tripleten

Automated Feedback Analysis Workflow

Francois O Yengue

AI Automation | Project 3

Introduction

Customer feedback is one of the most valuable resources for any business — it reveals what is working, what is not, and where opportunities for growth lie. However, manually collecting and reviewing feedback can be time-consuming and often leads to delayed action. In today's fast-paced digital environment, businesses need a faster, smarter way to capture customer sentiment and turn it into actionable insights.

In this project, I took on the role of a **Customer Success Manager** at a small online business. The company was facing a common problem: while they were receiving feedback from customers, there was no streamlined way to analyze it in real time or to notify the team when urgent issues arose. This resulted in missed opportunities to improve the product and, in some cases, dissatisfied customers who never received follow-up support.

To address this challenge, I designed and built an **automated workflow** that uses AI to analyze customer feedback and deliver actionable insights instantly. By combining tools like **Google Forms**, **Make**, **Gemini AI**, and **Google Sheets**, I created a system that:

- Collects feedback automatically.
- Uses AI to determine customer sentiment (Positive, Neutral, or Negative).
- Summarizes customer messages into clear, concise insights.
- Stores the results in a Google Sheet for tracking and reporting.
- (Optionally) Sends an email alert if a negative sentiment is detected, so the team can respond quickly.

This automated solution allows the business to react faster to customer needs, reduce the risk of negative experiences escalating, and continuously improve their products and services.

🟦 Slide 1: Title Slide

Title: Automated Customer Feedback Analysis
Subtitle: Real-Time AI-Powered Insights.

🎯 Slide 2: Project Goal

Header: Goal:

> *Create an automated system that collects customer feedback, analyzes it with AI, and stores actionable insights in real-time..*

🛠️ Slide 3: Tools Used

Header: Tools Used

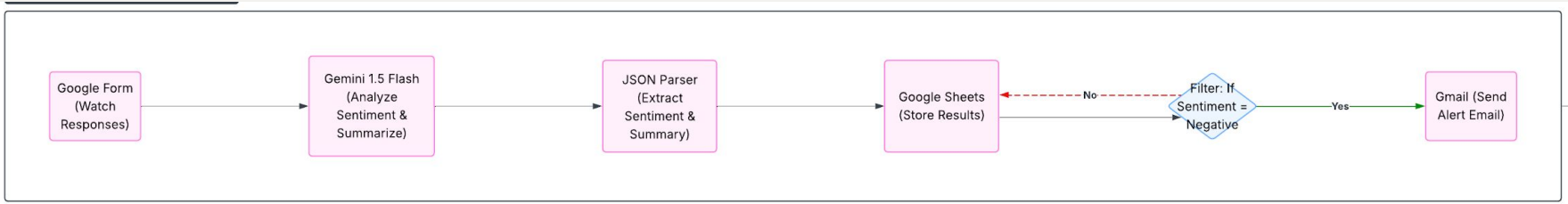
- **Google Forms** – Collect customer feedback
- **Make.com** – Automate the workflow
- **Google Gemini AI** – Analyze sentiment and create summaries
- **Google Sheets** – Store structured results
- **Email Alerts** – Notify team of negative feedback

Design Tip: Use soft shadows and hover-style effects to mimic your HTML tool cards.

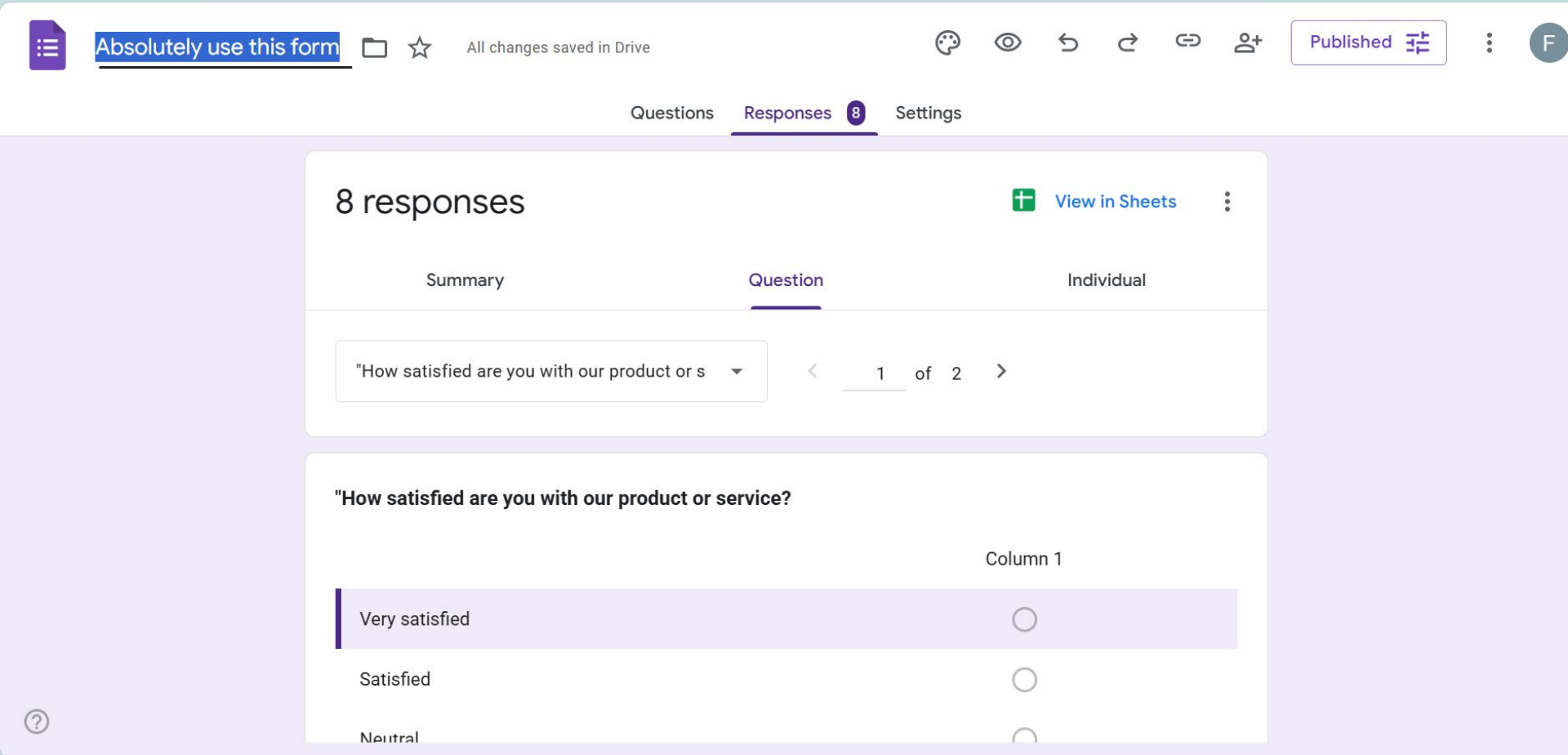
🔄 Slides 4–8: Workflow Steps

Workflow diagram

This is a visualized diagram of the workflow design we are going to implement .



