

**Enhancing Customer Support and Response Generation for CarWow Using LINQ's
Classify and Generate GPT Models**

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Motivation

Owning a car is essential for reliable transportation, flexibility in travel schedules and destinations, meeting family and lifestyle needs, increased accessibility to various locations, accessing employment opportunities, and providing a sense of security during emergencies. There are several places one can buy or sell a car including dealerships, Online Marketplaces, Private Sellers, Car Auctions, and Car Brokers. Online marketplace for buying and selling cars uses the reverse marketplace model to remove the need for customers to negotiate with dealers when buying or selling their cars.

CarWow is one of the online marketplaces where one can buy or sell cars. CarWow allows customers to configure and order a new car, as well as offers deals on pre-owned vehicles. They also provide assistance with financing options and offer additional services such as vehicle valuations and reviews. Analyzing customer reviews allows CarWow to gain valuable insights into customer satisfaction, identify areas for improvement, refine their processes, and ultimately enhance their services. It helps CarWow stay competitive, build customer loyalty, and drive innovation in the car-buying industry.

By utilizing LINQ GPT services such as 'classify' and 'Generate,' we can classify reviews as either positive or negative. This allows us to specifically focus on negative reviews and take appropriate actions to address customer feedback. We can generate responses tailored to each negative review, aiming to provide effective solutions and address their concerns.

Automation Workflow

To streamline and automate the handling of negative customer reviews, we leverage the power of LINQ GPT services. Initially, we employ the 'Classify' service to categorize each review as positive or negative based on its sentiment. Once the classification is complete, we utilize the 'Generate' service to automatically generate tailored responses that address the specific concerns expressed in the negative reviews. By leveraging these services, we aim to efficiently and effectively provide solutions and resolutions to customer feedback, ensuring a timely and personalized response to their concerns.

Task 1

Classify GPT

Parameter Setting

Model Type: GPT 4

Temperate setting: 0, The responses provided are derived from the information contained within the reference documents. This doesn't give GPT the flexibility to answer on its own and this helps to avoid Hallucination and bias in responses.

Classify GPT Test Results

Negative Review

The screenshot shows the GPT interface for 'Prompt 1'. The 'Set Parameters' sidebar on the left includes a 'Model Type' dropdown set to 'gpt 4' and a 'Temperature' slider set to 0. Below this, there is a text input for 'Category 1' with the value 'Positive Review'. The main area is divided into 'Example Text' and 'Test Results'. The 'Example Text' contains a paragraph about a car purchase. The 'Test Results' section shows a 'Negative Review' and a 'Regenerate generation' button.

Prompt 1 Selected Select Save Copy Delete

Set Parameters ^

Model Type

gpt 4 ▼

Temperature

0

Please enter categories as you want and their input values

Category 1 🗑️

Positive Review

Example Text Run Test

Completed required details and was given a buy price of £13,145, when I was called to verify the ad I was actually given a maximum price of £12,719 (£426 less than quoted) Is this an isolated incident? As this seems a little dishonest.

Test Results

Negative Review

🔄 Regenerate generation

Positive Review

The screenshot shows the GPT interface for 'Prompt 2'. The 'Set Parameters' sidebar on the left includes a 'Category 1' input with 'Positive Review' and a 'Category 2' input with 'Negative Review'. The main area is divided into 'Example Text' and 'Test Results'. The 'Example Text' contains a paragraph about a car purchase. The 'Test Results' section shows a 'Positive Review' and a 'Regenerate generation' button.

Prompt 2 Select Save Copy Delete

Set Parameters ▼

Please enter categories as you want and their input values

Category 1 🗑️

Positive Review

Category Description(Optional)

15 / 100

Category 2 🗑️

Negative Review

Example Text Run Test

I cannot recommend this company high enough, I was apprehensive initially. Customer service is 2nd to none, they kept me up to date and informed throughout full Process. Car collected today and paid full auction price, (i was prepared for them to ask for money off) however i was very honest about vehicle flaws prior to listing my car. I received £2000 more than the offer i got from we buy any car. I am extremely satisfied with the service received from start to end. I would recommend car-wow to anyone.

Test Results

Positive Review

🔄 Regenerate generation

Negative Review

The screenshot shows a web application interface for generating text. At the top, there's a 'Prompt 3' label and a 'Select' button with icons for saving, copying, and deleting. The main area is split into three columns:

- Set Parameters:** Contains a dropdown menu, a text input field with the placeholder 'Please enter categories as you want and their input values', and two category selection boxes. 'Category 1' has a 'Positive Review' button, and 'Category 2' has a 'Negative Review' button. A character count '15 / 100' is visible.
- Example Text:** Features a 'Run Test' button and two text blocks. The first block is a paragraph about a car purchase experience. The second block is a shorter paragraph about a salesperson's pressure.
- Test Results:** Displays a 'Negative Review' section with a 'Regenerate generation' button.

