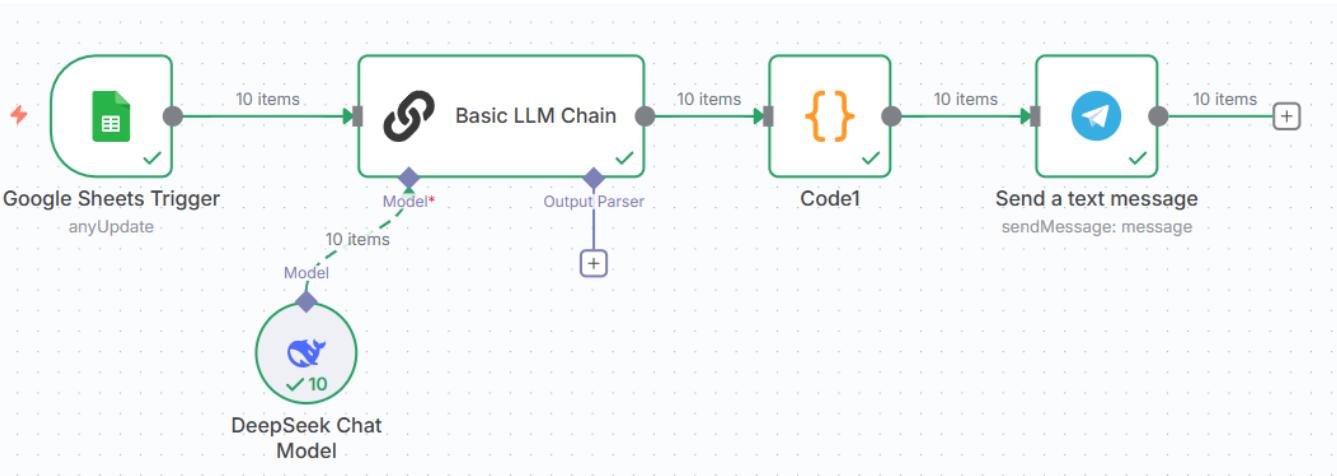


Product Demo Feedback Automation with n8n

Overview

The automation workflow processes product demo feedback collected via Google Forms, analyses each response using DeepSeek AI to determine **priority**, **sentiment**, and **recommended actions**, and automatically delivers insights to a Telegram channel for immediate team awareness.



Workflow Components

1. Data Collection (Google Forms → Google Sheets)

- **Input Source:** Google Form ("Product Demo Feedback Form")
- **Form Fields:**
 - Name (Short answer)
 - Email (Short answer)
 - Product Demo Rating (1-5 scale)
 - Follow-up Request (Yes/No checkbox)
 - Additional Comments (Long answer)
- **Data Storage:** All responses automatically populate a Google Sheets spreadsheet

2. Automation Trigger (n8n Google Sheets Trigger)

- **Configuration:**
 - Monitors the Google Sheets spreadsheet for new rows
 - Polls for updates every minute (configurable)
 - Captures all form response data including timestamp

3. AI Analysis (DeepSeek LLM Integration)

- **AI Model:** DeepSeek Chat
- **Analysis Prompt:**

Analyze this product feedback and provide structured insights:

CUSTOMER FEEDBACK:

- Name: {{ \$json.Name }}
- Rating: {{ \$json["How do you rate our product demo?"] }}/5
- Wants Follow-up: {{ \$json["Would you like us to follow up with you on anything?"] }}
- Comments: "{{ \$json["What other comments do you have?"] }}"

Provide analysis in this exact JSON format:

```
{  
  "Name": "Customer Name",  
  "Email": "Customer Email",  
  "priority_score": 1-10,  
  "priority_level": "high/medium/low",
```

```
"sentiment": "positive/neutral/negative",
"key_topics": ["topic1", "topic2"],
"recommended_action": "brief action recommendation",
"follow_up_urgency": "immediate/within_24h/this_week"
}
```

4. Data Processing (Function Node)

- **Purpose:** Parses and cleans AI response, merges with original data
- **Key Functions:**
 - Extracts JSON from LLM response
 - Handles parsing errors gracefully
 - Combines raw data with AI insights

