Prompt 1:

I have clustered several product reviews of Nike Men's Airmax 2017 on Amazon describing verified shoppers' opinions after they received their orders. The output of the clustering analysis is that there are three types of reviews. Please summarize what each cluster is about. What are the bold positive and negative opinions in each cluster?

Please remember that the prompts I can give you have limited characters, so I will use two words to make you understand whether all reviews are given to you. In the beginning, I will use "BEGIN" and write the reviews. If you did not find the word "STOP" it means the end of the reviews. Therefore, I might give you reviews in more than one prompt. Please pay attention to adding all reviews between "BEGIN" and "STOP" and then summarize them.

Are you ready for the first cluster?

Response 1:

Yes, I’m ready to help you summarize the reviews. Please provide the reviews for the first cluster when you’re ready.

Prompt 2:

Cluster 1 reviews

Response 2:  
**Positive Opinions:**

* The majority of the reviews in this cluster are overwhelmingly positive. Customers praised the shoes for their comfort, fit, and style. They particularly appreciated the lightweight design and breathable fabric, which made the shoes comfortable for extended wear.
* Many customers mentioned that the shoes provided excellent support in the heel and arch areas, making them feel like they were “walking on a cloud”.
* The shoes were also commended for their versatility, being suitable for running, calisthenics, and jobs requiring a lot of physical activity.
* Customers also appreciated the quick delivery and good price.

**Negative Opinions:**

* A few customers reported issues with the air bubble, stating that it popped after 6 months of light use or had a mark on it upon arrival.
* One customer felt that the shoes were not as comfortable as they expected given the price, and had to purchase additional insoles.
* Another customer noted that the grip on the bottom of the shoes wore through after 10 weeks of use, bringing them close to reaching the air bubble.

Overall, customers seem to be very satisfied with their purchase of the Nike Men’s Airmax 2017, praising its comfort, fit, and style. However, some customers raised concerns about the durability of the air bubble and the shoe’s grip.

Prompt 3:

Cluster 2 Reviews

Response 3:

**Positive Opinions:**

* Many customers in this cluster expressed satisfaction with the comfort, style, and fit of the shoes. They appreciated the lightweight design and breathable fabric, which made the shoes comfortable for extended wear.
* Some customers mentioned that they have been long-time users of Air Max shoes and have bought multiple pairs over the years. They praised the shoes for their support, especially for bad ankles and after surgeries.
* Customers also appreciated the quick delivery and good condition of the shoes upon arrival. Some even mentioned that they would buy again.
* A few customers mentioned that the shoes look comfortable and awesome, and one customer even received a partial refund for a missing box.

**Negative Opinions:**

* A common issue raised by customers was the durability of the air bubble. Several customers reported that the air bubble popped or deflated after a few months of normal wear, which they found disappointing given the price of the shoes.
* Some customers mentioned that the shoes ran smaller than their usual size, were too tight, or were too big. One customer had to try longer shoelaces to allow adjustments.
* There were also complaints about the shoes getting dirty easily, the color being different than expected (off blue grey instead of off white, mostly grey instead of predominantly white), and the tags for the shoes being located at an unusual place, making them seem fake.
* A few customers reported receiving shoes with defects, such as a terrible squeaking noise with every step or a dirty and defected sneaker.

Overall, while many customers are satisfied with the comfort, style, and fit of the Nike Men’s Airmax 2017, there are concerns about the durability of the air bubble, the sizing of the shoes, and the color and appearance of the shoes. Despite these issues, many customers have bought multiple pairs and plan to buy more, indicating high satisfaction with the product. However, the high price, quality control issues (such as receiving defected or dirty shoes or shoes with unusual tags), and the shoes not looking as expected are areas of dissatisfaction among some customers.

Prompt 4:

Cluster 3

**Positive Opinions:**

* A few customers mentioned that the shoes look nice and feel comfortable initially.

**Negative Opinions:**

* The majority of the reviews in this cluster are negative. The most common issue raised by customers was the durability of the shoes, particularly the air pockets. Many customers reported that the air pockets popped or deflated after a few weeks or months of use, which they found disappointing given the high price of the shoes.
* Some customers mentioned that the shoes are too tight or not true to size.
* There were also complaints about the shoes being worn or used upon arrival, with some customers even suspecting that the shoes are not original. One customer received a pair with a security tag still attached.
* A few customers reported that the shoes started squeaking after a few weeks of use.
* Some customers expressed dissatisfaction with the customer service, stating that the seller did not respond to their complaints or help with warranty issues.
* A few customers mentioned that the shoes are overpriced and not worth the money.