Google Form


Absolutely use this form
All changes saved in Drive
Published
Questions
Responses 8
Settings
8 responses
View in Sheets
Summary
Question
Individual
"How satisfied are you with our product or s
1 of 2
"How satisfied are you with our product or service?
Column 1
Very satisfied
Satisfied
Neutral

Absolutely use this form

All changes saved in Drive

Published

F

Questions | Responses 8 | Settings

Unsatisfied

Very unsatisfied

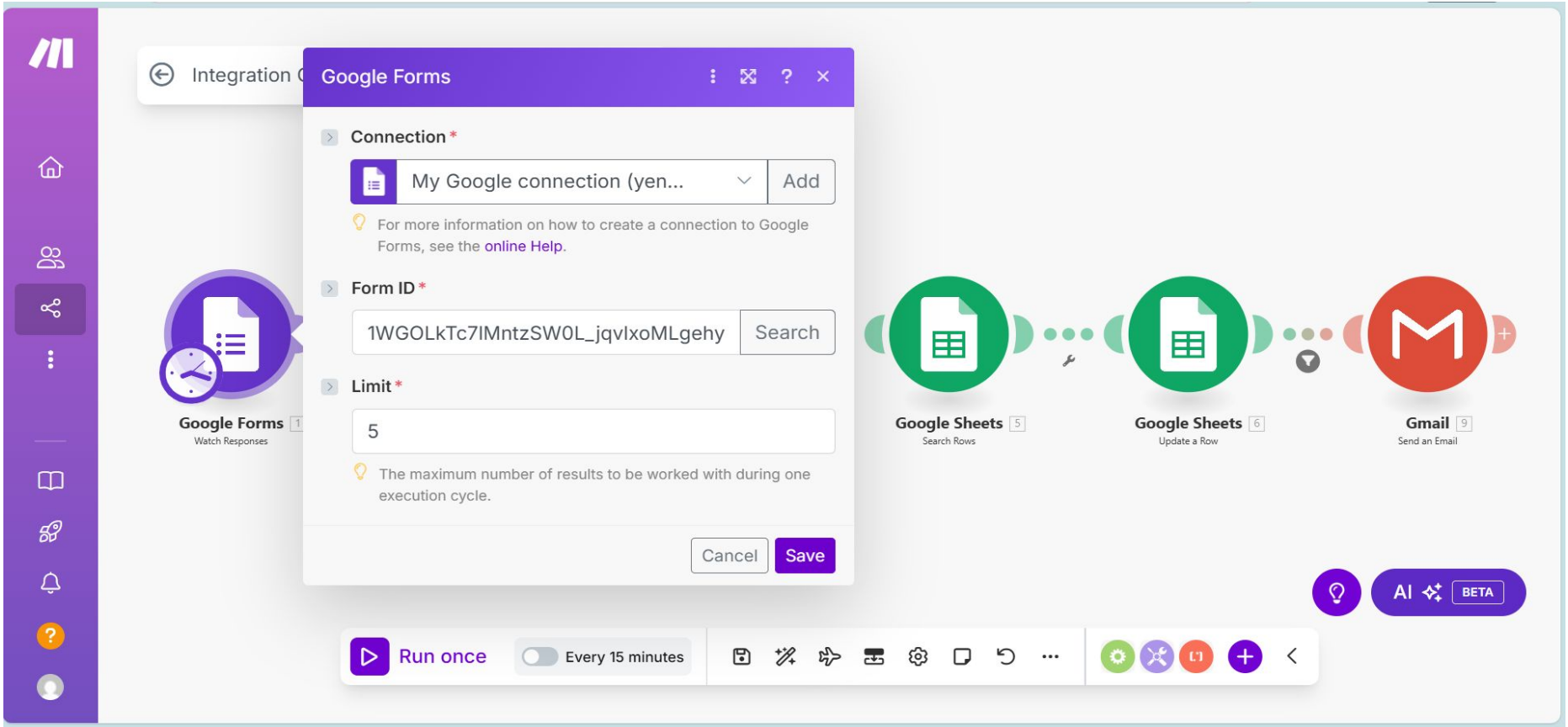
Question left blank

6 responses

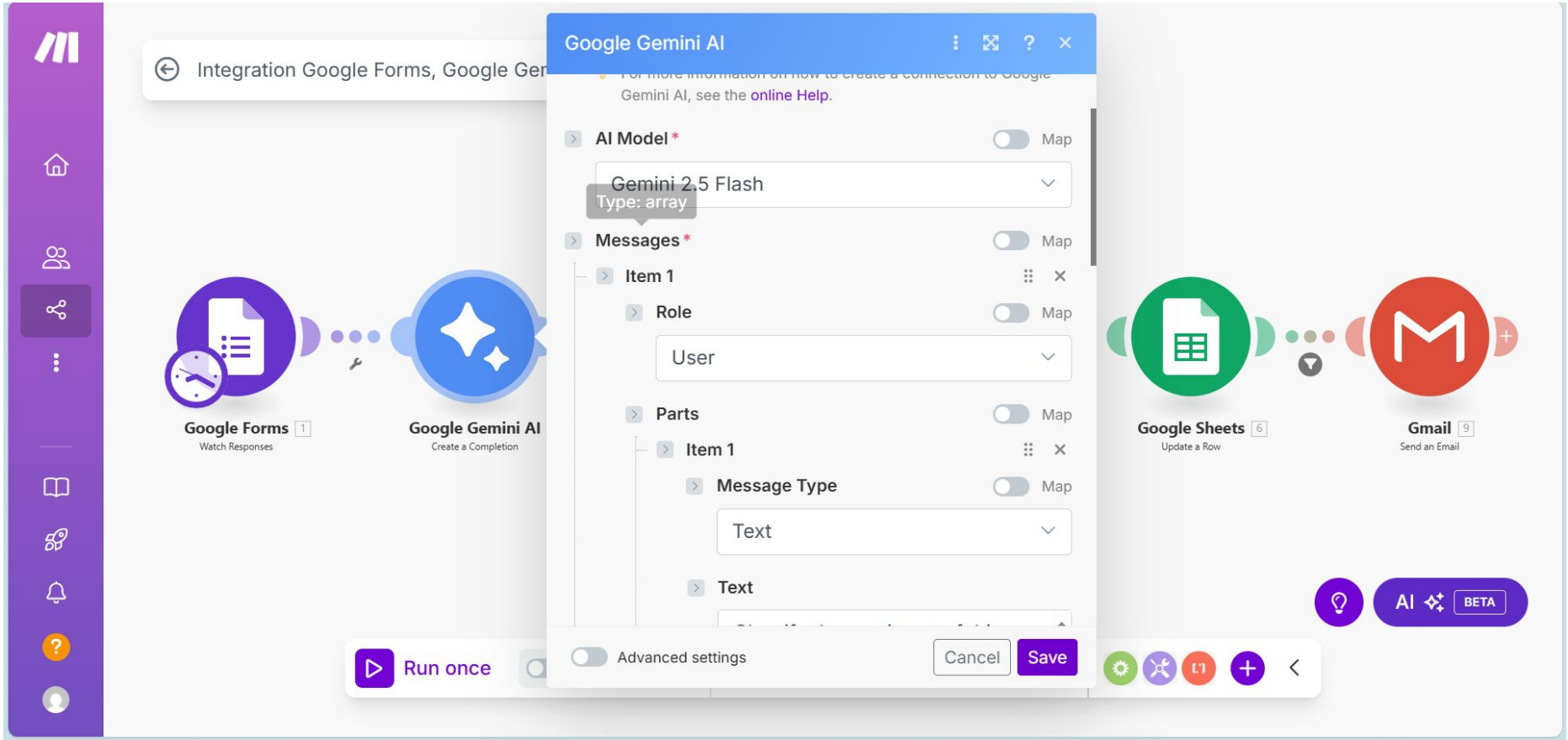
Column 1

2 responses

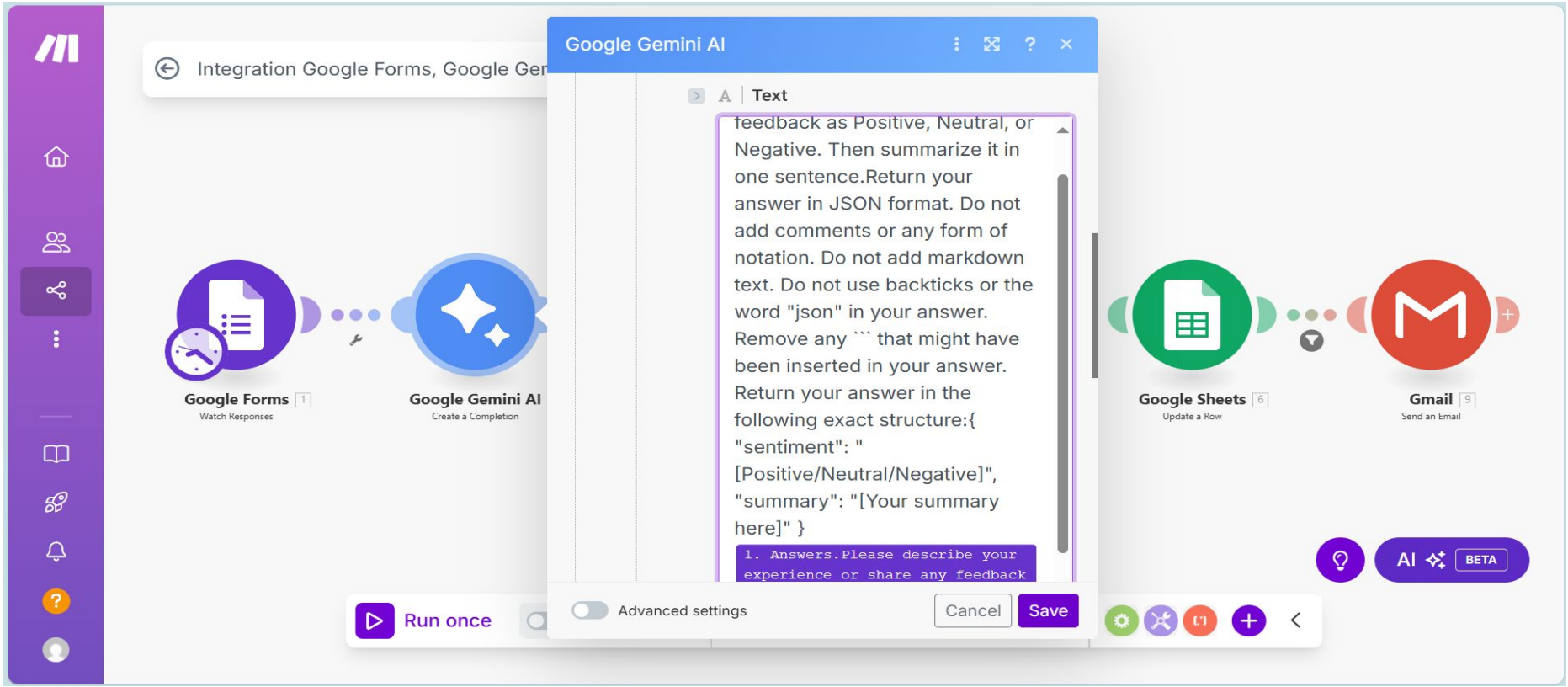
Google Form Setup



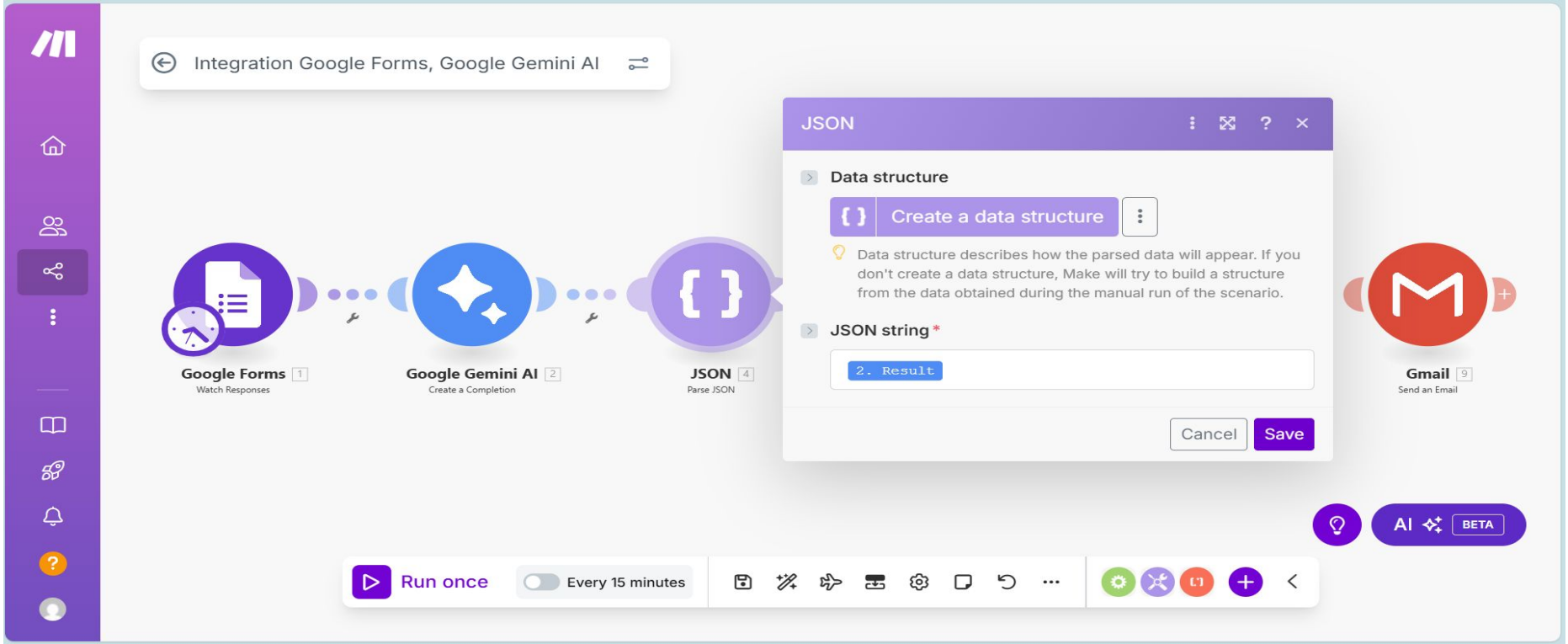
Gemini Setup 1



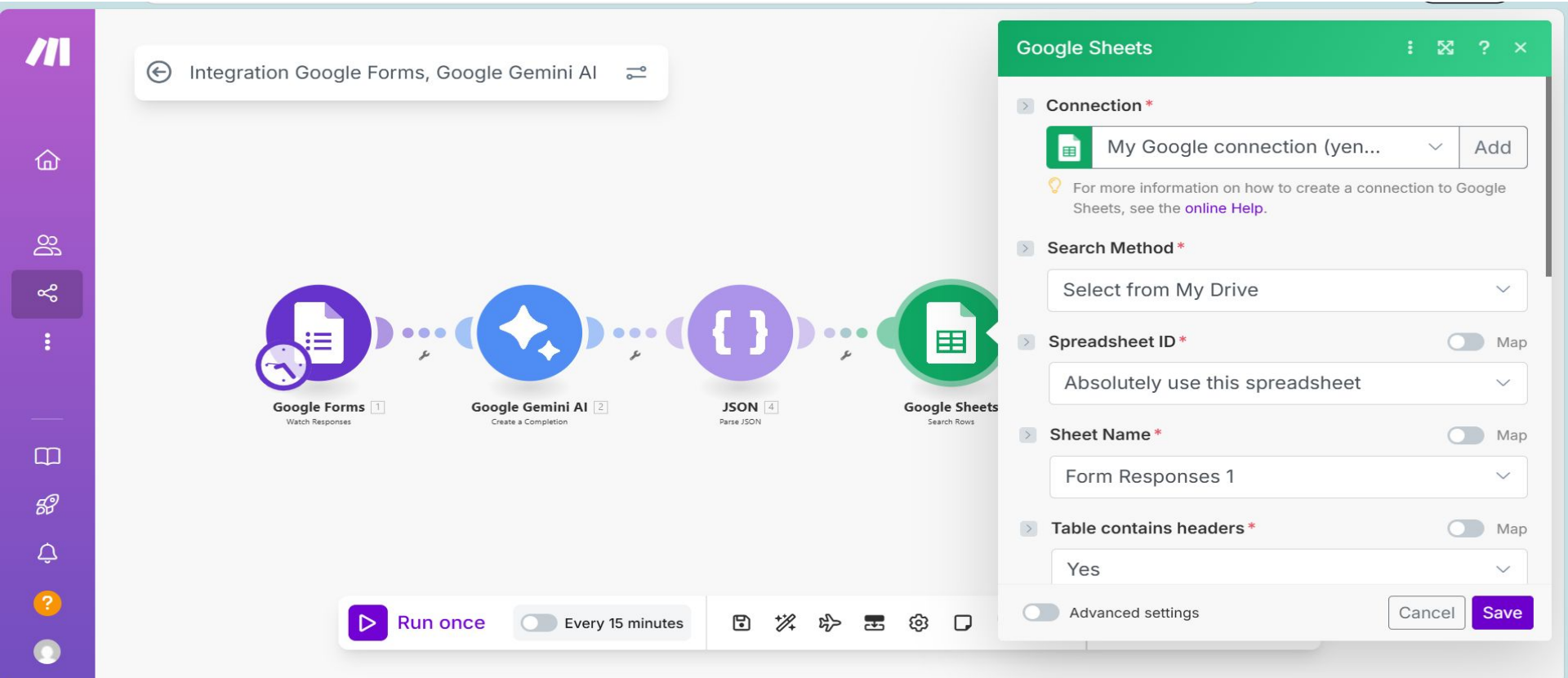
Gemini Set up 2



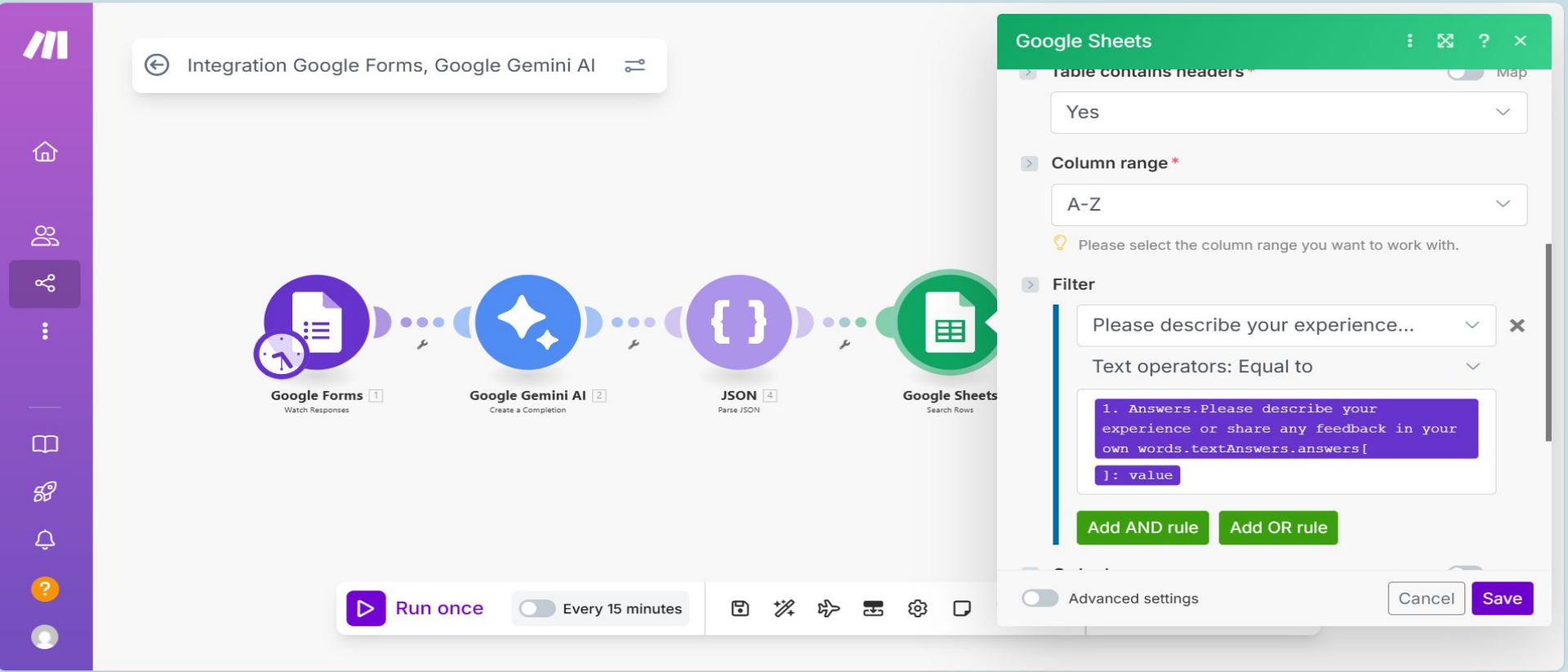
JSON Setup


Integration Google Forms, Google Gemini AI
JSON
Data structure
Create a data structure
Data structure describes how the parsed data will appear. If you don't create a data structure, Make will try to build a structure from the data obtained during the manual run of the scenario.
JSON string *
2. Result
Cancel
Save
Google Forms 1
Watch Responses
Google Gemini AI 2
Create a Completion
JSON 4
Parse JSON
Gmail 9
Send an Email
AI BETA
Run once
Every 15 minutes