5. Output Delivery (Telegram Integration)

- **Delivery Method:** Telegram Bot message
- **Message Format:**

💡 *AI-Analyzed Feedback* 💡

Customer: {{ \$json.Name }}

Rating: {{ \$json["How do you rate our product demo?"] }}/5 ★

Follow-up Needed: {{ \$json["Would you like us to follow up with you on anything?"] }}

AI Analysis:

- Priority: {{ \$json.ai_analysis.priority_level }} ({{ \$json.ai_analysis.priority_score }})/10
- Sentiment: {{ \$json.ai_analysis.sentiment }}
- Key Topics: {{ \$json.ai_analysis.key_topics.join(',') }}
- Action: {{ \$json.ai_analysis.recommended_action }}
- Urgency: {{ \$json.ai_analysis.follow_up_urgency }}

Original Comment:

{{ \$json["What other comments do you have?"] }}

Sample AI Analysis Outputs

High-Priority Positive Feedback

```
json
{
  "priority_score": 9,
  "priority_level": "high",
  "sentiment": "positive",
  "key_topics": ["product_inquiry", "product_XYZ"],
  "recommended_action": "Contact customer to provide detailed information about Product XYZ features, benefits, and pricing",
  "follow_up_urgency": "within_24h"
}
```

Low-Priority Negative Feedback

```
json
{
  "priority_score": 2,
  "priority_level": "low",
  "sentiment": "negative",
  "key_topics": ["product_usefulness", "customer_satisfaction"],
  "recommended_action": "Acknowledge feedback and investigate if this is part of a pattern",
  "follow_up_urgency": "this_week"
}
```

Telegram Configurations

1. **BotFather:** /newbot to receive the HTTP API token
2. **Chat ID:** <https://gist.github.com/nafiesl/4ad622f344cd1dc3bb1ecbe468ff9f8a>

Benefits

3. **Real-time Awareness:** Instant notifications of new feedback
4. **Intelligent Prioritization:** AI-driven scoring ensures team focuses on high-impact feedback
5. **Sentiment Tracking:** Automatic mood detection across all responses
6. **Actionable Insights:** Specific recommendations for each feedback type
7. **Efficiency:** Automated processing eliminates manual review of every submission

Technical Requirements

- n8n instance (cloud or self-hosted)
- Google Sheets credentials
- DeepSeek API access
- Telegram Bot Token and Chat ID
- Google Form connected to Google Sheets

This automation transforms raw customer feedback into immediately actionable intelligence, enabling rapid response to customer needs and systematic tracking of product demo effectiveness.

Appendix: Input and Outputs

Product Demo Feedback Form

This is to collect feedback information after our product demo. We appreciate your time for the feedback.

tanthiamhuat@gmail.com Switch account 

 Not shared

* Indicates required question

Name *

Your answer

Email *

Your answer

How do you rate our product demo? *

1 2 3 4 5

☆ ☆ ☆ ☆ ☆

Would you like us to follow up with you on anything? *

Yes

No

What other comments do you have?

Your answer

Submit **Clear form**

Form Responses - Product Demo Feedback						
	Timestamp	Name	Email	How do you rate our product demo?	Would you like us to follow up with you on anything?	What other comments do you have?
2	9/11/2025 17:28:48	TAN THIAM HUAT	tanthiamhuat@yahoo.com	5	Yes	I would like to know more about Product XYZ.
3	9/11/2025 17:30:22	TAN AH BEE	tanahbee@gmail.com	1	No	Nothing Useful!!
4	9/12/2025 17:30:22	SARAH LIM	sarah.lim@outlook.com	4	Yes	Great demo but need pricing details
5	9/13/2025 19:30:22	DAVID WONG	david.wong@hotmail.com	5	No	Excellent presentation, very impressed
6	9/14/2025 21:30:22	LISA TAN	lisa.tan@business.com	3	Yes	Average demo, would like to see more features
7	9/15/2025 10:30:22	MICHAEL CHEN	michaelchen@gmail.com	2	No	Could be better, not what I expected
8	9/16/2025 11:35:26	JESSICA KOH	jkoh@company.org	5	Yes	Very helpful! Please send me the product brochure
9	9/17/2025 18:34:32	KEVIN NG	kevin.ng@email.com	4	Yes	Good overview but need technical specifications
10	9/18/2025 17:30:22	AMANDA TEO	amanda.teo@webmail.com	1	No	Waste of time, didn't address my needs
11	9/19/2025 17:20:12	BRIAN LEE	brianlee@consultant.com	5	Yes	Fantastic! Would like a personalized demo for our

