

tripleten

# Automated Feedback Analysis Workflow

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# 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

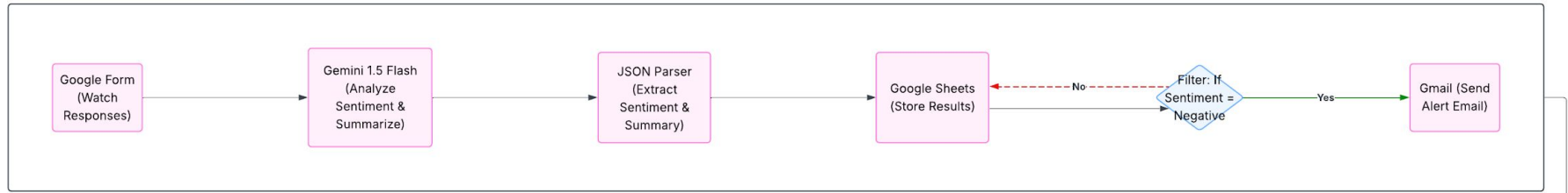
**Design Tip:** Use soft shadows and hover-style effects to mimic your HTML tool cards.



## 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

The screenshot shows a workflow builder interface with a purple sidebar on the left containing icons for home, people, integration, and other functions. The main workspace displays a workflow diagram with three steps: 'Google Forms' (1), 'Google Sheets' (5), and 'Gmail' (9). The 'Google Forms' step is highlighted with a modal window for configuration.

**Integration Configuration Modal: Google Forms**

- Connection \***  
My Google connection (yen... Add)  
For more information on how to create a connection to Google Forms, see the [online Help](#).
- Form ID \***  
1WGOLkTc7IMntzSW0L\_jqvIxoMLgehy Search
- Limit \***  
5  
The maximum number of results to be worked with during one execution cycle.

Cancel Save

**Workflow Diagram:**

- Google Forms** (1) Watch Responses
- Google Sheets** (5) Search Rows
- Google Sheets** (6) Update a Row
- Gmail** (9) Send an Email

**Footer:**

- Run once Every 15 minutes
- Icons: Save, Undo, Redo, Settings, Copy, Paste, etc.
- AI BETA

# Gemini Setup 1

The screenshot displays the Gemini Setup 1 interface, which includes a workflow diagram and a configuration modal for Google Gemini AI.

**Workflow Diagram:**

- Google Forms** (1) - Watch Responses
- Google Gemini AI** - Create a Completion
- Google Sheets** (6) - Update a Row
- Gmail** (9) - Send an Email

**Google Gemini AI Configuration Modal:**

- AI Model\*** (Map): Gemini 2.5 Flash (Type: array)
- Messages\*** (Map):
  - Item 1**:
    - Role** (Map): User
    - Parts** (Map):
      - Item 1**:
        - Message Type** (Map): Text
        - Text**

**Buttons:** Run once, Advanced settings, Cancel, Save.

**Footer:** AI BETA













## Gemini Set up 2



The screenshot displays the Gemini AI integration setup interface. A central workflow is shown with three main components: **Google Forms** (Watch Responses), **Google Gemini AI** (Create a Completion), and **Google Sheets** (Update a Row). A **Gmail** component (Send an Email) is also visible on the right. A modal window titled "Google Gemini AI" is open, showing a text input field with the following prompt:


feedback as Positive, Neutral, or Negative. Then summarize it in one sentence. Return your answer in JSON format. Do not add comments or any form of notation. Do not use backticks or the word "json" in your answer. Remove any ``` that might have been inserted in your answer. Return your answer in the following exact structure: { "sentiment": "[Positive/Neutral/Negative]", "summary": "[Your summary here]" }


Below the text input field, there is a button labeled "Run once" and a toggle switch for "Advanced settings". The bottom right corner features a "BETA" badge and a "Send an Email" button.


## JSON Setup








 Integration Google Forms, Google Gemini AI 


**Google Forms** <sup>1</sup>  
Watch Responses



**Google Gemini AI** <sup>2</sup>  
Create a Completion


**JSON** <sup>4</sup>  
Parse JSON


**Gmail** <sup>9</sup>  
Send an Email

**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

 **Run once**  Every 15 minutes





 AI  **BETA**











# Search Row Setup 1

The screenshot displays the Zapier workflow editor with a sequence of four steps: Google Forms (Watch Responses), Google Gemini AI (Create a Completion), JSON (Parse JSON), and Google Sheets (Search Rows). The Google Sheets settings panel is open, showing the following configuration:


- Connection:** My Google connection (yen...)
- Search Method:** Select from My Drive
- Spreadsheet ID:** Absolutely use this spreadsheet
- Sheet Name:** Form Responses 1
- Table contains headers:** Yes
- Advanced settings:** (unchecked)


At the bottom of the workflow editor, there is a "Run once" button and a toggle for "Every 15 minutes".