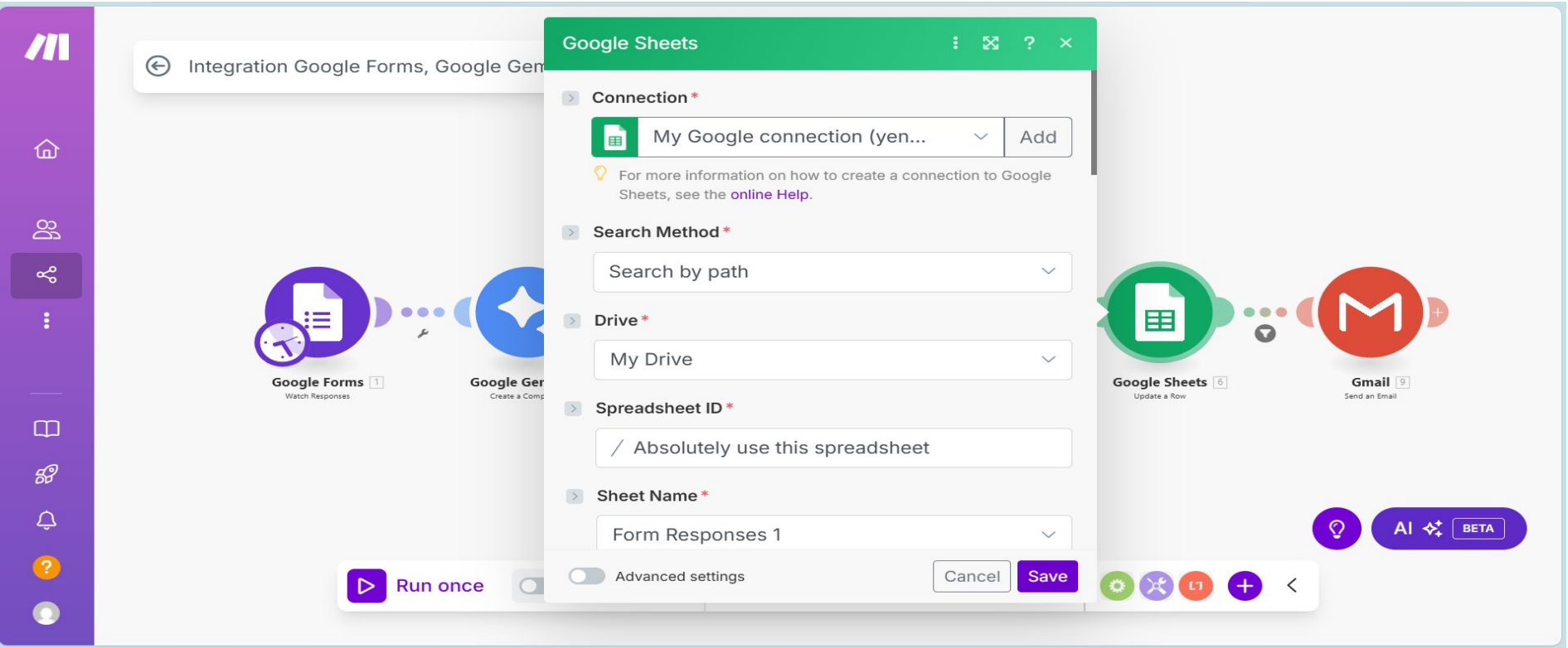
Search Row Setup 1



Search Row Setup 2



Update Row Setup 1



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