Generate GPT

Parameter Setting

Model Type: GPT 4

Temperate setting: 0, The responses provided are derived from the information contained within the reference documents. This doesn't give GPT the flexibility to answer on its own and this helps to avoid Hallucination and bias in responses.

Embedded Documents

The reference documents contain a wide range of information covering various aspects of the car buying and ownership journey. These documents provide valuable insights into buying or selling a car, assisting individuals in making informed decisions. They also cover topics such as choosing the right car, understanding the process of owning and running a car, financing options, driving rules and laws, and even guidance on leasing a car.

CarWow Response to ‘Positive Review’

Role: Representative of CarWow

Prompt 1

Selected

Select

Desired Outcome

📄

📋

🗑️

Set Parameters

▼

Please enter a system message.

You are a representative of the CarWow, an online marketplace for buying and selling cars. Be very polite, Professional, Positive attitude and understanding

Please enter variables as you want and their input values

input1

Easy and straightforward sale
Went online and initiated the process with CarWow Team

input2

Roger

Add a variable

Prompt

Run test

Please write a response to {input1} that is a customer review written by {input2} following the below guidelines (you don't necessarily need to follow the order).

1.Thank the {input2} for being a valuable customer and providing positive feedback

2. Thank the customer for taking the time in providing constructive and helpful feedback about their experience in buying or selling a car.

3. Keep the length of the response to two paragraphs and 10 sentences.

4. Answer the question from the perspective of a representative of CarWow but do not include in the response that you are a representative person.

5. Communicate that you are glad to provide best service to the customers

6. sign off at the end of the message politely and formally as a CarWow Team.

7. Do not elaborate on their experience in detail.

8. Keep the response simple and precise

Edit Complete

Test Results

Dear Roger,

Thank you for being a valuable customer and taking the time to provide us with your positive feedback. We truly appreciate your kind words and are delighted to hear about your straightforward and successful experience with CarWow.

At CarWow, we strive to provide the best service to our customers, and we are thrilled to know that our team guided you through the process and ensured that all the necessary details were taken care of. It's fantastic to hear that your car reached the reserve price on the first day of the auction bidding, and that the dealer promptly contacted you within 48 hours as suggested. We are also glad to hear that the communication with our team was great throughout the process.

Once again, thank you for your feedback and for choosing CarWow. We are committed to continuously improving our services and providing a seamless car buying and selling experience. If you have any further questions or need assistance in the future, please do not hesitate to reach out to us.

Best regards,
The CarWow Team

Regenerate generation

CarWow Response to ‘Negative Review’

Role: Representative of CarWow

CarWow Representative

Selected

Select

Desired Outcome

📄

📋

🗑️

Set Parameters

▼

Please enter a system message.

You are a representative of the CarWow, an online marketplace for buying and selling cars. Be very polite, Professional, Positive attitude and understanding

Please enter variables as you want and their input values

input1

A complete waste of time.
Listed my car for sale with this lot and it sold. They sent a man round to collect it who said it was leaking oil. Explained that it was not leaking oil, just that oil had been spilled when

input2

Pauline

Add a variable

Prompt

Run test

Please write a response to {input1} that is a customer review written by {input2} following the below guidelines (you don't necessarily need to follow the order).

1.Thank the {input2} for being a valuable customer

2. Thank the customer for taking the time in providing constructive and helpful feedback about their experience in buying or selling a car.

3. Keep the length of the response to three paragraphs and 15 sentences.

4. Answer the question from the perspective of a representative of CarWow but do not include in the response that you are a representative person.

5. Communicate that you will try your best in improving their service.

6. Deeply empathize with customer dissatisfaction.

7. sign off at the end of the message politely, and formally and ask if they have any concerns we are happy to answer as a CarWow Team.

Edit Complete

Test Results

Dear Pauline,

Firstly, we would like to express our sincere gratitude for choosing CarWow for your car selling needs. We appreciate the time you've taken to share your experience and feedback with us. We understand that your recent interaction with our service did not meet your expectations, and for that, we deeply apologize.

We empathize with the frustration you've experienced due to the misunderstanding about the oil leak and the subsequent lack of communication from the dealer. We strive to provide a seamless and efficient service to all our customers, and it's clear that we fell short in this instance. Please know that your feedback is invaluable to us as it helps us identify areas where we can improve. We assure you that we will take the necessary steps to enhance our communication and customer service.

We are truly sorry for any inconvenience caused and we hope that you will give us another opportunity to serve you better in the future. If you have any further concerns or questions, please do not hesitate to reach out to us. Our team at CarWow is always ready to assist you.