Overall, while a few customers found the Nike Men’s Airmax 2017 to be comfortable initially, there are significant concerns about the durability of the shoes, particularly the air pockets. The high price, poor customer service, and quality control issues (such as receiving worn or used shoes) are major areas of dissatisfaction among customers in this cluster. Some customers even advised others not to buy these shoes. Despite these issues, a few customers still found the shoes to be comfortable and stylish. However, the overwhelming majority of reviews in this cluster are negative.

Generating Messages

Prompt 6

Please generate relatively short messages for Max, Alex, and Chris. I want you to create personalized messages that address their concerns, too. The objective is to raise their NPS score with such communications. You can also generate images along with the text to make it more engaging.

Response 6:

Sure, here are the personalized messages for Max, Alex, and Chris:

**Max:** Hi Max, we’re thrilled to hear that you’re enjoying the comfort, fit, and style of our Nike Men’s Airmax 2017. We understand your concerns about the durability of the air bubble and shoe’s grip. We’re constantly working on improving our products, and your feedback is invaluable in that process. We also recommend checking out our latest models which may offer enhanced durability. Thank you for being a loyal customer!

**Alex:** Hello Alex, thank you for being a long-time user of our Air Max shoes. We’re sorry to hear about the issues you’ve experienced with the air bubble and sizing. We’re committed to improving our products based on customer feedback like yours. We also offer a variety of styles and sizes to ensure the perfect fit. We hope you’ll continue to find value in our products.

**Chris:** Dear Chris, we’re sorry to hear about your disappointing experience with our Nike Men’s Airmax 2017. We take your feedback seriously and are committed to improving the durability of our shoes. We also understand the importance of receiving new and unworn shoes when making a purchase. We’re working diligently to ensure all our products meet the high standards our customers expect. We hope you’ll give us another chance in the future.

As for the images, I’m afraid I can’t generate images in my responses. However, I can assure you that we’re constantly working on improving our products and services based on valuable feedback from customers like you. Thank you for your understanding.

Prompt 7

Now, I want you to regenerate those messages. This time, add some information about Nike Airmax. For example, what can they do after shopping for Airmax and wearing them?

Reponse 7

Sure, here are the revised messages for Max, Alex, and Chris:

**Max:** Hi Max, we’re thrilled to hear that you’re enjoying the comfort, fit, and style of our Nike Men’s Airmax 2017. [These shoes are designed with lightweight and durable materials, making them perfect for rigorous training1](https://thatrunningthing.com/are-nike-air-max-good-for-running/). We understand your concerns about the durability of the air bubble and shoe’s grip. We’re constantly working on improving our products, and your feedback is invaluable in that process. After your workouts, remember to clean your shoes regularly to maintain their appearance and longevity. Thank you for being a loyal customer!

**Alex:** Hello Alex, thank you for being a long-time user of our Air Max shoes. We’re sorry to hear about the issues you’ve experienced with the air bubble and sizing. We’re committed to improving our products based on customer feedback like yours. [We also offer a variety of styles and sizes to ensure the perfect fit2](https://www.footy.com/blog/gear/nike-air-max-complete-guide/). After wearing your Airmax, it’s a good idea to let them air out to keep them fresh. We hope you’ll continue to find value in our products.

**Chris:** Dear Chris, we’re sorry to hear about your disappointing experience with our Nike Men’s Airmax 2017. We take your feedback seriously and are committed to improving the durability of our shoes. We also understand the importance of receiving new and unworn shoes when making a purchase. We’re working diligently to ensure all our products meet the high standards our customers expect. [After purchasing your Airmax, remember to break them in gradually to ensure maximum comfort3](https://www.hibbett.com/blog-expert-advice/what-is-nike-air-max-technology.html). We hope you’ll give us another chance in the future.

As for the images, I’m afraid I can’t generate images in my responses. However, I can assure you that we’re constantly working on improving our products and services based on valuable feedback from customers like you. Thank you for your understanding.

Prompt 8

No. You should tell them what they can do with their running shoes. Like go running, or go to the gym, etc.

Response 8

I see, thank you for the clarification. Here are the revised messages:

**Max:** Hi Max, we’re thrilled to hear that you’re enjoying the comfort, fit, and style of our Nike Men’s Airmax 2017. These shoes are perfect for your morning runs or gym workouts. They’re designed with lightweight and durable materials, making them ideal for rigorous training. We understand your concerns about the durability of the air bubble and shoe’s grip. We’re constantly working on improving our products, and your feedback is invaluable in that process. After your workouts, remember to clean your shoes regularly to maintain their appearance and longevity. Thank you for being a loyal customer!

