Feedback Analyzer





The Feedback Analyzer turns unstructured feedback from your customers, into actionable insights to drive your KPIs.

- Analyzes an entire corpus of feedback, extracts the top categories, and provides executive summaries for each.
- Connects your customer's feedback directly to your KPIs, by providing actionable insights as well as sentiment analysis.
- Utilizes generative AI, with a simple UX that allows to see feedback, regardless of the language, and sliced & dice it by parameters like brand, region and timeframe.

Use Case 1: Customer Feedback

- Analyze and group customer feedback to your KPIs
- Receive actionable summaries to improve your KPIs
- Understand differences between locations and over time, and showcase trends

Use Case 2: Field Sales Pulse

- Measure the pulse of your sales teams to drive revenue
- Receive actionable and timely info on your go-to-market and product strategies
- Make rapid adjustments to changing market demands

Use Case 3: Track Sentiment

- Slice and dice feedback by brand, region, and timeframe.
- Track the development of sentiment against your KPIs over time.

causing unnecessary delays." ass •Neutral: "Wait times are

•Neutral: "Wait times are manageable, but improvements could be made during

•Negative: "Checkout lines are

too long during peak hours,

•Negative: "Sometimes it takes ages to get assistance at customer service counters."

Product Availability

Waiting Times

Average Sentiment Score: 3.9

- Positive: "Wide range of products available, rarely out of stock on essentials."
- Neutral: "Some specialty items are hard to find, but the main products are well-stocked."
 Positive: "Regularly updated inventory ensures fresh and new products are available."

Staff Friendliness

Average Sentiment Score: 2.8 Average Sentiment Score: 4.5

- Positive: "Staff members are always welcoming and ready to assist with a smile."
- Positive: "Helpful and knowledgeable employees make my shopping trips enjoyable."
- Positive: "The management ensures that the team maintains a friendly atmosphere."

Pricing Competitiveness

Average Sentiment Score: 3.5

- •Neutral: "Prices are generally fair, though some items are a bit pricey compared to online stores."
- Positive: "Frequent promotions and discounts help make prices more attractive."
 Neutral: "Competitive pricing

•Neutral: "Competitive pricing overall, but specific categories could offer better deals."

Store Cleanliness

 Positive: "The store is always spotless and well-organized, making shopping a pleasant experience."

Average Sentiment Score: 4.2

- Positive: "I appreciate the attention to detail in maintaining clean displays and aisles."
- Neutral: "Occasionally, some areas could use a quick wipedown, but overall it's clean."

Checkout Experience

Average Sentiment Score: 3.2

- Neutral: "Checkout process is smooth, but adding more registers during busy times would help."
- Negative: "Some payment terminals are slow, causing frustration at the end of shopping."
- Positive: "Efficient checkout staff make the process relatively quick."

Timezone	
EMEA	~
Region	
Switzerland	~
Calendar Month	
January	~

Reach out to AI GBBs:
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