<p> New Feedback Analysis </p> <p>Name: TAN THIAM HUAT Email: tanthiamhuat@yahoo.com Priority: high (Score: 10) Sentiment: positive Key Topics: Product XYZ, Follow-up Request</p> <p><input checked="" type="checkbox"/> Action: Schedule a detailed demo of Product XYZ</p> <p> Follow-up Urgency: within_24h</p> <p>This message was sent automatically with n8n</p>	<p> New Feedback Analysis </p> <p>Name: DAVID WONG Email: david.wong@hotmail.com Priority: high (Score: 10) Sentiment: positive Key Topics: presentation quality, customer impression</p> <p><input checked="" type="checkbox"/> Action: Send thank you email and request testimonial</p> <p> Follow-up Urgency: this_week</p> <p>This message was sent automatically with n8n</p>
<p> New Feedback Analysis </p> <p>Name: TAN AH BEE Email: tanahbee@gmail.com Priority: low (Score: 2) Sentiment: negative Key Topics: product demo, usefulness</p> <p><input checked="" type="checkbox"/> Action: Investigate specific issues with product demo</p> <p> Follow-up Urgency: this_week</p> <p>This message was sent automatically with n8n</p>	<p> New Feedback Analysis </p> <p>Name: LISA TAN Email: lisa.tan@business.com Priority: medium (Score: 5) Sentiment: neutral Key Topics: demo_quality, feature_request</p> <p><input checked="" type="checkbox"/> Action: Schedule follow-up to discuss desired features and demo improvements</p> <p> Follow-up Urgency: within_24h</p> <p>This message was sent automatically with n8n</p>
<p> New Feedback Analysis </p> <p>Name: SARAH LIM Email: sarah.lim@outlook.com Priority: high (Score: 8) Sentiment: positive Key Topics: demo, pricing</p> <p><input checked="" type="checkbox"/> Action: Send pricing details and schedule follow-up</p> <p> Follow-up Urgency: within_24h</p> <p>This message was sent automatically with n8n</p>	<p> New Feedback Analysis </p> <p>Name: MICHAEL CHEN Email: michaelchen@gmail.com Priority: medium (Score: 4) Sentiment: negative Key Topics: expectations, product quality</p> <p><input checked="" type="checkbox"/> Action: Investigate specific unmet expectations and improve demo clarity</p> <p> Follow-up Urgency: this_week</p> <p>This message was sent automatically with n8n</p>

<p> New Feedback Analysis </p> <p>Name: JESSICA KOH Email: jkoh@company.org Priority: high (Score: 10) Sentiment: positive Key Topics: product demo, product brochure</p> <p><input checked="" type="checkbox"/> Action: Send product brochure promptly and thank for positive feedback</p> <p> Follow-up Urgency: within_24h</p>	<p> New Feedback Analysis </p> <p>Name: AMANDA TEO Email: amanda.teo@webmail.com Priority: low (Score: 2) Sentiment: negative Key Topics: product relevance, needs fulfillment</p> <p><input checked="" type="checkbox"/> Action: Investigate specific unmet needs and improve demo targeting</p> <p> Follow-up Urgency: this_week</p>
<p>This message was sent automatically with n8n</p> <p> New Feedback Analysis </p> <p>Name: KEVIN NG Email: kevin.ng@email.com Priority: high (Score: 8) Sentiment: positive Key Topics: product demo, technical specifications</p> <p><input checked="" type="checkbox"/> Action: Provide detailed technical specifications and schedule a follow-up call</p> <p> Follow-up Urgency: within_24h</p> <p>This message was sent automatically with n8n</p>	<p>This message was sent automatically with n8n</p> <p> New Feedback Analysis </p> <p>Name: BRIAN LEE Email: brianlee@consultant.com Priority: high (Score: 10) Sentiment: positive Key Topics: demo quality, team engagement</p> <p><input checked="" type="checkbox"/> Action: Schedule personalized demo for team</p> <p> Follow-up Urgency: within_24h</p> <p>This message was sent automatically with n8n</p>