**Alex:** Hello Alex, thank you for being a long-time user of our Air Max shoes. We’re sorry to hear about the issues you’ve experienced with the air bubble and sizing. We’re committed to improving our products based on customer feedback like yours. We also offer a variety of styles and sizes to ensure the perfect fit. Whether you’re running, doing calisthenics, or working a job that requires a lot of physical activity, our Air Max shoes are designed to support you. After wearing your Airmax, it’s a good idea to let them air out to keep them fresh. We hope you’ll continue to find value in our products.

**Chris:** Dear Chris, we’re sorry to hear about your disappointing experience with our Nike Men’s Airmax 2017. We take your feedback seriously and are committed to improving the durability of our shoes. We also understand the importance of receiving new and unworn shoes when making a purchase. We’re working diligently to ensure all our products meet the high standards our customers expect. After purchasing your Airmax, remember to break them in gradually to ensure maximum comfort. Whether you’re hitting the gym, going for a run, or just walking around town, our Air Max shoes are designed to provide comfort and support. We hope you’ll give us another chance in the future.

TESTING MESSAGE EFFECTIVENESS

Prompt 1:

Suppose you are responsible to have a conversation with shoppers of an omni-channel retailer. In other words, you are responsible to talk with them on the website, sending messages to retailer application, or even generate tweets and content in social media. I am going to give you description of 4 people who have bought Nike Men's Air Max 2017. Each customer has its unique attitudes towards the product. I will give you what each of them think of the product, and then ask you to simulate that customer just like a real one. Then I will give you a message and ask your level of satisfaction out of 10 after reading that message sending from the retailer. Are you ready for characteristics of the first person?

Response 1 after giving the message with the image:

As Max, I would be thrilled to receive this message. The recognition of my loyalty and the exclusive preview offer would make me feel valued as a customer. I would rate my satisfaction with this message as a 10 out of 10. It addresses my interests perfectly and offers me something exclusive, enhancing my connection with the brand.

Response 2 after giving the message with the image:

As Alex, I appreciate the retailer's response and their offer of a discount on my next purchase. It shows that they value my feedback and are willing to make amends. However, the issues I experienced with the Air Max 2017 have somewhat shaken my trust in the product's quality. Therefore, I would rate my satisfaction with this message as a 7 out of 10. While the discount is a nice gesture, it doesn't fully address my concerns about the product's durability.

Response 3 after giving the message with the image:

As Chris, I appreciate the retailer's apology and their offer of a complimentary shoe repair service. This gesture shows that they value my feedback and are willing to take steps to rectify the situation. However, my trust in the product's quality has been significantly affected, and a repair service might not fully address my concerns about the product's durability. Therefore, I would rate my satisfaction with this message as a 5 out of 10. While the offer is a step in the right direction, it doesn't completely alleviate my concerns about the product's quality.

Response 4 after giving the message with the image:

As Jordan, I would be extremely pleased with this message. The acknowledgement of my satisfaction and the offer of early access to new releases would make me feel valued and excited. I would rate my satisfaction with this message as a perfect 10 out of 10. It perfectly aligns with my interests and enhances my positive experience with the brand.

Inspirational

I understand your request better now. Here are the inspirational messages for Max, Alex, Chris, and Jordan:

Max: “Max, your passion for the Air Max 2017 is truly inspiring! Why not take your love for fitness to the next level? With each new pair of Air Max, you could set a new personal fitness goal. Whether it’s running a marathon or setting a new personal best in the gym, let every step in your Air Max take you closer to your goal!”

Alex: “Alex, we understand that your experience with the Air Max 2017 wasn’t perfect. But don’t let that discourage you! Nike is constantly innovating and improving. Our upcoming Air Max models promise better fit and durability. Give us another chance and let the new Air Max inspire you to reach new heights in your fitness journey!”

Chris: “Chris, we’re sorry to hear about your experience. But remember, every setback is a setup for a comeback. We invite you to try our latest Air Max model. We’ve made improvements based on valuable feedback from customers like you. Let the new Air Max be a part of your comeback story!”

Jordan: “Jordan, we’re thrilled that you’re enjoying your Air Max 2017! Why not challenge yourself with each new pair? Set a new fitness goal, join a local sports club, or plan a hiking adventure. Let your Air Max 2017 be a symbol of your commitment to an active lifestyle!”

Yes, the personalized message and encouragement could potentially enhance Max's customer experience. It is always great to receive positive feedback and support from a brand. The image you sent me is an illustration of Nike Air Max shoes surrounded by various sports equipment, which creates a dynamic and energetic vibe. It seems like Amazon is trying to inspire Max to take his fitness goals to the next level with the help of Air Max shoes. While I cannot guarantee that this message will make Max more satisfied and come back for buying Air Max again, it is a positive step towards building a stronger relationship between the customer and the brand. If you have any other questions or concerns, please let me know.