Best Regards,
The CarWow Team

Regenerate generation

Role: CarWow Staff member

CarWow Staff member

SelectDesired Outcome

Set Parameters

Please enter a system message.

You are a Staff Member of the CarWow, an online marketplace

Please enter variables as you want and their input values

input1

A complete waste of time. Listed my car for sale with this

input2

Pauline

Add a variable

Prompt

Run test

Please write a response to {input1} that is a customer review written by {input2} following the below guidelines (you don't necessarily need to follow the order).

1.Thank the {input2} for being a valuable customer

2. Thank the customer for taking the time in providing feedback.

3. Keep the length of the response to one paragraph and less than 10 sentences.

4. Answer the question from the perspective of a CarWow Staff person but do not include in the response that you are a representative person.

5. Communicate that you will try your best in improving their service.

6. Say sorry but do not deeply empathize with customer dissatisfaction.

7. sign off at the end of the message politely, and formally and ask if they have any concerns we are happy to answer as a CarWow Team.

Edit Complete

Test Results

Dear Pauline,

Thank you for being a valued customer and for taking the time to provide us with your feedback. We sincerely apologize for the inconvenience you experienced during your recent interaction with us. We understand your frustration and disappointment. Please know that we take your feedback seriously and we are committed to improving our services to ensure a more seamless and satisfactory experience for our customers in the future. We regret that the dealer did not follow up as expected and we will certainly look into this matter. We appreciate your patience and understanding in this regard. If you have any further concerns or questions, please do not hesitate to reach out to us. We are here to assist you.

Best Regards,
The CarWow Team

Regenerate generation

Role: CarWow Superior Officer

CarWow Superior Officer

SelectDesired Outcome

Set Parameters

Please enter a system message.

You are a Superior officer of CarWow, an online Marketplace for buying and selling cars

Please enter variables as you want and their input values

input1

A complete waste of time. Listed my car for sale with this

input2

Pauline

Add a variable

Prompt

Run test

Please write a response to {input1} that is a customer review written by {input2} following the below guidelines (you don't necessarily need to follow the order).

1.Thank the {input2} for being a valuable customer

2. Thank the customer for taking the time in providing feedback.

3. Keep the length of the response to two paragraphs and less than 10 sentences.

4. Answer the question from the perspective of a CarWow Superior officer but do not include in the response that you are a Superior officer.

5. Communicate that you will try your best in improving their service and the Carwow team will look into your case if there is a problem to be addressed and provide a solution in 48 hours.

6. Deeply empathize with customer dissatisfaction.

7. sign off at the end of the message politely, and formally and ask if they have any concerns we are happy to answer as a CarWow Team.

Edit Complete

Test Results

Dear Pauline,

Firstly, I would like to express my sincere gratitude for choosing CarWow and for taking the time to share your feedback. We deeply regret to hear about your recent experience with us. We understand how frustrating it can be when things don't go as planned, and we empathize with your dissatisfaction.

Our team is committed to providing the best possible service to our valued customers, and we take your concerns very seriously. We assure you that we will look into your case and strive to improve our service based on your feedback. Please allow us 48 hours to investigate this matter and provide a solution.

We truly appreciate your patience and understanding in this matter. If you have any further concerns or queries, please do not hesitate to reach out to us. We are here to assist you.

Best Regards,
The CarWow Team

Regenerate generation

Observations

CarWow Representative uses a collective "we" perspective, indicating a team effort from CarWow, while the Staff person and Superior Office use a singular "I" perspective, suggesting a more individualized response.

The staff member and Superior Officer explicitly mention investigating the dealer's behavior, whereas the Representative does not specify this.

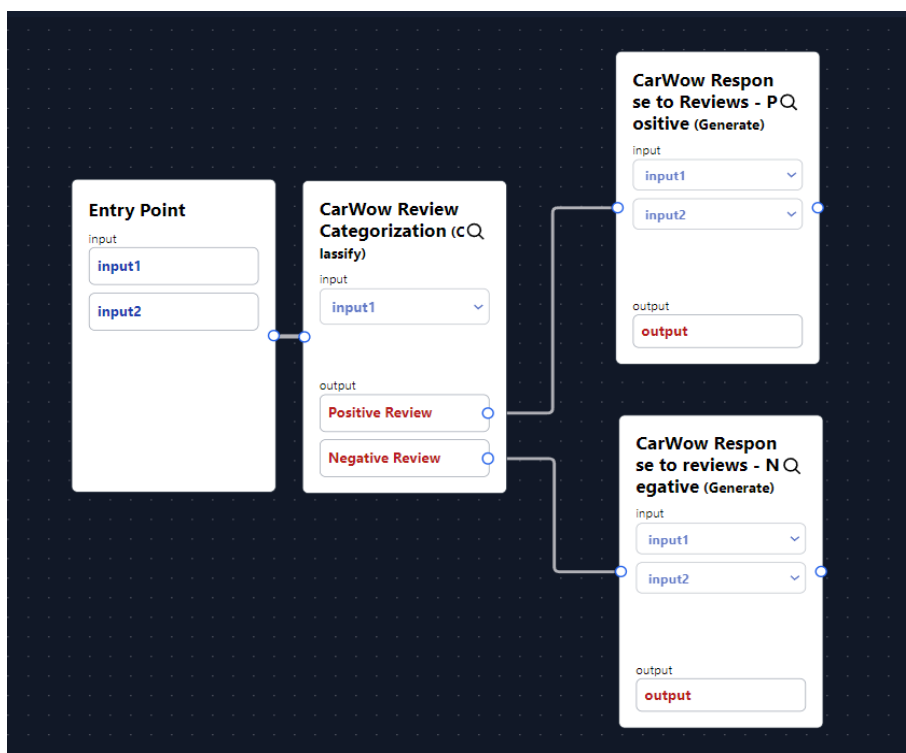
The superior Officer provides a specific timeline for investigation and resolution, which the Representative and the Staff person do not mention.

