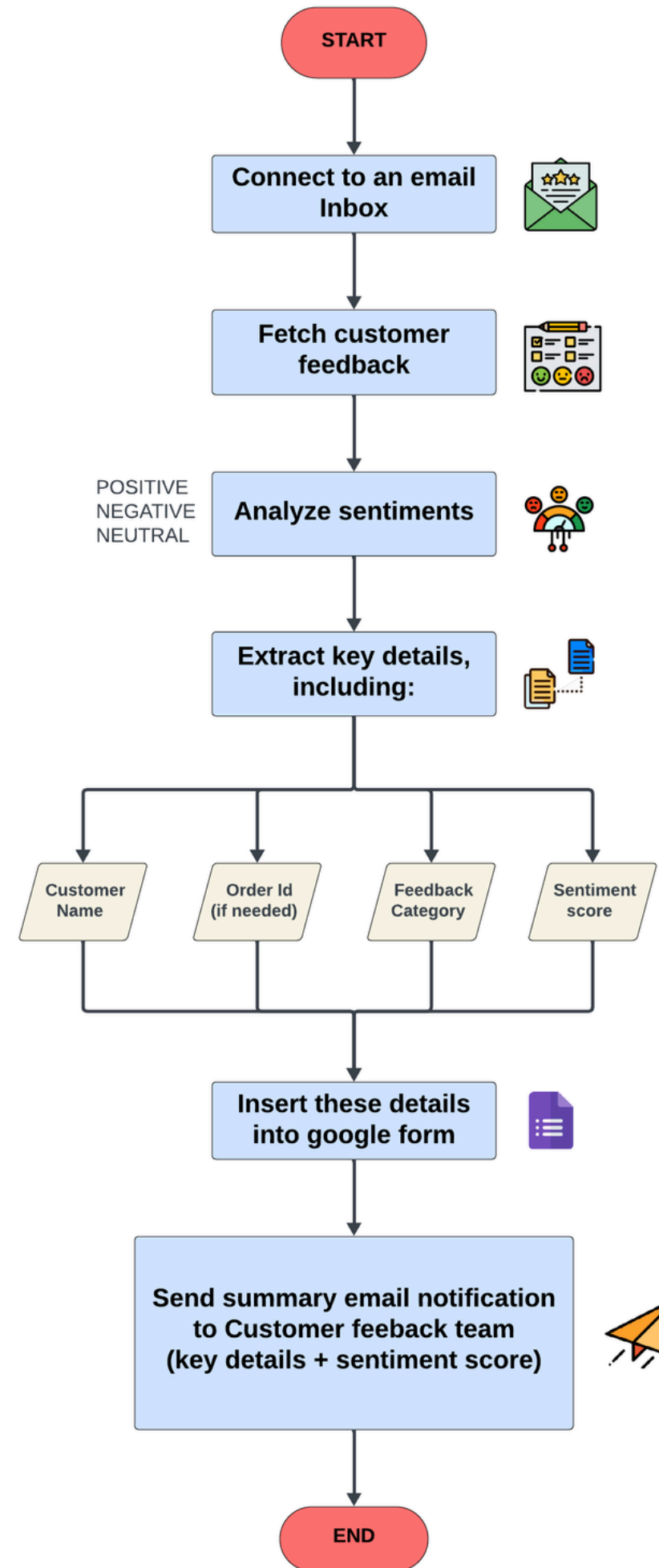
Tech Stack

DATAMATICS
TruBot

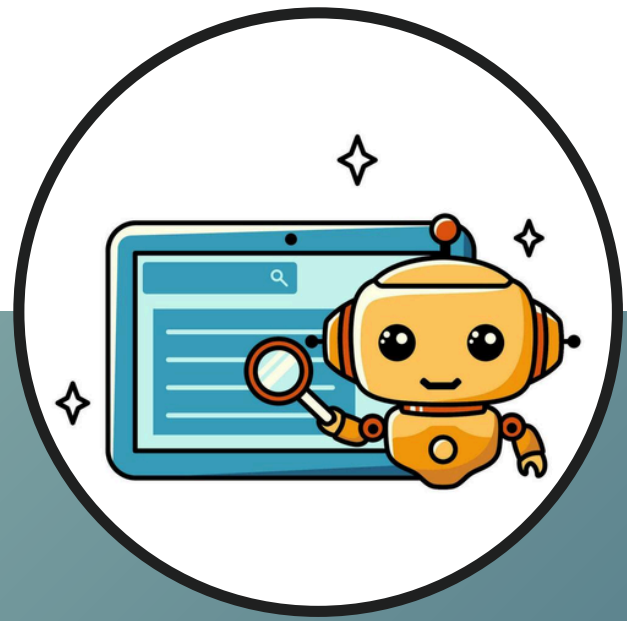


DATAMATICS
TruCap⁺

Diagram: Visual Representation of a Process



Solution Overview



Email Retrieval

Automates fetching emails from inbox (e.g., Gmail).



