



S. Visvanathan <visvanathan1610@gmail.com>

Subject: Re: Request for Customer Feedback Analysis

1 message

S. Visvanathan <visvanathan1610@gmail.com>
To: "S. Visvanathan" <visvanathan1610@gmail.com>

Sat, Apr 12, 2025 at 8:38 AM

Dear John,

Thank you for your email. I've analyzed our customer feedback data and identified critical points affecting satisfaction and retention. Below are the key findings and actionable strategies to address these challenges:

1. Addressing Negative Reviews

Key Complaints:

Product Quality: Defects in items like Dumbbells .

Misleading Information: Unclear Instructions were present in products like 'Basketball'

Delivery Delays: Some negative reviews mention late shipments.

Size Issues: 40% of returns are due to sizing inaccuracies (especially Ski Boots).

Immediate Actions:

- ✓ Quality Control: Partner with suppliers to improve materials and enforce stricter quality checks.
- ✓ Delivery Transparency: Implement real-time shipping updates and offer expedited options.
- ✓ Instruction Guides: Add attractive Instruction guides.

2. Boosting Repeat Purchases

Current State:

0% repeat customer rate—indicating severe dissatisfaction.

New customer acquisition costs are rising while retention falters.

Strategies:

Loyalty Program: Launch "ShopEasy Rewards" (e.g., "Earn points for every purchase").

Personalized Offers: Send tailored discounts based on past purchases (e.g., "20% off your next Dumbbells order").

Subscription Model: Introduce "Subscribe & Save" for frequently bought items.

3. Pricing & Quality Insights

Customer Demand:

Affordable pricing + high quality + fast delivery = top expectations.

Negative reviews spike for products priced above market average with quality issues.

Phase out low-rated products and replace them with better alternatives.

Price Adjustment: Offer tiered pricing (e.g., "Basic" vs. "Premium" Dumbbells).

4. AI-Powered Strategies for Satisfaction

Automated Solutions:

AI Chatbots: Resolve sizing/delivery queries instantly (e.g., "When will my order arrive?").

Sentiment Analysis: Flag negative reviews in real-time for immediate CX follow-up.

Dynamic Pricing: Use AI to adjust prices based on demand and competitor rates.

Example Workflow:

Customer leaves a 1-star review → AI alerts CX team.

Automated email offers a free return + discount.

AI logs the issue for quality improvement.

5. Quick Wins for Rapid Impact

Free Returns: Advertise "Hassle-Free Returns" on product pages.

Review Incentives: Offer loyalty points for honest feedback.

Product Swaps: Allow customers to exchange defective items for free.

Looking forward to your thoughts.

Best regards,
Visvanathan S
Data Analyst, ShopEasy