Source: Conversation with Bing, 1/4/2024

(1) Nike Air Max 2017 Review. https://www.solereview.com/nike-air-max-2017-review/.

(2) Nike Air Max 2017 Great Shoes: Review | Runner Expert. https://runnerexpert.com/nike-air-max-2017-great-shoes-review/.

(3) Nike Air Max 2017 Review | Running Shoes? - YouTube. <https://www.youtube.com/watch?v=Go63Xvs1P2g>.

It is difficult to determine whether the revised message would make Alex more satisfied without knowing his specific issues and preferences. However, the message is encouraging and highlights Nike's commitment to innovation and improvement, which could potentially address Alex's dissatisfaction. It is always good to hear that a company is working to improve its products and services. I hope that Alex will give the new Air Max models a chance and find a pair that meets his expectations. If you have any other questions or concerns, please let me know.

Source: Conversation with Bing, 1/4/2024

(1) . https://www.sneaker-wholesale.com/Cheap-Nike-Air-Max-2017-White-Black-Mens-Running-Shoes\_g12958.html.

(2) . https://www.sneaker-wholesale.com/Cheap-Nike-Air-Max-2017-Black-Gold-Mens-Running-Shoes\_g14089.html.

(3) . https://www.sneaker-wholesale.com/Cheap-Mens-Nike-Air-Max-2017-Flyknit-Navy-Blue-White\_g13599.html.

(4) . https://www.sneaker-wholesale.com/Cheap-Mens-Nike-Air-Max-2017-Flyknit-Navy-Blue-Running-Shoes\_g13602.html.

(5) . https://www.sneaker-wholesale.com/Cheap-Nike-Air-Max-2017-White-Black-Mens-Running-Shoes\_g13086.html.

(6) . https://www.sneaker-wholesale.com/Cheap-Mens-Nike-Air-Max-2017-Flyknit-Black-Red-White\_g13597.html?id=13597.

(7) . https://www.sneaker-wholesale.com/Cheap-Mens-Nike-Air-Max-2017-Flyknit-Navy-Blue-White\_g13599.html.

(8) Nike Air Max 2017 Review. https://www.solereview.com/nike-air-max-2017-review/.

(9) Nike Air Max 2017 Great Shoes: Review | Runner Expert. https://runnerexpert.com/nike-air-max-2017-great-shoes-review/.

(10) Nike Air Max 2017 Review | Running Shoes? - YouTube. <https://www.youtube.com/watch?v=Go63Xvs1P2g>.

The message sent to Chris is empathetic and encouraging. It acknowledges his negative experience with the previous product and offers him an opportunity to try the latest Air Max model, which has been improved based on valuable feedback from customers like him. The message also uses a motivational tone, reminding Chris that every setback is a setup for a comeback. While I cannot guarantee that this message will make Chris more satisfied, it is a positive step towards rebuilding his trust in the brand. I hope that Chris will give the new Air Max model a chance and find a pair that meets his expectations. If you have any other questions or concerns, please let me know.

Source: Conversation with Bing, 1/4/2024

(1) Nike Air Max 2017 Review. https://www.solereview.com/nike-air-max-2017-review/.

(2) Nike Air Max 2017 Great Shoes: Review | Runner Expert. https://runnerexpert.com/nike-air-max-2017-great-shoes-review/.

(3) Nike Air Max 2017 Review | Running Shoes? - YouTube. <https://www.youtube.com/watch?v=Go63Xvs1P2g>.

The message sent to Jordan is positive and encouraging. It acknowledges his satisfaction with the Air Max 2017 and encourages him to challenge himself with each new pair. The message suggests setting a new fitness goal, joining a local sports club, or planning a hiking adventure. It also encourages Jordan to let his Air Max 2017 be a symbol of his commitment to an active lifestyle. While I cannot guarantee that this message will make Jordan more satisfied, it is a positive step towards building a stronger relationship between the customer and the brand. If you have any other questions or concerns, please let me know.

Source: Conversation with Bing, 1/4/2024

(1) Nike Air Max 2017 Review. https://www.solereview.com/nike-air-max-2017-review/.

(2) Nike Air Max 2017 Great Shoes: Review | Runner Expert. https://runnerexpert.com/nike-air-max-2017-great-shoes-review/.

(3) Nike Air Max 2017 Review | Running Shoes? - YouTube. https://www.youtube.com/watch?v=Go63Xvs1P2g.