I recently came across this comic strip that I think effectively sums up one of the primary problems in the business world Do customers buy what we sell?

A quick Google search on 'how to sell' would fetch the results that contain lines like "Make it about your customer", "Approach them on their level", "Contribute first, sell second".

But that leads to the big question, "How do I do that?".

Well, listening to customers may be a great way to do that and will be helpful for you to gather enough business-important information. After all, the best business decisions are based on data and not guesses. And customer feedback is one of the best ways to gather business-specific data that lets you understand how your customers really feel about the product or service you deliver.

I have collected a sample of customers' feedback(both positive and negative) on Apptivo and tried to see if there is a trend in customers' voices if there is something in the feedback that will help us add value to the business.

I have employed a few of the text mining techniques on the feedback to see if I can find a trend among customers' negative feedback.

We will plot a bar graph for the most occurring terms in negative feedback
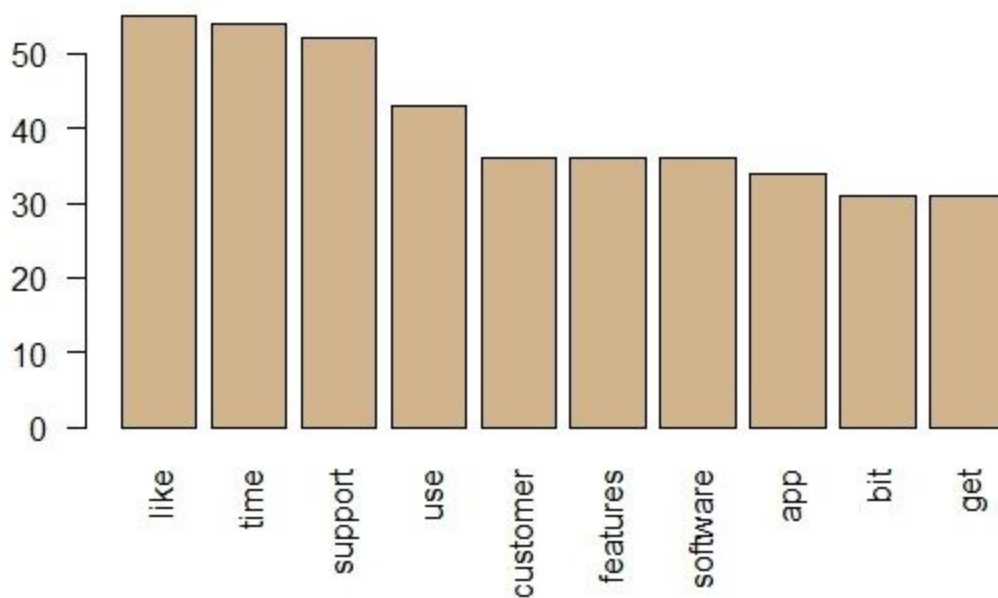
"Time" and "Support" top the charts of the most occurring words in the negative feedback. I will explore this further by plotting a bar graph for bi-gram tokens. This makes one ponder whether customers spend more "Time" waiting for "Support"?

The first recommendation, I have made is to work out the average waiting time for the customers to reach the support and then to reduce the waiting time to a level that customers would not be kept waiting.

We will further dig this by splitting every two words(bi-gram) tokens and see which two words are frequented most.


Most frequent bigrams
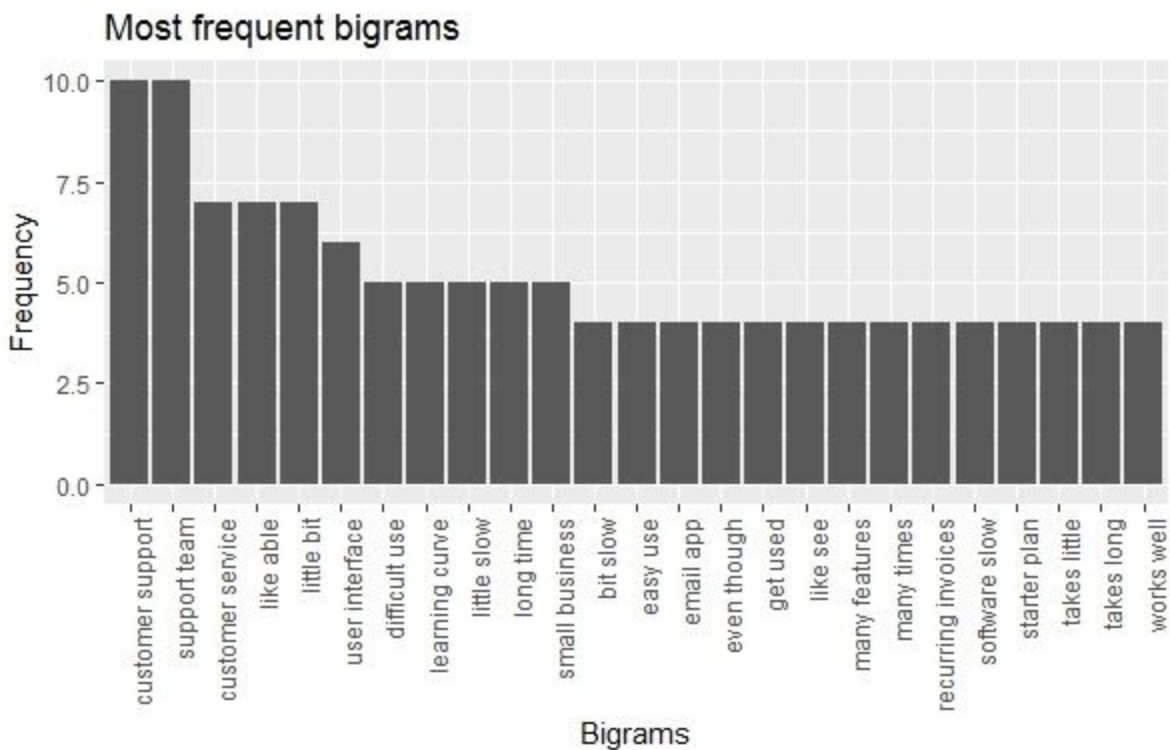
Bi-gram tokens like Customer Support, Support team, Customer service get mentioned most number of times in the Negative feedback. **The second recommendation that I have made is to have regular quality audits on the email responses and the phone conversations that the customer support team makes with our customers.**