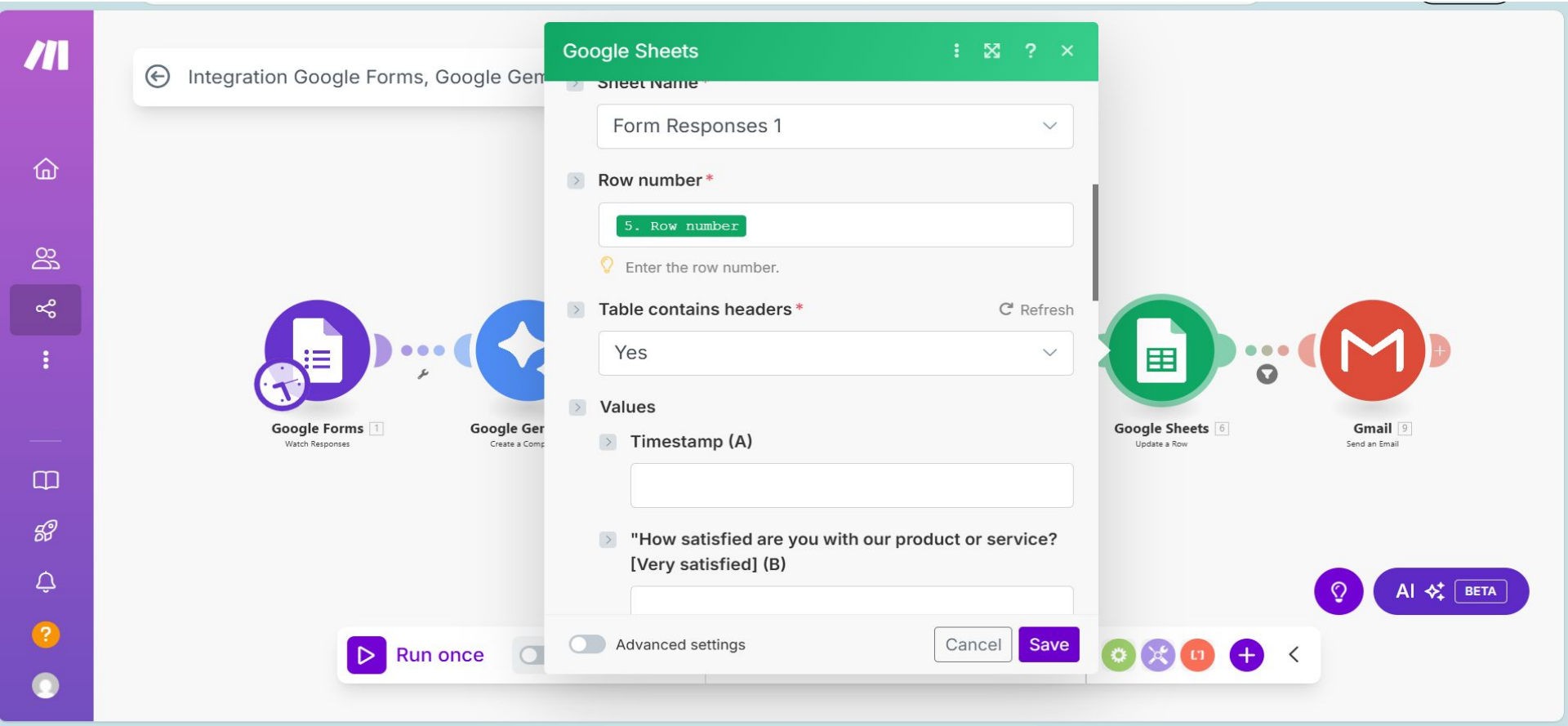
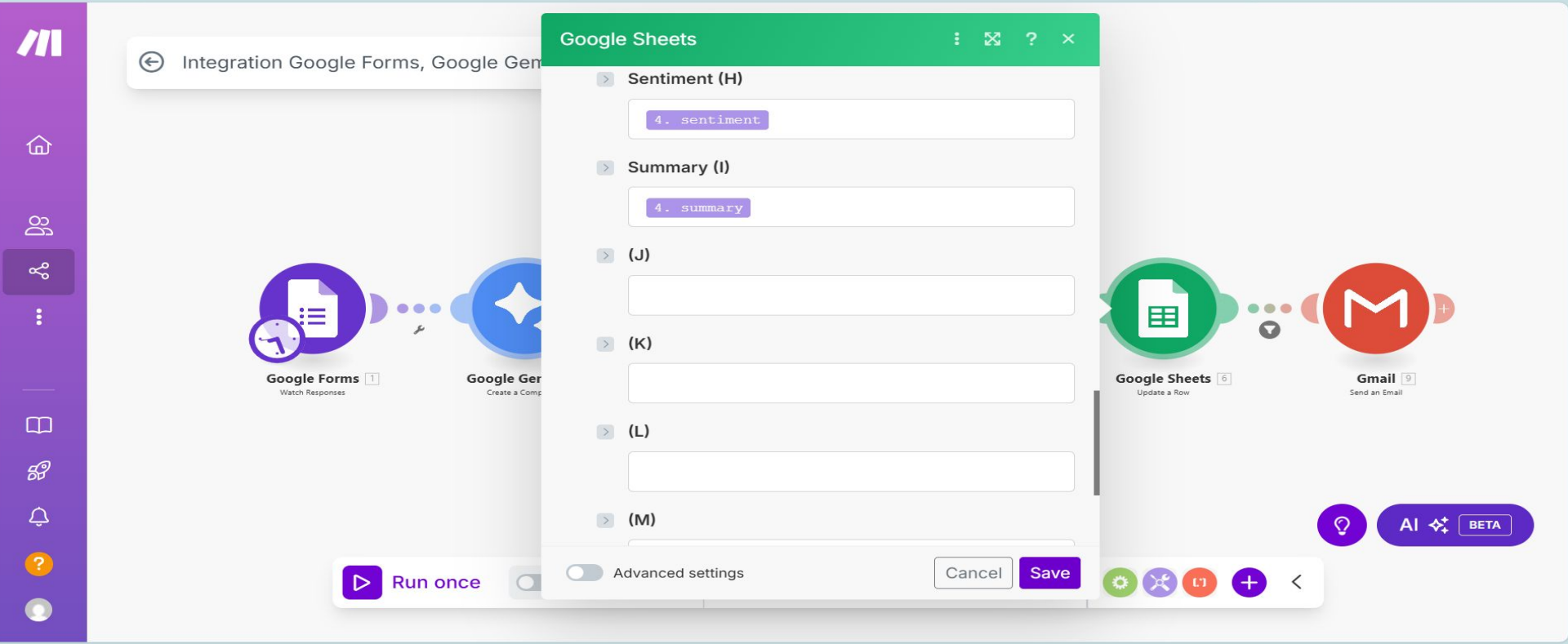
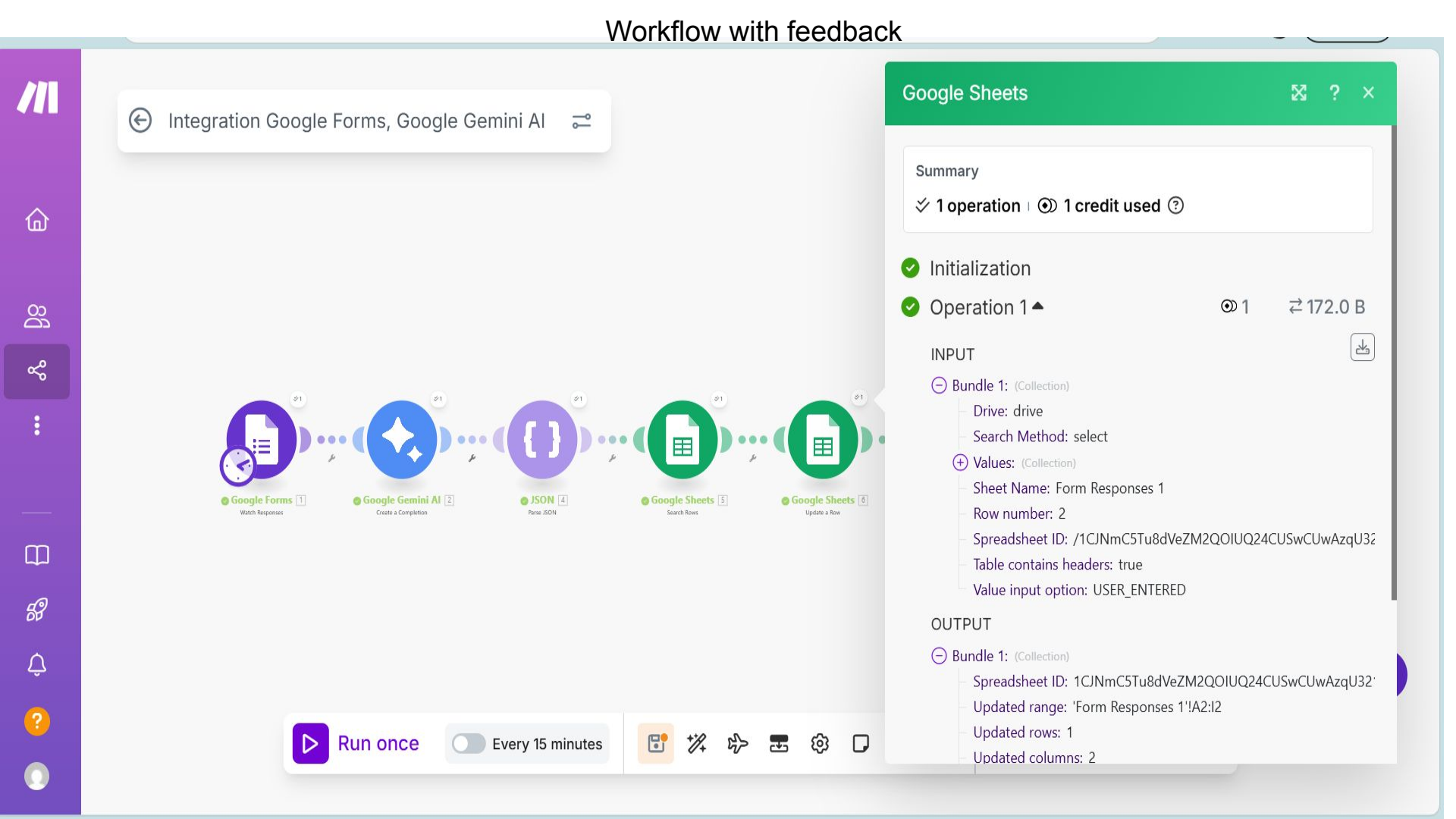


