

Customer Support Analysis Report

Overview

This report summarizes the frequently reported customer issues, their sentiment distribution, and recommended process improvements to enhance customer satisfaction.

Frequently Reported Issues

The top 10 reported issues based on customer support interactions include:

- ❖ Product
- ❖ Issue
- ❖ Please
- ❖ Assist
- ❖ Problem
- ❖ Update
- ❖ Data
- ❖ Device
- ❖ Software
- ❖ Account

Sentiment Analysis Summary

The sentiment distribution across customer issues is as follows:

- ❖ **Positive:** 73.15%
- ❖ **Negative:** 22.66%
- ❖ **Neutral:** 4.19%

Key Observations

- ❖ A majority of customer interactions (73.15%) reflect positive sentiment, indicating overall satisfaction.
- ❖ However, 22.66% of interactions are negative, signifying areas that need improvement.
- ❖ Neutral responses (4.19%) suggest instances where customer sentiment is ambiguous or unclear.

Recommended Process Improvements

To address negative feedback and improve customer experience, the following steps are recommended:

- ❖ **Enhance Product & Software Support:** Increase proactive support for product and software-related issues to reduce reported problems.
- ❖ **Data Management Enhancements:** Improve data-related issue resolution to enhance reliability.
- ❖ **Improve Response Time:** Streamline customer support response time to address concerns more efficiently.
- ❖ **User-Friendly Updates:** Ensure that updates are well-communicated and user-friendly to minimize confusion.
- ❖ **Personalized Assistance:** Offer more personalized support for device and account-related concerns to increase customer satisfaction.

Conclusion :

While the majority of customer interactions are positive, addressing the key issues highlighted in negative sentiment feedback can further enhance the overall customer experience. Implementing the recommended improvements will help reduce common frustrations and strengthen customer trust.