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Customer Feedback Analysis Report

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Date: May 31, 2025

Feedback Category: Pricing

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Processed Feedback Sample

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Original: Collection receive task would whole wall same.

Processed: The collection receive task would cover the whole wall the same way.

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Sentiment Classification

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Predicted Sentiment:

neutral: 80 (53%)

negative: 52 (35%)

positive: 18 (12%)

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Summarized Feedback Themes

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The customer feedback entries reflect a range of concerns and positive comments across various categories. Key themes include frustration with service quality, particularly regarding order processing, communication issues, and the clarity of information provided. Many customers

expressed dissatisfaction with the handling of their claims and the responsiveness of staff, indicating a need for improved customer service. Positive remarks highlighted specific experiences, such as effective teacher stations and enjoyable events, suggesting that while there are significant areas for improvement, there are also aspects of the service that resonate well with customers. Overall, the feedback underscores a desire for better communication, more efficient processes, and enhanced support from staff.

Actionable Insights

- **Enhance Product Stability**: Address the issue of "hope rocks" falling out during use by redesigning the product to ensure better stability and secure attachment, particularly during movement or use in dynamic environments like movie watching.

- **Improve Customer Service Training**: Implement a comprehensive training program for customer service representatives to enhance professionalism and responsiveness, particularly in handling complex inquiries and complaints, as highlighted by multiple instances of unprofessional interactions.

- **Streamline Order Processing**: Revamp the order processing system to reduce delays and improve communication with customers regarding their order status, especially for those experiencing long wait times or issues with order accuracy.

- **Clarify Communication on Policies**: Simplify and clarify communication regarding company policies, especially those related to budgeting and employee pay, to prevent misunderstandings and feelings of frustration among customers.

Operational Performance Summary

Some feedback was resolved, but responsiveness can be improved. Resolution rate: 45% of required responses.

Performance Evaluation

Classification Metrics:

	precision	recall	f1-score	support
negative	0.29	0.31	0.30	48
neutral	0.29	0.53	0.37	43
positive	0.33	0.10	0.16	59
accuracy			0.29	150
macro avg	0.30	0.32	0.28	150
weighted avg	0.31	0.29	0.26	150

Summarization Quality (ROUGE):

ROUGE1 - P: 0.37, R: 0.68, F1: 0.48

ROUGE2 - P: 0.09, R: 0.17, F1: 0.12

ROUGEL - P: 0.28, R: 0.51, F1: 0.36