## Search Row Setup 2

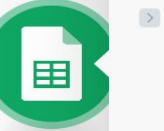



Integration Google Forms, Google Gemini AI

  
**Google Forms** <sup>1</sup>  
Watch Responses







  
**Google Gemini AI** <sup>2</sup>  
Create a Completion

  
**JSON** <sup>4</sup>  
Parse JSON

  
**Google Sheets**  
Search Rows

 Run once

☐ Every 15 minutes



Google Sheets

Table contains headers

Yes

Column range\*

A-Z

Please select the column range you want to work with.

Filter

Please describe your experience...

Text operators: Equal to

1. Answers.Please describe your experience or share any feedback in your own words.textAnswers.answers[ ]: value

Add AND ruleAdd OR rule

☐ Advanced settings

CancelSave

# Update Row Setup 1

The screenshot displays the 'Update Row Setup 1' interface. A central modal window titled 'Google Sheets' is open, showing configuration options for a workflow. The modal includes sections for 'Connection', 'Search Method', 'Drive', 'Spreadsheet ID', and 'Sheet Name'. The 'Connection' section shows 'My Google connection (yen...' with an 'Add' button. The 'Search Method' section has a dropdown set to 'Search by path'. The 'Drive' section has a dropdown set to 'My Drive'. The 'Spreadsheet ID' section has a text input field containing '/ Absolutely use this spreadsheet'. The 'Sheet Name' section has a dropdown set to 'Form Responses 1'. At the bottom of the modal, there is a 'Run once' button, a toggle for 'Advanced settings', and 'Cancel' and 'Save' buttons. The background shows a workflow diagram with icons for Google Forms, Google Sheets, and Gmail. The Google Sheets icon is highlighted with a green circle and labeled 'Update a Row'. The Gmail icon is labeled 'Send an Email'. The interface also features a purple sidebar on the left with various icons and a bottom bar with a 'BETA' label.

Integration Google Forms, Google Gen

**Google Sheets**

**Connection \***

My Google connection (yen... Add

For more information on how to create a connection to Google Sheets, see the [online Help](#).

**Search Method \***

Search by path

**Drive \***

My Drive

**Spreadsheet ID \***

/ Absolutely use this spreadsheet

**Sheet Name \***

Form Responses 1

Run once

Advanced settings

Cancel Save

Google Forms 1 Watch Responses











Google Gen Create a Comp

Google Sheets 6 Update a Row


Gmail 9 Send an Email

AI BETA


## Update Row Setup 2




Integration Google Forms, Google Gen




**Google Forms** 1  
Watch Responses





**Google Gemini**  
Create a Comp




**Google Sheets** 6  
Update a Row




**Gmail** 9  
Send an Email



**BETA**








Run once



Advanced settings

Cancel Save



### Google Sheets

Sheet Name

Form Responses 1

Row number \*

5. Row number

Enter the row number.

Table contains headers \*

Yes

Refresh

Values

Timestamp (A)

"How satisfied are you with our product or service?"  
[Very satisfied] (B)

## Update Row Setup 3

The screenshot displays a workflow editor interface with a purple sidebar on the left containing icons for home, people, integration, and other functions. The main workspace shows a sequence of steps: 'Google Forms' (Watch Responses), 'Google Gemini' (Create a Completion), 'Google Sheets' (Update a Row), and 'Gmail' (Send an Email). A modal window titled 'Google Sheets' is open, showing the configuration for the 'Update a Row' action. The modal has a green header with standard window controls. It contains a list of fields to be updated, each with a dropdown menu. The first two fields are 'Sentiment (H)' and 'Summary (I)', both with '4.' selected. The remaining fields are labeled '(J)', '(K)', '(L)', and '(M)'. At the bottom of the modal, there is a 'Run once' button, a toggle for 'Advanced settings', and 'Cancel' and 'Save' buttons. The background workflow steps are partially obscured by the modal.