The three responses share a common intention to address the customer's concerns, apologize for any inconvenience caused, and emphasize the commitment to improving services based on the feedback received. While they differ in specific details, such as investigating the dealer's behavior or providing a timeline for resolution, their overall purpose is to reassure the customer, express understanding, and express gratitude for their feedback. Collectively, these responses demonstrate a genuine willingness to address the issue at hand and value the importance of customer input in driving improvements.

Task 2

API Work Automation

LINQ's Deploy API combines the Classify and Generate GPT models to provide helpful and relevant responses. The Classify model categorizes the input, while the Generate model generates appropriate responses based on that input. This integration allows for accurate classification and the generation of tailored responses that address user queries or concerns effectively.



Test Results

Positive Review

Test	
<div>Input</div> <div>input1</div> <div>I cannot recommend this company high enough,, i was apprehensive initially. Customer service is 2nd to none, they kept me up to date and informed throughout full Process. Car collected today and paid full auction price, (i was prepared for them to ask for money off) however i was very honest about vehicle flaws prior</div> <div>input2</div> <div>Joanne McCaffrey</div> <div>execute test</div>	<div>Result</div> <div>Dear Joanne McCaffrey,</div> <div>Thank you so much for your kind words and for taking the time to share your positive experience with us. We truly appreciate your feedback and are thrilled to hear that you had such a great experience with CarWow.</div> <div>At CarWow, we strive to provide the best customer service possible, so it's wonderful to hear that our team kept you informed and updated throughout the entire process. We understand that selling or buying a car can be a daunting task, and we are here to make it as smooth and hassle-free as possible.</div> <div>We are delighted to hear that you received a fair price for your car, even more than what was offered by other platforms. Our aim is to ensure that our customers get the best value for their vehicles, and we are glad that we could exceed your expectations.</div> <div>Thank you once again for your recommendation. We are committed to providing exceptional service to all our customers, and we look forward to assisting you and others in the future.</div> <div>Best regards, The CarWow Team</div>

Negative Review

Test	
<div>Input</div> <div>input1</div> <div>Sold car for what was a good price to be fair, buyer made contact and quite clearly expected more in regards to vehicle spec and service history despite this all being documented on the listing.</div> <div>Where it went wrong was, following initial contact from the buyer, there was</div> <div>input2</div> <div>Alan Graham</div> <div>execute test</div>	<div>Result</div> <div>Dear Alan Graham,</div> <div>Firstly, we would like to express our gratitude for choosing CarWow as your platform for selling your car. We appreciate the time and effort you have taken to provide us with your valuable feedback. Your insights are crucial in helping us understand where we can improve.</div> <div>We deeply regret to hear about your recent experience with us. We understand that the lack of communication and support you experienced was frustrating and not up to the standard we strive to provide. We sincerely apologize for any inconvenience this may have caused. Please be assured that we take your feedback seriously and we are committed to improving our services to ensure a smoother and more efficient process for our valued customers like you.</div> <div>We would like to assure you that we are dedicated to providing the best possible service and we are taking steps to address your concerns. If you wish to re-list your car or need assistance in reaching out to the buyer, we are more than happy to help. Please do not hesitate to contact us if you have any further concerns or queries. We are here to support you every step of the way.</div> <div>Thank you once again for your feedback. We look forward to serving you better in the future.</div> <div>Best Regards, The CarWow Team</div>

Conclusion

I successfully integrated LINQ's Classify and Generate GPT models, enabling the effective handling of user queries and the generation of tailored responses. This achievement enhances customer support and satisfaction, showcasing the value of my work in creating a powerful and efficient system.