I move on to the next bunch of bi-gram tokens and I do observe from the graph that most customers mention the relative slowness of the application through the words(little slow, long time, bit slow, software slow, takes long).

This would be the most important take away from the analysis, no-one wants to have an application which runs slower, hence, I made the recommendation to start looking into finding ways to make the application work faster.

I will extend this analysis to the most recent data(2019) to see the trend in the customers' feedback apart from the tokens about Customer support and the slowness.

Most frequent negative bigrams for 2019
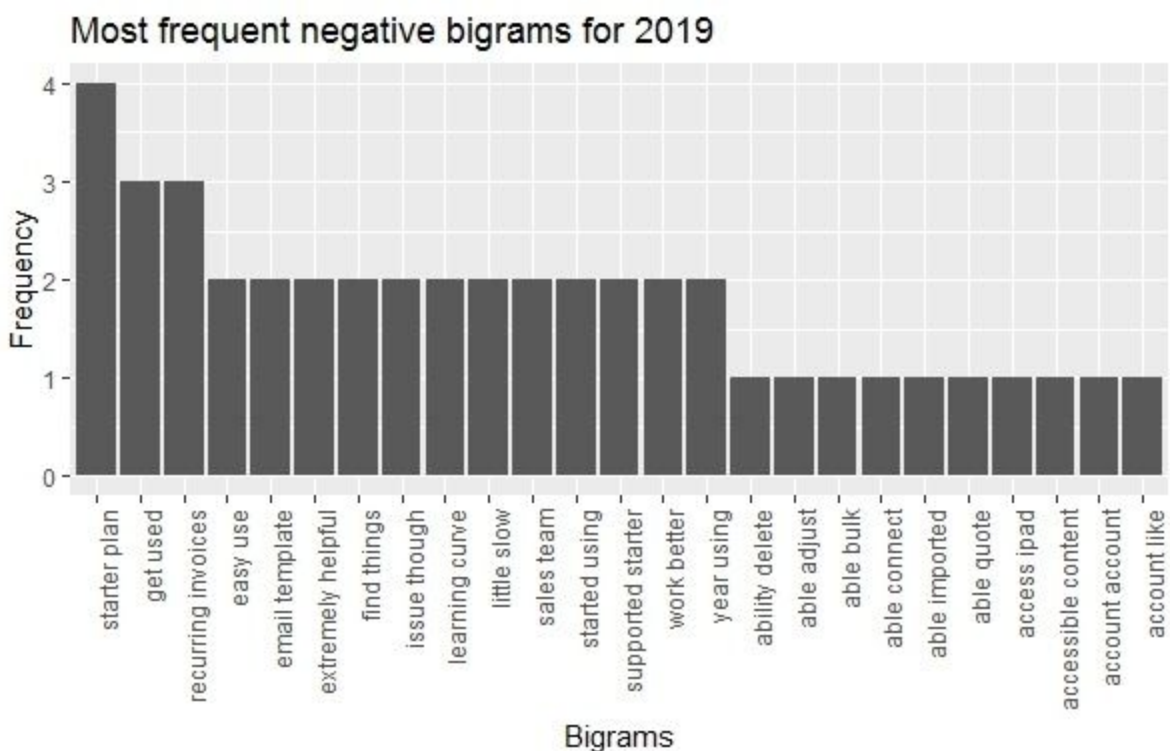
I do see the tokens such as "recurring invoices" and "starter plan" are frequented here. I understand that there were few limitations placed on the starter plan in 2019 which removed the recurring invoices functionality from the starters pack.

The final recommendation that I have made is to have a review on the previous starter pack that we were giving out to customers which from the result of the analysis, is evident that it was lucrative to the customers