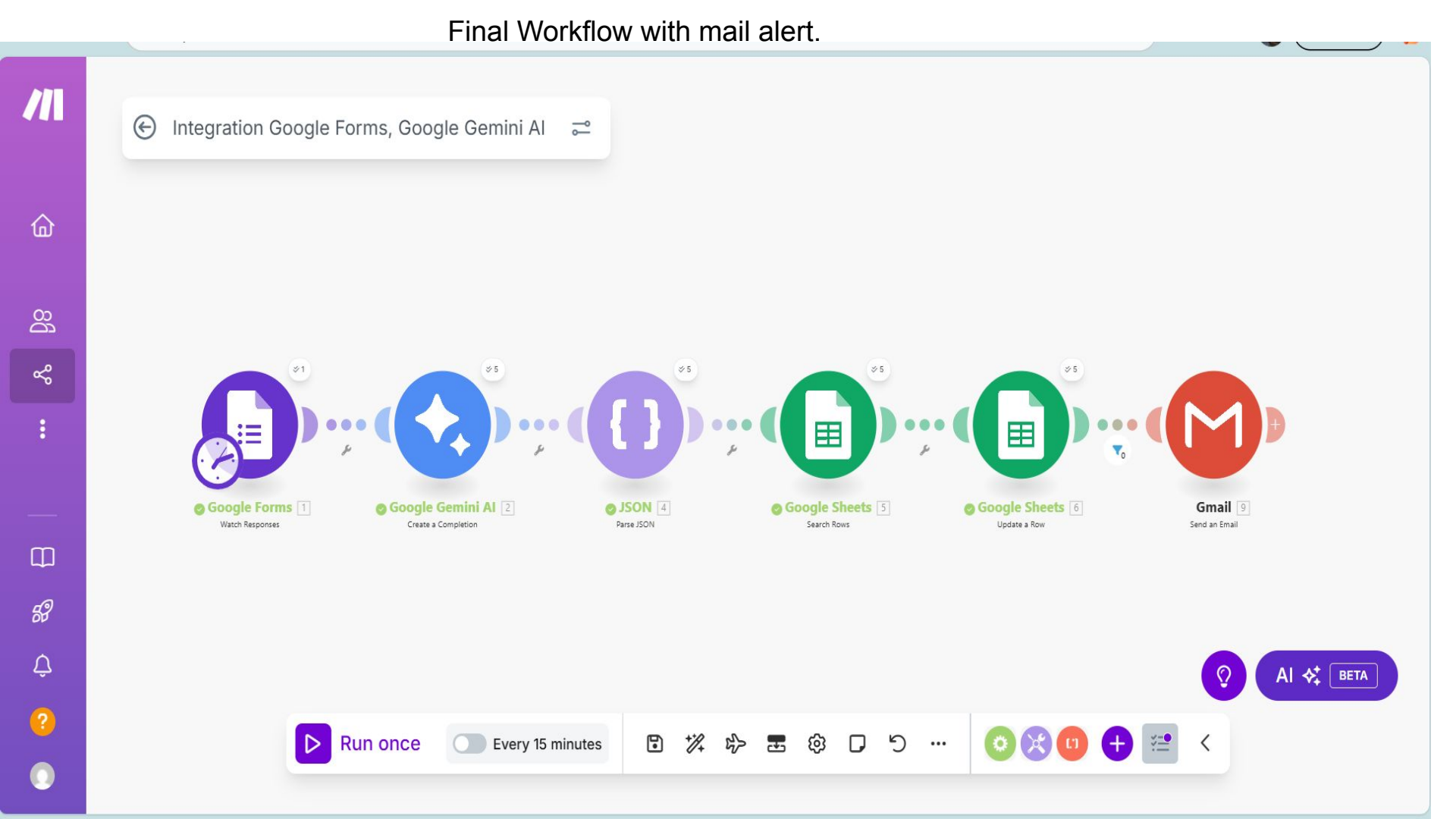
Update Row Setup 3



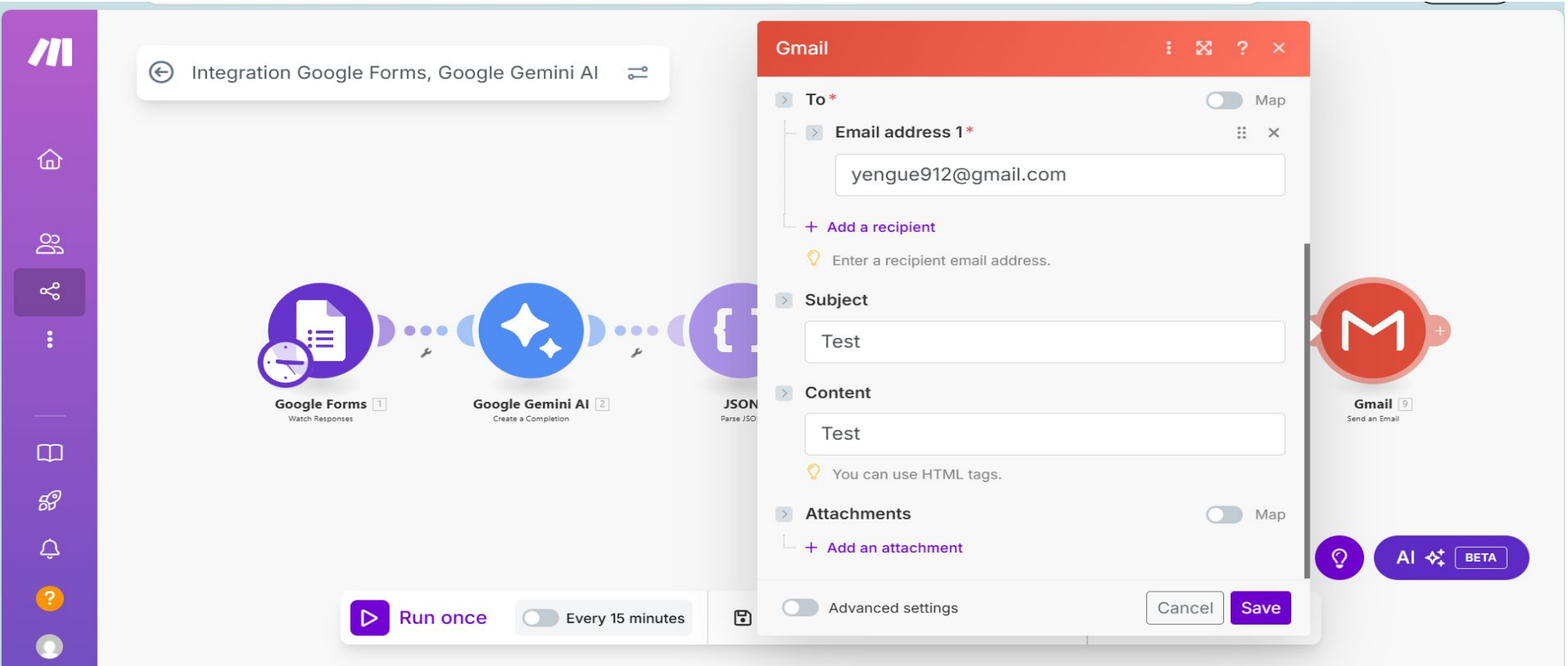
Workflow with feedback



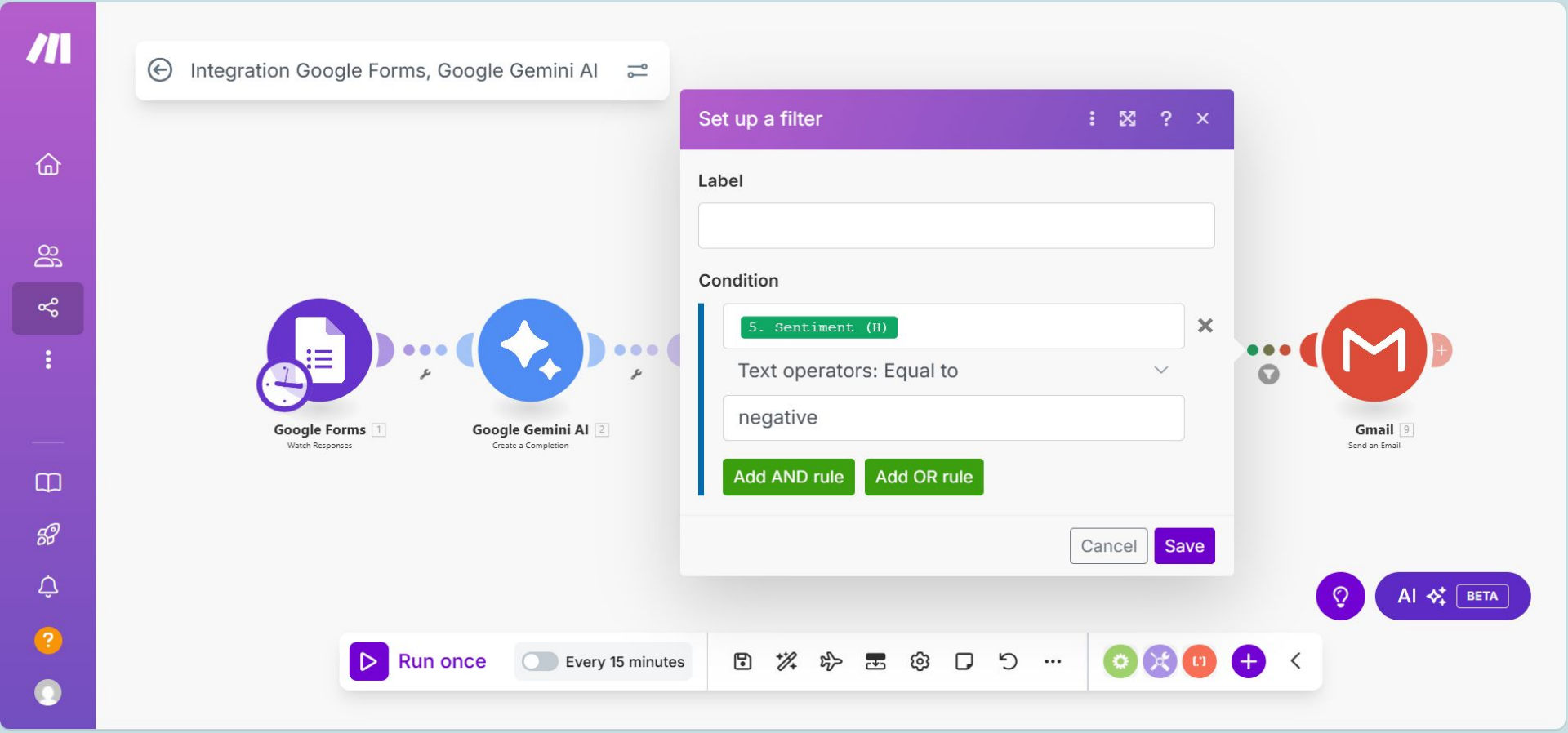
Final Workflow with mail alert.



