



SRM TRP
ENGINEERING COLLEGE
Affiliated to ANNA UNIVERSITY
TIRUCHIRAPPALLI

DEVELOP A FEEDBACK MANAGEMENT PORTAL FOR TRACKING CUSTOMER FEEDBACK

College Name

**SRM TRP Engineering
College**

Team Members
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PROBLEM STATEMENT

Develop a feedback management portal for tracking customer feedback

- The task is to build an application that allows checking the customer feedback and manage the portal for tracking customer feedback
- The feedback platform collect feedback from various sources, including social media, customer reviews, and surveys, and convert the data into a structured format that can be easily analysed.

SOLUTION

➤ Feedback Portal

- The feedback platform collect feedback from various sources, including social media, customer reviews, and surveys, and convert the data into a structured format that can be easily analysed.

➤ Collect Feedback

- By creating a web applicaion which enables ways to customers to submit feedback, such as a web form, email, or social media channels.

SOLUTION

➤ Categorize Feedback

- Create categories or tags to help organize feedback and identify common themes.

➤ Prioritize Feedback

- Prioritize feedback based on urgency, severity, or impact on customer experience. it can be achieved by creating a scoring system based on customer feedback frequency, sentiment analysis, and other metrics..

SOLUTION

➤ Assign Feedback

- Assign feedback to the relevant team member or department based on the category and priority level.

➤ Database

- The database layer stores feedback and user information
- It can be achieved by using MySql Database

SOLUTION

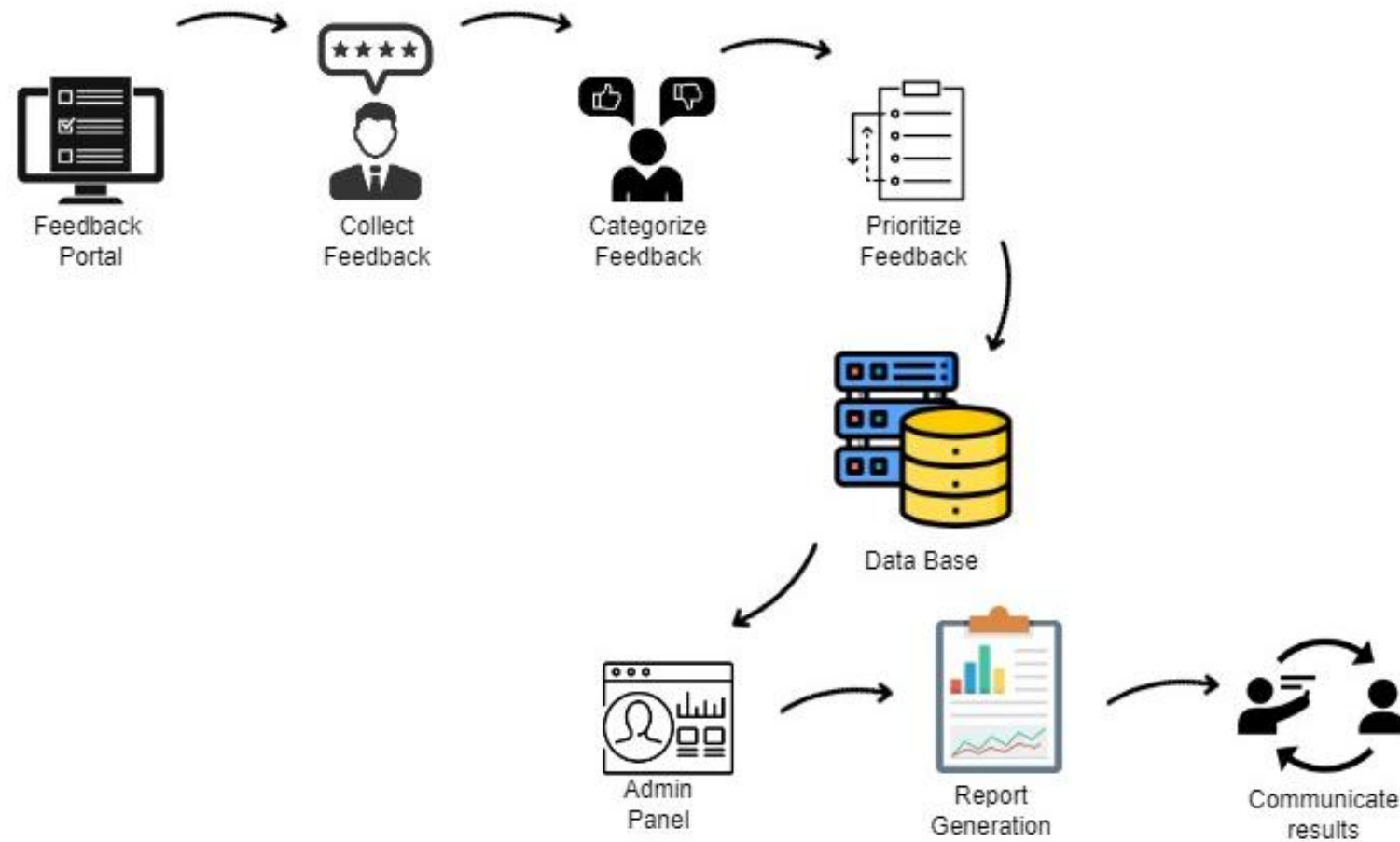
➤ Admin Panel

- A dashboard with an overview of feedback statistics, such as the total number of feedback received, feedback status, and feedback trends over time.

➤ Report Generation

- Generate reports on feedback trends and customer satisfaction levels to identify areas for improvement
- Communicate feedback results to relevant stakeholders, including product owners, developers, and customer support teams.

ARCHITECTURE



TECHNICAL STACK

- HTML/CSS/JavaScript for the front-end
- React for the front-end framework
- Django and Node.js for the back-end
- MySQL for the database
- AWS for the hosting

ADVANTAGES

- Improved Customer Satisfaction
- Better Product Development
- Increased Efficiency
- Centralized Feedback Management
- Data-Driven Decision Making



THANK YOU