Integration Google Forms, Google Gemini

Google Forms 1  
Watch Responses

Google Gemini 2  
Create a Completion

Google Sheets 6  
Update a Row

Gmail 9  
Send an Email

Google Sheets

Sentiment (H)

4. sentiment

Summary (I)

4. summary

(J)

(K)

(L)

(M)

Run once

Advanced settings

Cancel Save

AI BETA

# Workflow with feedback

Integration Google Forms, Google Gemini AI



Run once



Every 15 minutes



## Google Sheets

### Summary

✓ 1 operation | ⌚ 1 credit used ⓘ

✓ Initialization

✓ Operation 1 ▲

⌚ 1

↔ 172.0 B

### INPUT



⊖ Bundle 1: (Collection)

- Drive: drive
- Search Method: select

+ Values: (Collection)

- Sheet Name: Form Responses 1
- Row number: 2
- Spreadsheet ID: /1CJNmC5Tu8dVeZM2QOIUQ24CUSwCUwAzqU32
- Table contains headers: true
- Value input option: USER\_ENTERED

### OUTPUT

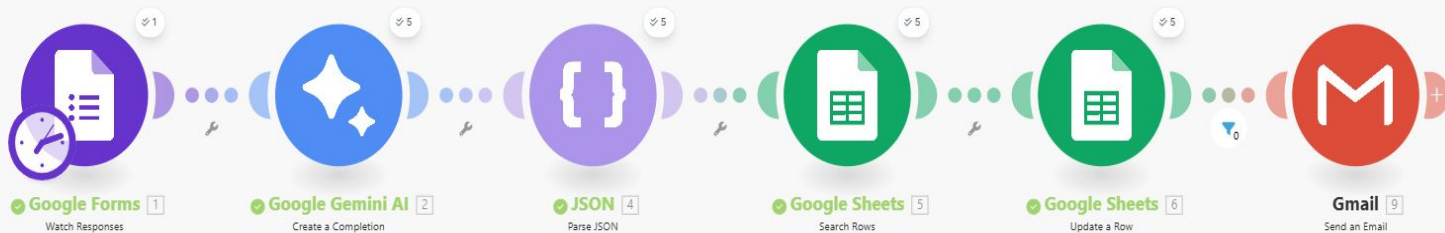
⊖ Bundle 1: (Collection)

- Spreadsheet ID: 1CJNmC5Tu8dVeZM2QOIUQ24CUSwCUwAzqU32'
- Updated range: 'Form Responses 1'!A2:I2
- Updated rows: 1
- Updated columns: 2



## Final Workflow with mail alert.

← Integration Google Forms, Google Gemini AI



AI

BETA



Run once



Every 15 minutes



## Gmail Setup 1

The screenshot displays a workflow builder interface with a purple sidebar on the left containing icons for home, people, share, and other functions. The main workspace shows a workflow titled "Integration Google Forms, Google Gemini AI" with three steps: "Google Forms" (Watch Responses), "Google Gemini AI" (Create a Completion), and "JSON" (Parse JSON). A modal window titled "Gmail" is open, showing the setup for sending an email. The modal includes fields for "To" (Email address 1\*), "Subject", and "Content", each with a "Map" toggle. The "To" field contains the email address "yengue912@gmail.com". The "Subject" field contains the text "Test". The "Content" field contains the text "Test". There are also buttons for "Add a recipient", "Add an attachment", and "Advanced settings". At the bottom of the modal are "Cancel" and "Save" buttons. The workflow builder interface also features a "Run once" button and a toggle for "Every 15 minutes".

Integration Google Forms, Google Gemini AI

Google Forms 1  
Watch Responses

Google Gemini AI 2  
Create a Completion

JSON  
Parse JSON

Run once

Every 15 minutes

Gmail

To\* Map

Email address 1\* x

yengue912@gmail.com

+ Add a recipient

Enter a recipient email address.

Subject

Test

Content

Test

You can use HTML tags.

Attachments Map

+ Add an attachment


Advanced settings

Cancel Save


Gmail 3  
Send an Email

AI BETA


## Gmail Setup 2




Integration Google Forms, Google Gemini AI



**Google Forms** [1]  
Watch Responses



**Google Gemini AI** [2]  
Create a Completion



**Gmail** [9]  
Send an Email

Set up a filter

Label

Condition

5. Sentiment (H)

Text operators: Equal to


negative


Add AND rule


Add OR rule






Cancel


Save


 Run once

 Every 15 minutes







AI  **BETA**

# Entire Workflow Setup



Integration Google Forms, Google Gemini AI



**Google Forms** 1  
Watch Responses



**Google Gemini AI** 2  
Create a Completion



**JSON** 4  
Parse JSON



**Google Sheets** 5  
Search Rows



**Google Sheets** 6  
Update a Row



**Gmail** 9  
Send an Email



AI



BETA



Run once



Every 15 minutes





# 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-l11KkA/viewform?usp=header](https://docs.google.com/forms/d/e/1FAIpQLSfoQj3mG_-DRPf6ww6voEt9yx3jdsVGefbRVEKQKA2-l11KkA/viewform?usp=header)

Gemini AI.blueprint Link:

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