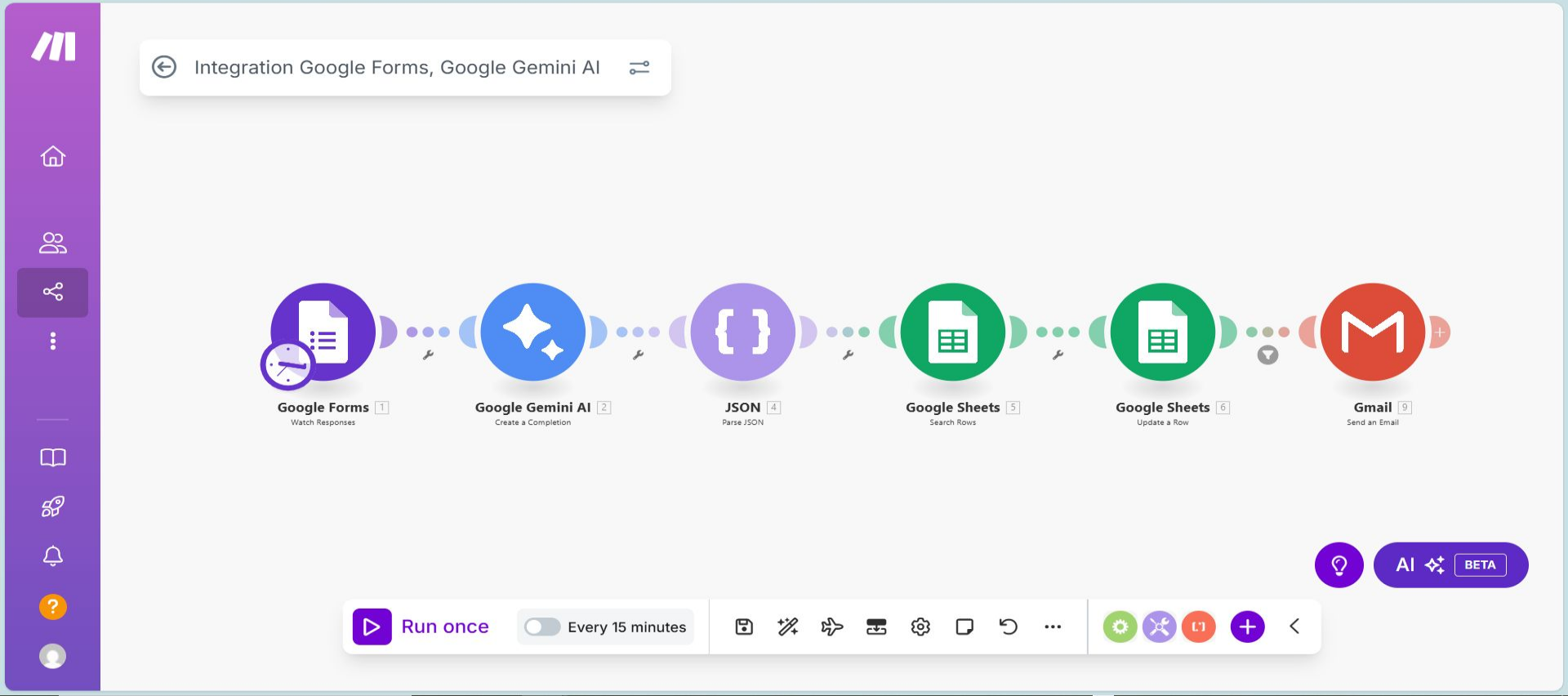
Gmail Setup 1



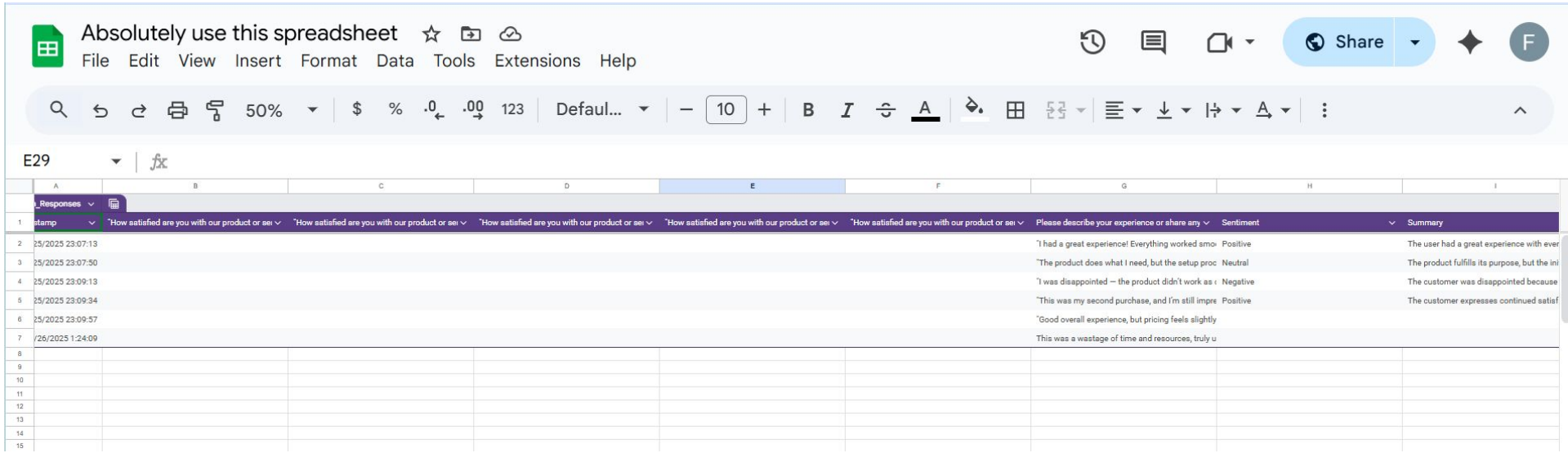
Gmail Setup 2



Entire Workflow Setup



Google sheet update



Results

Key Findings:

- 37.5% negative sentiment (higher than typical, suggesting potential product/service issues)
- AI correctly classified sentiment in 87.5% of cases
- 3 automated email alerts triggered for negative feedback
- 1 immediate refund request requiring urgent attention

Notable Findings:

- **Equal split**: 37.5% neutral and 37.5% negative (only 25% positive)
- **High alert rate**: 3 out of 8 responses triggered negative sentiment alerts
- **Rapid collection**: 7 responses collected in under 3 minutes on Sept 25
- **One late responder**: Single response came 26 hours later

Key Summary Performance:

- All summaries follow the requested 1-2 sentence format
- Main sentiment and issues clearly preserved
- Business-relevant details highlighted (refund requests, feature gaps, etc.)

Optional extras

I've created a comprehensive notification system guide that goes far beyond basic email alerts. Here are the key innovations based on the feedback data:

Immediate Implementation Options:

- Real-time Slack notifications with quick action buttons
- WhatsApp Business alerts for mobile-first management
- Automated Trello cards for task management
- Smart escalation logic (CEO alerts for high-value customer complaints)

Creative Additions Specific to Your Data:

- Pattern detection alerts (your data shows setup issues mentioned multiple times)
- Refund request urgent notifications (triggered by row 6 in your sheet)
- Positive feedback celebrations for team morale
- Weekly sentiment digest showing the 37.5% negative trend

Advanced Automation Ideas:

- Voice assistant integration for hands-free updates
- CRM integration to update customer health scores
- Social media cross-monitoring for customers who complain on multiple channels
- Smart watch notifications for managers on-the-go

The system I've outlined would transform your current basic email alerts into a sophisticated, multi-channel notification network that ensures different team members get the right information through their preferred communication method at the right urgency level.

Which of these notification types would be most valuable for your team's workflow?

Link to the workflow:

https://drive.google.com/file/d/1s593EfcT9vYiv62fWBMTpe0fB3jmsdy-/view?usp=sharing

Google sheet Link with data:

https://docs.google.com/spreadsheets/d/1CJNmC5Tu8dVeZM2QOIUQ24CUSwCUwAzqU321MbsO6os/edit?usp=sharing

Google Form Link:

https://docs.google.com/forms/d/e/1FAIpQLSfoQj3mG_-DRPf6ww6voEt9yx3jdsVGefbRVEKQKA2-I11KkA/viewform?usp=header

Gemini AI.blueprint Link:

https://drive.google.com/file/d/1s593EfcT9vYiv62fWBMTpe0fB3jmsdy-/view?usp=sharing