Sentiment Analysis

Classifies feedback using TruBot's ML capabilities.



Data Extraction

Extracts essential information
Customer Name,
Order ID, Feedback
Category, Sentiment
Score.



Form Integration

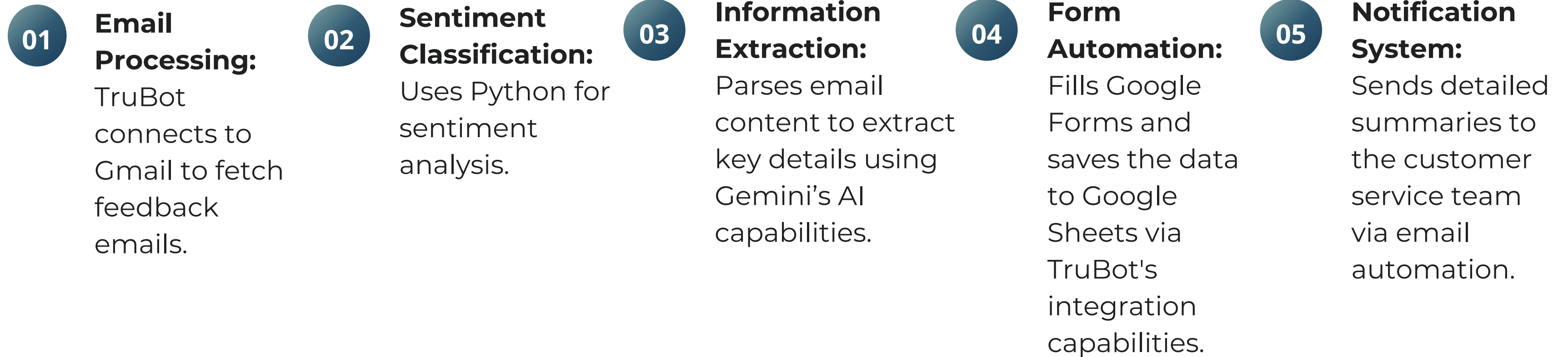
Updates extracted details into Google Forms.



Summary Notification

Sends automated insights to the customer service team.

Implementation Workflow





Challenges and Solutions

- **Challenges:**

- Parsing emails with diverse formats.
- Ensuring accuracy in feedback classification.
- Managing large volumes of emails.

- **Solutions:**

- Used Gemini's advanced NLP features for email parsing.
- Leveraged pre-trained models for sentiment and data extraction.
- Optimized workflows for high-volume processing.



INPUT ANALYSIS

Email Sent by the Customer

Dear Customer Service, I am writing to complain about the unacceptable difficulties I have encountered with returning an item I purchased on October 26th, order number #1234567. The item, a "Blue Sky" brand waterproof hiking backpack, arrived damaged with a significant tear in the main compartment. I initiated a return on November 5th, following your online instructions. However, my return was rejected on November 12th, with no explanation provided beyond a generic automated email. I have attempted to contact customer service multiple times via phone, but have been unable to reach a representative. I have not received a refund for the damaged backpack and am extremely dissatisfied with the lack of communication and resolution. I request a full refund for the purchase price of \$129.99 within 7 business days. If a refund is not possible, I request a replacement backpack be shipped to me immediately, with a prepaid return shipping label for the damaged item. I expect confirmation of either resolution within 24 hours.

Sincerely, John Smith johnsmith@email.com 555-123-4567

The customer's email was complex, including detailed information about the complaint, requests, and dissatisfaction.

RESULT

Dear Customer Service Team,

A new customer feedback has been received. Below is the summary.

Feedback Details:

Sentiment Score: -0.436251515151517 (Moderately Negative)

Feedback Category: service

Customer Name: John Smith

Date: 2024-11-27

Feedback Summary: Customer's return of a damaged "Blue Sky" hiking backpack was rejected without explanation. They have been unable to reach customer service and request a refund or replacement with prepaid return shipping.

Action Needed: Investigate the rejected return (order #1234567). Contact the customer within 24 hours to confirm either a full refund or shipment of a replacement backpack with a prepaid return label for the damaged item.

Customer Email: khushibh03@gmail.com

Order ID: 1234567

Best Regards,

Customer Feedback System

The sentiment analysis accurately reflects the moderately negative tone of the email, emphasizing the urgency of the issue. The generated summary concisely captures key points such as the rejected return, communication gaps, and the resolution request, ensuring no critical details are missed.

PARADISO LMS CERTIFICATES



THANK YOU