



METAMIND

FROM COSTUMER REVIEWS TO ACTIONABLE MARKETING INSIGHTS

USING AI TO UNDERSTAND THE « WHY » BEHIND CUSTOMER FEEDBAK

CLASS : APPLICATION : QUANTITATIVE MARKETING

INTRODUCTION – THE CHALLENGE WITH CUSTOMER FEEDBACK



The Problem : We're drowning in customer reviews. Standard analysis tells us what customers say, but not why they say it. This makes it hard to act strategically.

The marketing goal : How can we quickly and accurately find the specific pain points and praises that influence purchasing decisions and turn that feedback into strategy

OUR SOLUTION – THE METAMIND PROJECT

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What it is:

An AI-powered analysis tool that goes beyond surface-level sentiment to reveal the true drivers of customer opinion.

The Core Concept:

It uses a "Theory of Mind" (ToM) approach, refined by business logic, to understand the underlying beliefs, desires, and intentions of the reviewer.

The End Result:

It transforms raw reviews into clear, actionable marketing intelligence, all presented in an interactive dashboard.

The MetaMind Demo Interface

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DEVELOPMENT - HOW IT WORKS: A TEAM OF AI AGENTS

We compare two methods:

1.

The Baseline: A standard, single-pass AI analysis. Fast but basic.

2.

The MetaMind Path: A team of specialized AI "agents" that collaborate for a deeper analysis

The MetaMind Agent Team:

ToM Agent:

Generates initial hypotheses about the customer's mental state (their beliefs, desires, emotions).

Domain Agent (The Expert):

This is our "business logic" agent. It scores and refines the hypotheses, selecting the one that is most plausible and relevant to our market. It acts as the expert referee.

Aspect Extractor & Recommender:

Identifies specific product features and provides concrete, evidence-based recommendations for action.

Pinpoint Precision: Go from "people are unhappy" to knowing why they are unhappy and what their expectations are.

Add Business Context: The DomainAgent ensures the insights are not just academically interesting, but commercially relevant.

Drive Strategy with Confidence: The interactive dashboard gives clear, evidence-based recommendations to guide marketing, product, and CX teams.

Measure the Value: The "Data Quality Lift" KPI in our dashboard proves the ROI of this advanced analysis by showing how many errors or missed insights it corrects.

THE MARKETING IMPACT - TURNING INSIGHTS INTO ACTION

CONCLUSION

Summary:

The MetaMind project is a strategic asset that allows us to listen to the "voice of the customer" with unprecedented depth and clarity.

Key Takeaway:

By understanding our customers' true mindset, we can build better products and create more resonant marketing campaigns.

Next Steps:

This system can be expanded to analyze competitor reviews, track brand sentiment across social media, or even power real-time customer support bots.



THANK YOU



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Anastasia Vysotskaya, Noam Levillayer, Aubin Virelizier